Managing Your Social Media Presence
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Presented by LibraryLinkNJ, the New Jersey State Library and the New Jersey Library Association:
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Buffer	**Facebook Analytics**
Social Media Management Tool	Key information about your Page

Buffer

Social Media Management Tool

http://bufferapp.com

Software: Web-based & mobile app for iOS & Android
Price: Free for 1 manager to link 1 account per service **or** $10/month for 2 team members to create unlimited posts using up to 12 accounts
Social Media Accounts: Twitter, Facebook, LinkedIn, App.net, Google+

- Use extensions for Chrome & Firefox, or apps like Pocket (formerly Read It Later) & IFTTT (see Kate Nesi's handout for details!)
  - o Extensions & apps: https://bufferapp.com/extras
  - o How to use Buffer on-the-go: http://blog.bufferapp.com/a-complete-guide-to-buffer-for-android-and-iphone
- Schedule posts for multiple channels in advance, saving time & customizing for character limits & unique grammar/tone of each site.
- Check analytics to see how your posts perform!
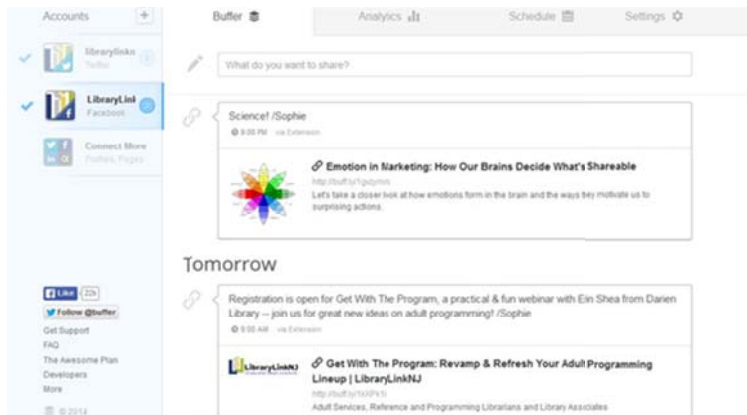
Facebook Analytics

Key information about your Page

Software: Web-based & mobile app for iOS & Android (FB Pages)
Price: Free

- **Overview**: basic data from the last 7 days, including Page Likes, post performance & engagement overall.
- **Likes**: where did your likes come from in the last month?
- **Reach**: how many people have seen your posts in the last month?
- **Visits**: how many times do people view content by visiting your Page?
- **Posts**: *if you only use ONE part of insights, use THIS!*
  - o See when your fans are on FB, schedule your posts to match.
  - o See how each of your posts are performing, and how groups of posts (photos, links, text-only updates) are performing.
- **People**: demographics & locations of your fans.

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Other Stuff You Can Do!

Instagram to Tumblr, Twitter, Facebook, Flickr & Foursqaure (I'll be happy to show you how on my phone)
Tumblr to Twitter: easy, customized cross-posting at times that make sense for your community.

Very Useful Further Reading

Tweeting for Public Libraries, by Emily Lloyd: http://tametheweb.com/2012/04/20/tweeting-for-public-libraries/
Follow Your Patrons, by Emily Lloyd: http://tametheweb.com/2013/01/20/follow-your-patrons-a-ttw-guest-post/

Some Dos & Don'ts:

- DO post the same material to both platforms, tailoring content to each service.
- DO train yourself to write within Twitter's 140-character limit and/or use **+** or **(1/3)** for longer-form thoughts.
- DO use social media to talk about what your community cares about.
- DO include some context/commentary for any links or photos you post.
- DO spend some time figuring out the right voice for your social media channels.

- DON'T publish Facebook updates directly to Twitter (or vice-versa). It's tone-deaf.
- DON'T use a post-lengthening service for Twitter. DON'T use social media *only* as a means to promote what the library is doing.
- DON'T post links with no contextualizing text, especially on Twitter: it looks like spam.
- DON'T be afraid to change things up! You DON'T have to do everything, and are better off choosing to do one thing well rather than three or four things just so-so.