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: