

# *Technology Speed Dating*

## *Parsippany Public Library, January 15, 2013*

### ***Best Practices in Social Media***

#### **Audience**

- Local: Library services, local events, weather reports, emergency closings
- Global: Book/media recommendations, reference, news, correspondence

#### **Timing**

- Update social media in the afternoon (12-2 pm) and evening (5-7 pm)
- Update on Saturdays and Sundays in the afternoon

#### **Frequency**

- Update most social media from 0.5 to 2 times per day
- Tweet multiple times every day

#### **Sharing**

- Don't rely on the Retweet button—Add your own insight and content
- Share information from other pages to “cross-pollinate”

#### **Content**

- Accompany posts with images (check sxc.hu for non-attribution photos)
- Photos, photo albums and questions generally draw more responses
- Directly engage with online users—quickly!

Food for thought:

The Science of Social Timing, Part 1: <http://blog.kissmetrics.com/science-of-social-timing-1/>