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!)
  - Extensions & apps: [https://bufferapp.com/extras](https://bufferapp.com/extras)
- 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!

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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!**
  - See when your fans are on FB, schedule your posts to match.
  - 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.
Managing Your Social Media Presence
Sophie Brookover | sbrookover@librarylinknj.org
Presented by LibraryLinkNJ, the New Jersey State Library and the New Jersey Library Association:
Technology Speed Dating, March 19, 2014 at the Monroe Public Library

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.