Success with Social Media
Impact & Reach

Nick Tanzi, Assistant Director
South Huntington Public Library

Sara Roye, Public Relations Specialist
Mastics-Moriche-Shirley Community Library
Designing on Facebook is like building your home at the base of a volcano.

-Anonymous
Why are we on social media?

- To connect with our patrons
- To build & maintain a positive image
- To share information about programs & services
Direct Paths Don’t Work!

**Expectation:**

- We post about our programs & events
- Patron sees our post in newsfeed
- Patron registers/uses service
I HAVE NO IDEA

WHAT I’M DOING
Reality

- Facebook’s algorithm favors posts that users *want* to see
- It determines this, in part, by measuring their engagement with the poster
  - Likes
  - Comments
  - Shares
- “Sign up for this program” style posts
  - are generally low engagement
  - *equate to “hard selling”*
Reality:

Post engaging content

Patron interacts with post

Increased visibility of your page's posts in patron feed

Facebook attributes value to these interactions
Engagement

- Viewer takes some action
- This action has a certain value
What is Engaging Content?
Created Content

Original content that you produce and lives on your platform

VS.

Curated Content

Relevant information you have gathered and shared from another source
Created Content

The stuff you make
Local History

- Why is this *created* content?
  - Tell an interesting story
  - Tie-in to event, program or theme
    - #WBW #TBT #FlashbackFriday
  - Everyone enjoys nostalgia
  - Feature *your* library’s story
1. FB Assigns a High Value to Comments

2. Always “Close the Gap” in Comments
March is Women's History Month, and we've collected some of our favorite photographs from the library's local history collection to celebrate. #mmsclocalhistory

A Mastic Beach lifeguard, 1950s.
Netting was placed around the swimming area to protect swimmers from jellyfish.
No fancy glasses required. Folks have been making simple pinhole cameras to safely watch #solaireclipses since Gemma Frisius’ De Radio invented the technique in 1544. This slightly more recent #TBT story shows how it’s done. http://time.com/3737424/solar-eclipse/
Instructions here: https://www.jpl.nasa.gov/.../pr/.../how-to-make-a-pinhole-camera/

How to Watch the Solar Eclipse Like a 1960s School Kid
You’ll need a sharp knife, a cardboard box and a crew cut

7100 people reached
From our #localhistory collection: George Vonne (Shirley sales representative) with his family, circa 1952. #TBT #ThrowbackThursday
58 years ago the Smith Point Bridge was opened to the public with great fanfare and thousands in attendance! Up until July 4, 1959 the only way to the beach was the Smith Point Ferry. #mmsclHistory #TBT

<table>
<thead>
<tr>
<th>Performance for Your Post</th>
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<tbody>
<tr>
<td><strong>11,339 People Reached</strong></td>
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<tr>
<td><strong>609 Reactions, Comments &amp; Shares</strong></td>
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<table>
<thead>
<tr>
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<th>Like</th>
<th>Comments</th>
<th>Shares</th>
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<th>Reacts</th>
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<table>
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<th></th>
<th>Wow</th>
<th>Reactions</th>
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<tbody>
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<table>
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<th>On Shares</th>
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<td></td>
<td>51</td>
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<table>
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<th>Shares</th>
<th>On Post</th>
<th>On Shares</th>
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<td>0</td>
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<table>
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<th>Post Clicks</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
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<td></td>
<td>1,135</td>
<td>433</td>
<td>702</td>
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**NEGATIVE FEEDBACK**
- 8 Hide Post
- 2 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.
Videos

- A Facebook video receives, on average, 135% more organic reach than a photo (Socialbakers, 2015)
- Facebook’s Newsfeed algorithm places a lot of weight on videos (SEO.com, 2016)
- Social video generates 1200% more shares than text and images combined (wordstream.com, 2018)
PETER BENCHLEY'S NOVEL, JAWS?
3,450 People Reached

112 Engagements
Organic Reach

- # of people who saw your unpaid post
- also called “EARNED” engagement

VS.

Paid Reach

- boosted posts (ads)
  (no substitute for quality content)
2,689 People Reached
209 Engagements
3,572 People Reached

94 Reactions  10 Shares
Using Hashtags for Inspiration
Remember #bookface?
Happy National Dog Day! We asked library staff to snap a #bookface photo of their dogs to celebrate. Post a pic of your pooch in the comments! http://www.nationaldogday.com/

You can't judge a book by its cover. #sharkweek #reading
3,800 Views
Happy #teentuesday! MMSCL teens are celebrating #nationalpoetrymonth with pushpin poetry. Here's Jordan crafting an original poem on our poetry board.
Happy "#Fursday!" We asked our library staff, "If your pet was a book character, who would they be?" Our assistant director, Tara D’Amato thinks her horse Clancy is most like is Bramble from the Bramble and Maggie series of children’s books. Like Bramble, Clancy is very opinionated -- especially when it comes to snacking on fresh grass and flowers while they ride. Tara adopted Clancy as a colt 16 years ago and they’ve been together ever since. Though he lives at a farm on the North Fork, Clancy has traveled all over, visiting Maryland, Rhode Island, and Pennsylvania. He loves to stroll through the fields and swim at the beach with his pals.
Meet... Chummy

Pixie
The Night Watch Cat
by Melinda K. Trotter
Promote social channels in-person
Show What You Do
Mastics-Moriches-Shirley Community Library

MMSCL's Assistant Director for Public Service Tara D'Amato and reference librarian Tara Dunham Moran are on the platform ringing the NYSE closing bell with the Federal Reserve Bank as part of April's upcoming Money Smart Week. Ms. D'Amato is the one banging the gavel (!) and Ms. Moran is on HER immediate right. Here's the complete video:

https://livestream.com/NYSE/MSWclosingbell/videos/172686436

People have watched this video for a total of 484 minutes

1.6K Views

Like

Comment

Share

Erika Irish, Sayville Library and 72 others

Top Comments

20 Shares
Love movies? We now have themed collections of dvds in easy-to-carry boxes. Our new Binge Boxes are perfect for sleepovers, rainy days, and lazy weekends.
Who are your community partners?
Our librarians are humbled to have helped our library patron, Susan Mote, to find the family that discovered her as an abandoned baby in 1968. Library staff used microfilm to identify a small article from a Connecticut newspaper about a 16-year-old boy who found a newborn baby on his way to school. This article helped Susan identify her rescuers and reconnect with them. http://connecticut.news12.com/.../man-reunited-with-woman-he-...
Curated Content

- The stuff you find
- It takes time to research & prepare these posts
We love our iPhones, too, but there's no device that compares with your library card!

I have an even smaller wireless device that gives me access to thousands of books & movies...

It's a library card.

1,438 people reached

Boost Post

Love
Comment
Share

Most Relevant

7 Shares
Two words that do not belong together: “enough books”

Happy New Year’s Eve, everyone! We hope you are excited to begin some great new adventures! The library is closed New Year’s Eve and New Year’s Day. See you on January 2.

Due to the inclement weather, the library will close at 1:00 p.m. today, Wednesday, March 21. All evening programs and activities are canceled.

"Tomorrow is the first blank page of a 365 page book. Write a good one."

"This beautiful spring weather"

"Something says you have enough books"
Is my meme good to post?
IT'S CALLED READING.
IT’S HOW PEOPLE INSTALL NEW SOFTWARE INTO THEIR BRAINS.
WHEN YOU REALIZE YOUR LIBRARY BOOK WAS DUE YESTERDAY
You have some overdue books

and we know where you live.
Why do we need libraries? Everything is onli-

Libraries are more than just books!
Library Thing

 OH GREAT, MORE BOOK DONATIONS!

UGH! SMELLS LIKE CAT PISS!

THANKS FOR NOTHING
A**HOLES

RRRRRRRRRRRRRRRRRPP!
Values-Driven Content
On Monday evening our Child Club, especially for boys. Its motivated, lifelong readers. I and register your grades 4-
https://tinyurl.com/MMIClkn

Mastics-Moriches
Published by Sara Roy

You already know that read
next level.

Mastics-Moriches
Published by Sara Roy

This sweet love note from Gabby

Dear Library
for all the
Everything is
here is
Thank you
books

Sincerely
Gabriella

Mastics-Moriches-Shirley Community Library
Published by Sara Roy (?) · September 17 at 7:09 AM ·

https://www.nytimes.com/.../opinion/sunday/civil-society-libr...
Use FB’s Tools to Grow Your Audience
Recap: Engaging Content is Key

- Offer balance of created & curated content
- Create videos of what you do & who you are
- Leverage FOMO
- Engage community partners
- Demonstrate your core values
- Don’t be afraid of a little fun
- Close the gap in the comments (always positive)
THANK YOU!

Any questions?

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