

Tools and Techniques for Social Media Efficiency

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Tools:

Excel:

Run an annual report of your posts and sort by the different types of engagement.

What got the most clicks? Shares? Retweets? Are these the same or different posts?

Evaluate what is getting the best engagement to adjust your writing.

Social Flow:

\$149/month for two accounts, but less than a part time employee.
Optimizes posts based on audience to reach more users.

Posts are added to a post bank as “can send” or “must send”, and any date/time parameters.

Can shut down the post bank with one click during an emergency or major incident.

Can also create a custom URLs.

Offers in-depth reporting.

91% (21 of 23) of the top performing KCLS posts in the last year were optimized.

Google On Air Hangouts

<https://support.google.com/plus/answer/2553119?hl=en>
plus.google.com/hangouts

KCLS is using Hangouts to live stream and archive events on our YouTube channel.

Very minimal investment, just need a laptop and a webcam.

KCLS Rules of Engagement:

1. Keep it short!
2. Focus on patron attachment to KCLS, libraries and reading
3. Don't post too frequently. KCLS posts on average, 2.5 times a day on Facebook and 4.9 times a day on twitter.

We follow friends and organizations on all our accounts and repost content using via credits.

Avoid using social as your event calendar.

Look at your audience demographics and think of what they want to see.

Be responsive, but know when to be silent too. Your comments should be a value add to the conversation.

Brainstorming

- What types of programs could you use a Hangout for?
- Who do you follow?
- Who do get ideas from?
- How many people do you have monitoring/writing content?
- Do you pay for ads? What results do you get?
- What are your Photo/Video policy guidelines?