Social Media Content: Ideas, Tips, and Tricks

Kymmy Maine, Tina Cakalic, Brittany Schaaf
St. Charles City-County Library
Presenters

• Brittany Schaaf - Social Media Specialist and Content Writer
• Tina Cakalic - Content Contributor
• Kymmy Maine - Content Contributor
The Process at its Simplest

Social Media at St. Charles City-County Library:

Media Contributor → Marketing Department → Likes, Comments, and Views!

- Post the Moments/Passive Programming/Displays/Decorations
- Observe what works and what doesn’t
- Add the finishing touches
- Support and incentive branch staff
Content Creators: Do’s and Don’ts

Do: Get action pictures!

Do: Get Customers’ permission

Do: Take multiple photos

Don’t: Use the zoom-in feature
Content Creators: Do’s and Don’ts

Do: Post purposefully
Don’t: Use library jargon, inside jokes, etc.

Do: Post mindfully (#libraryrocks VS #LibrariesRock)

Do: Post enthusiastically
Pros of the Platforms

**Facebook** - Fantastic for invitational event posts, comments/shares

**TikTok** - Entertainment and informational only

**Instagram** - Best of both worlds.
Technology - Beginner’s Mode

- Video Shop
- IMovie- IPhone
- Canva- Online
- Your Phone editor
- The app itself
Inspiration - Tina

Follow others for trends, ideas, caption help, news [https://heyorca.com/weekly-brief/](https://heyorca.com/weekly-brief/)

Reader’s Advisory

Pop Culture

Photos from classes
Examples of videos - TikTok

I'd put that on Instagram
170 likes
2005 plays
12 new followers
Jumped on the trend!
129 likes
4531 plays
17 new followers
Original audio with music
How Librarians feel about certain bookmark choices with little to no explanation
Examples of videos - Instagram

Canva Magic

Dewey Decimal Quest

Sportsball!

It’s all about the clicks, baby!
THIS BARBIE IS A FAN OF THE LIBRARY!

ST. CHARLES CITY-COUNTY LIBRARY
Dewey Decimal Quest

2,421 plays
Sportsball!

Facebook and Instagram
1,418 plays
To Trend or Not To Trend

That is the question
Hop on trends (fast)

Within 48 hours
29 new followers
Make your own trends
6558 plays
908 likes
50 comments
144 new followers
Audio has been used 16 times

There's this new trend going around TikTok...
How do we figure out what works and what doesn’t?

Numbers are your friend

Using it for advocacy and direction

What works for one does not work for all

Tracking Spreadsheet: shorturl.at/lpqQ6
Contact Information

Kymmy Maine
kmaine@stchlibrary.org

Tina Cakalic
tcakalic@stchlibrary.org

Brittany Schaaf
bschaaf@stchlibrary.org
a kaleidoscope of discovery
Transition