

LIBRARY PAPARAZZI: NEXT LEVEL TIPS FOR #LIBRARIESOFINSTAGRAM

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WHO WE ARE

Sophie



Former Public & School Librarian

Social Media Dilettante & Culture Witch

Claire



Adult Services Librarian

Loves Crafting #BookfaceFriday Photos

WHAT WE'LL COVER

Account Management

Content Management

Your Feed versus Your Stories

Tips & Tricks

Dos & Don'ts

MANAGING YOUR INSTAGRAM ACCOUNT

**OH, SO YOU'RE USING SOCIAL MEDIA
WITHOUT A STRATEGY?**

TELL ME HOW GREAT THAT'S GOING



- Give login info to authorized staff
- Take photos every day
- Practice makes perfect
- Respect your time
- Dropbox or Google Drive folder for sharing



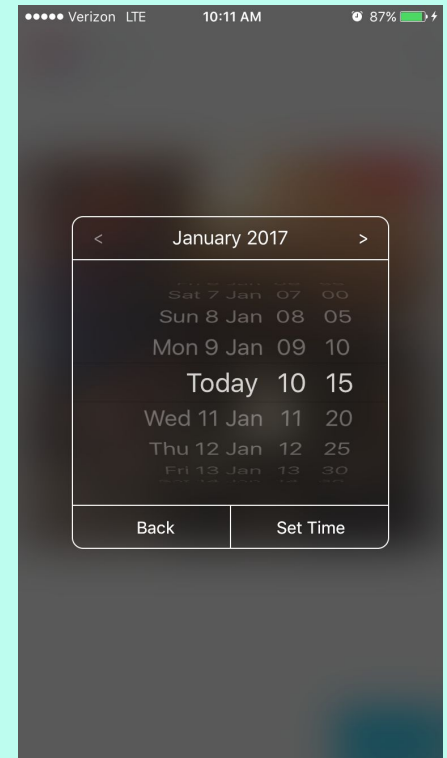
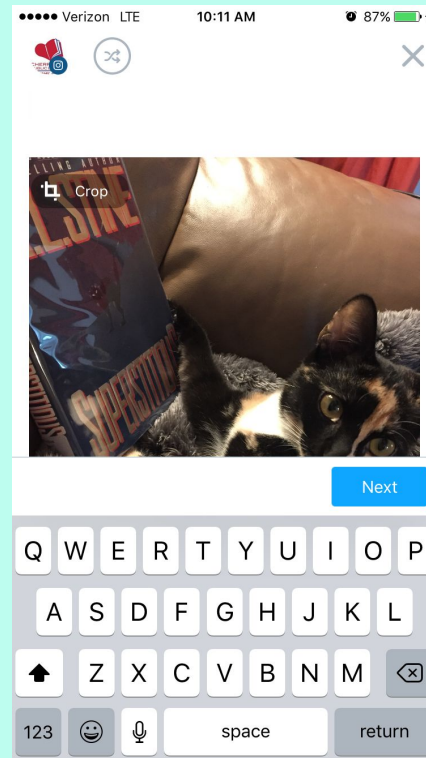
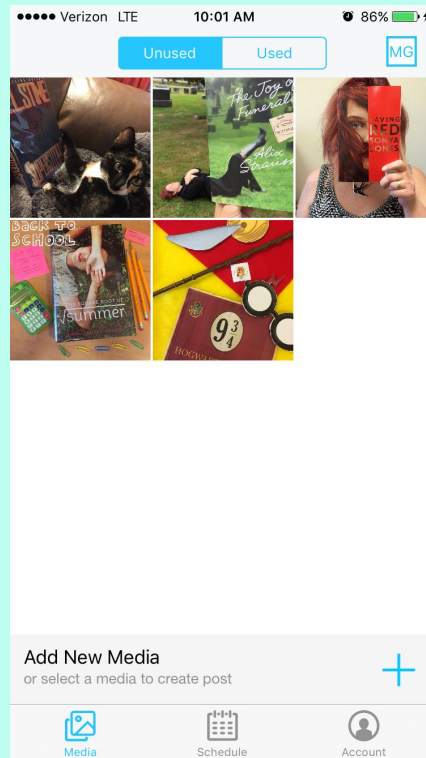
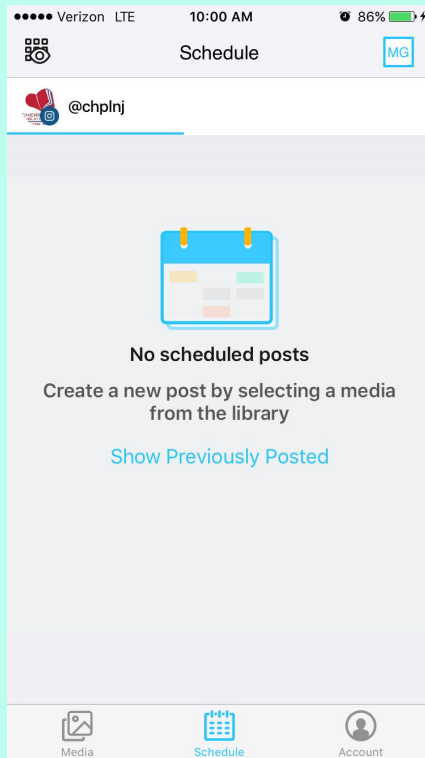
HOW MUCH IS ENOUGH? TOO MUCH?

- Minimum posts per week?
- Maximum posts per day?
- New Instagram algorithm?

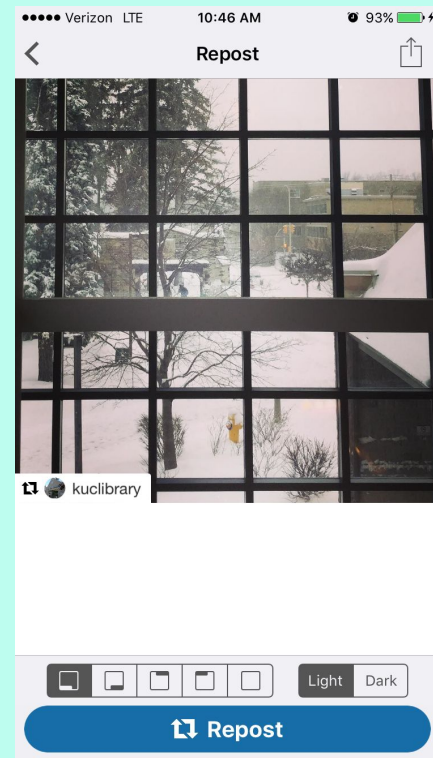
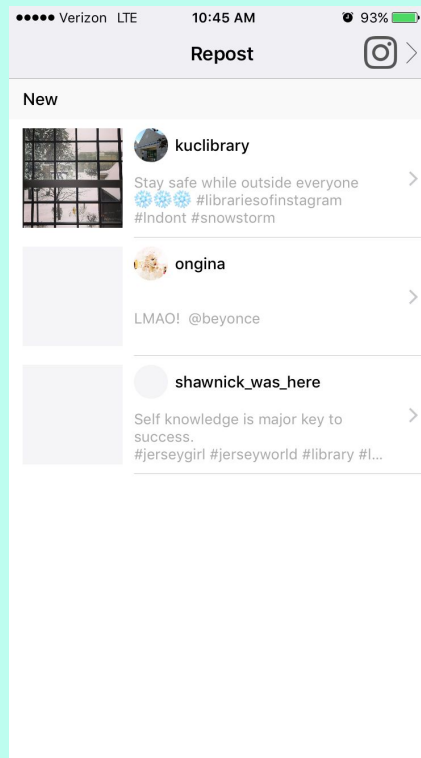
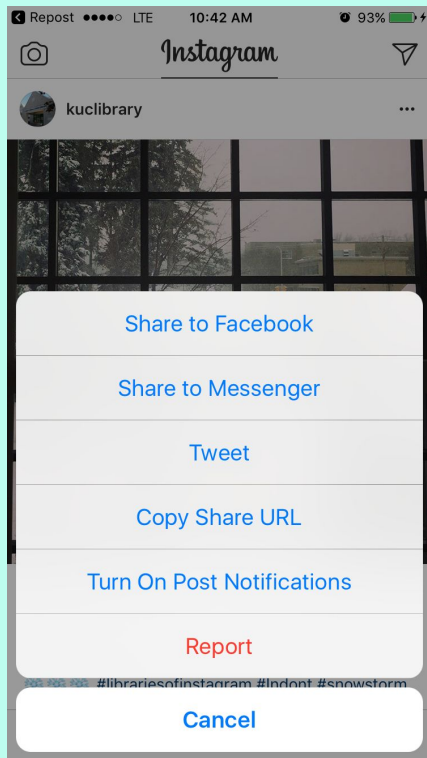
SCHEDULING & STATISTICAL TOOLS



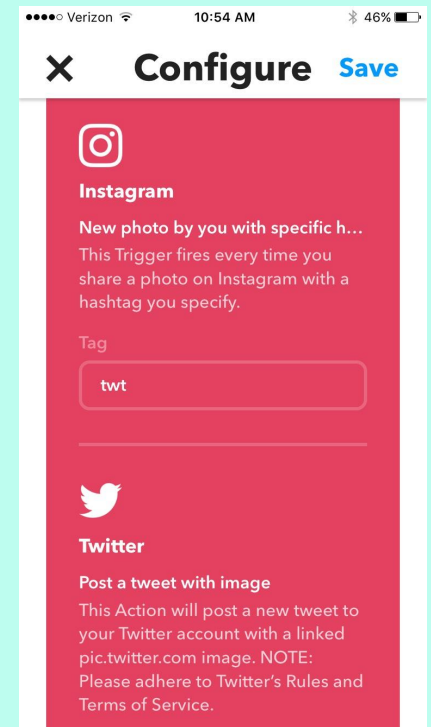
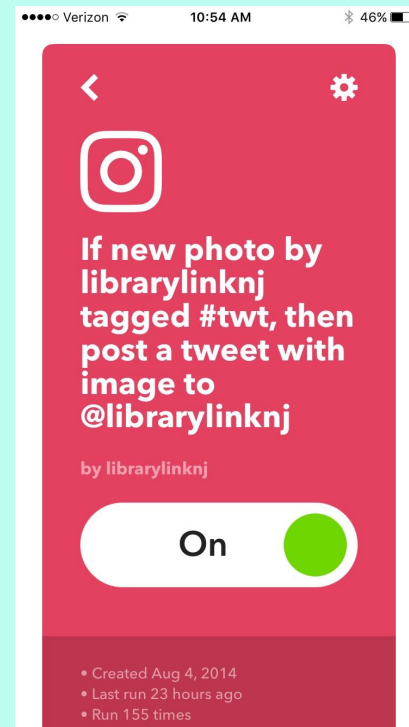
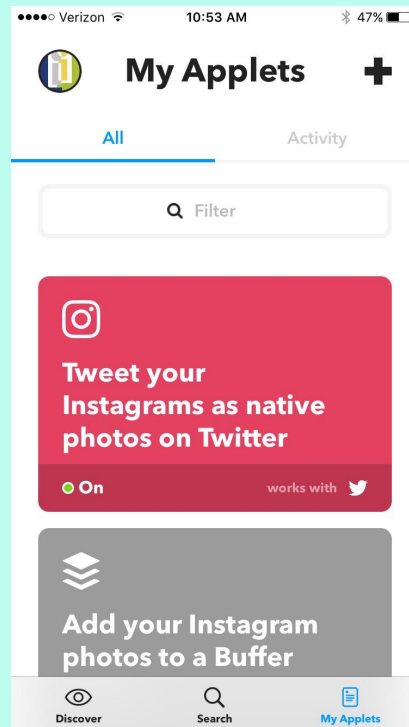
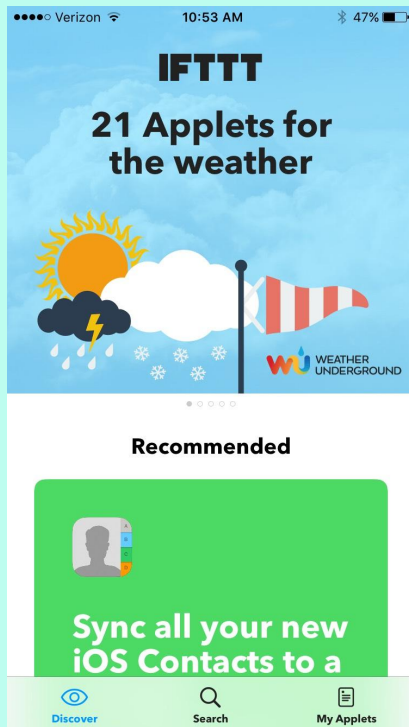
SCHEDULING TOOL - LATER



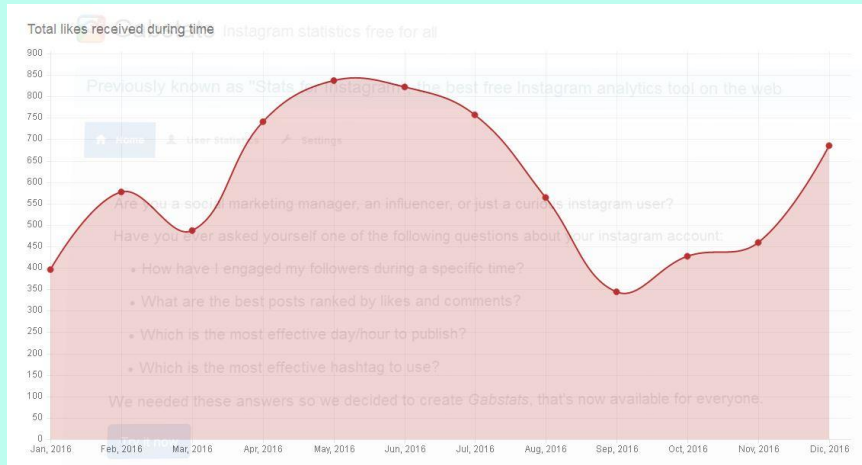
RE-SHARING TOOL - REPOST



CROSS-POSTING TOOL - IFTTT



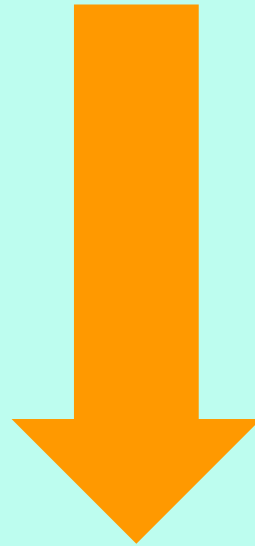
STATISTICAL TOOL - GABSTATS



- **Friday at 9 am** was the most effective time, having received **81** average likes
- **Friday** was the most effective day, having received **45** average likes
- **8 pm** was the most effective hour, having received **51** average likes

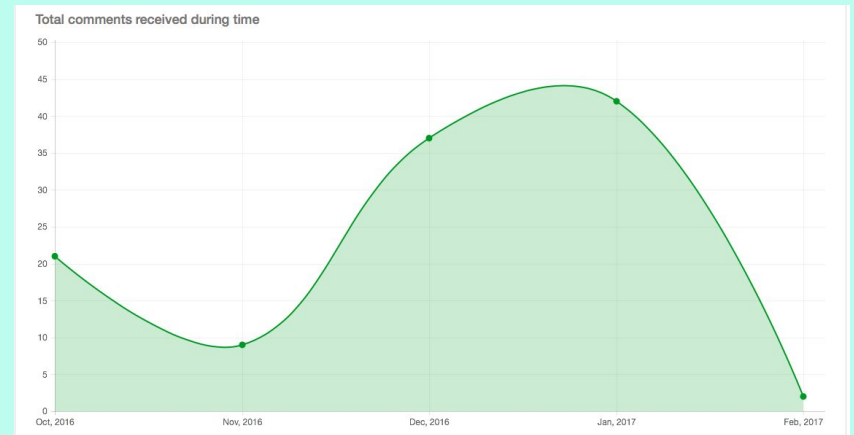
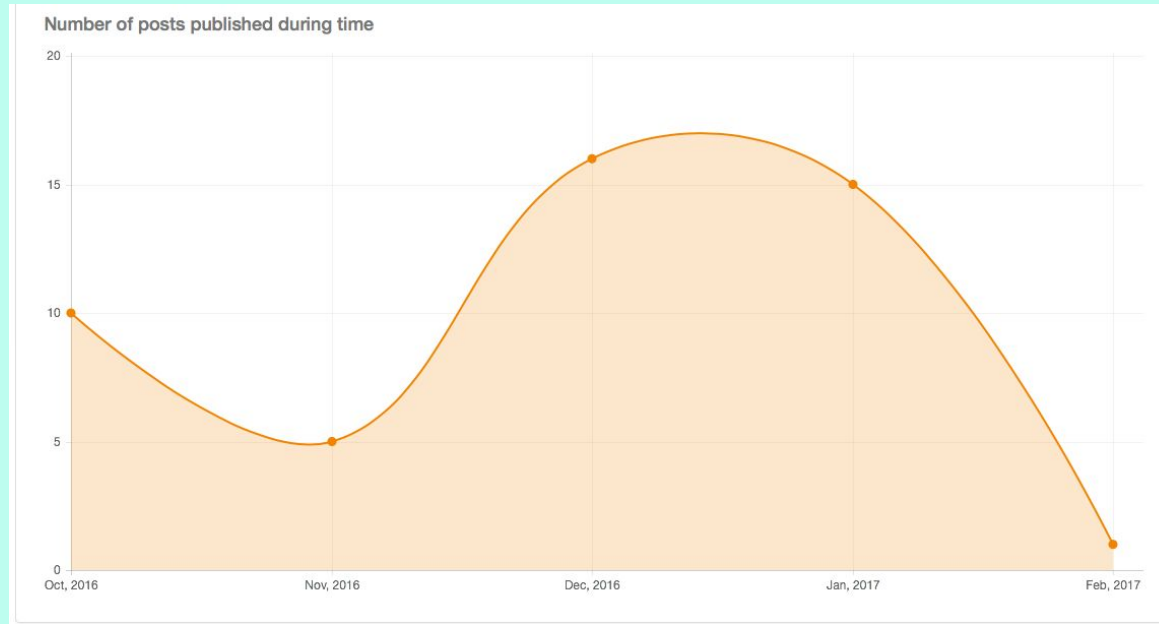


REGULAR POSTS



COMMUNITY ENGAGEMENT

CONSISTENCY IS MAGIC!



MANAGING YOUR INSTAGRAM CONTENT

YOUR FEED

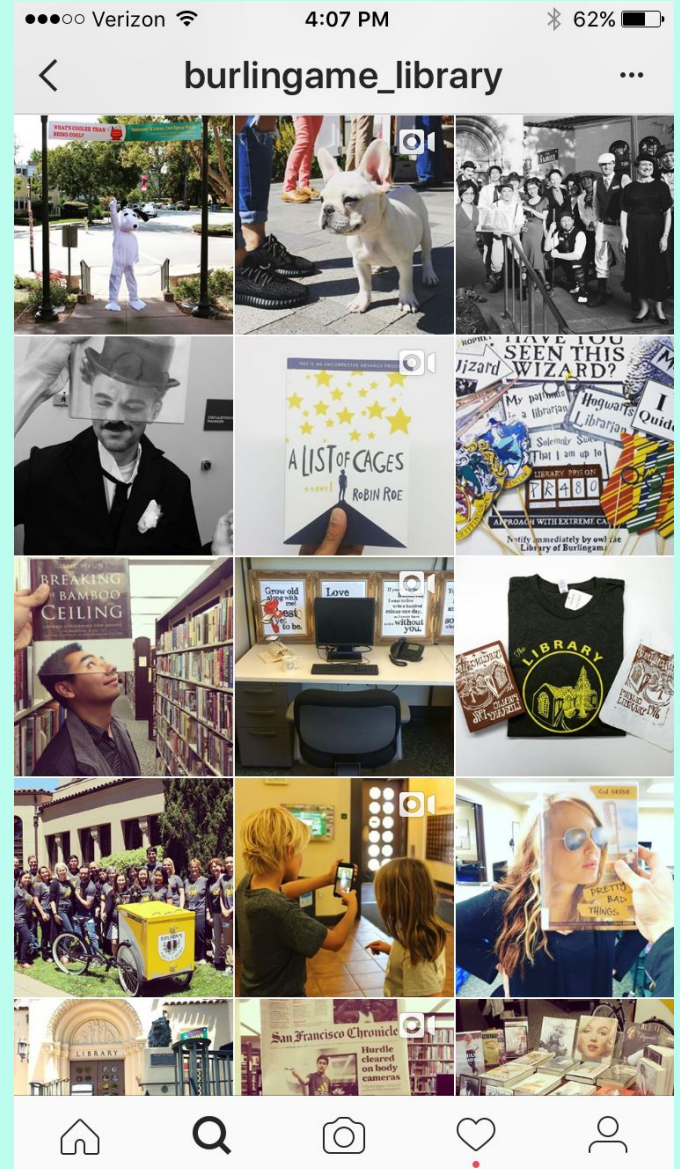
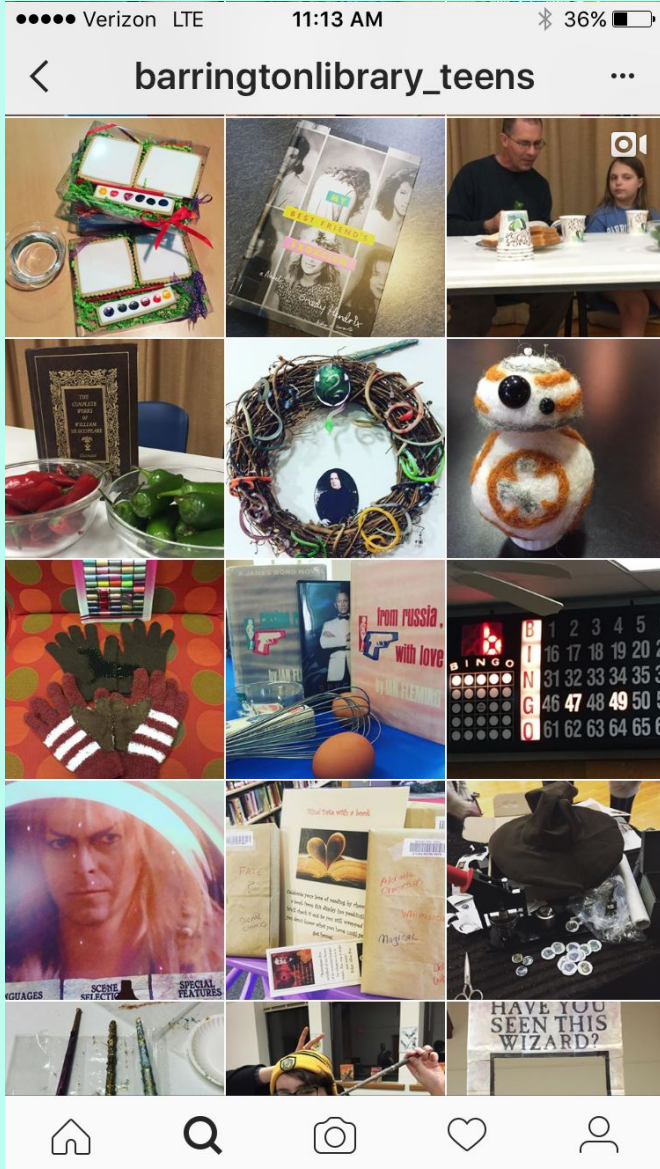
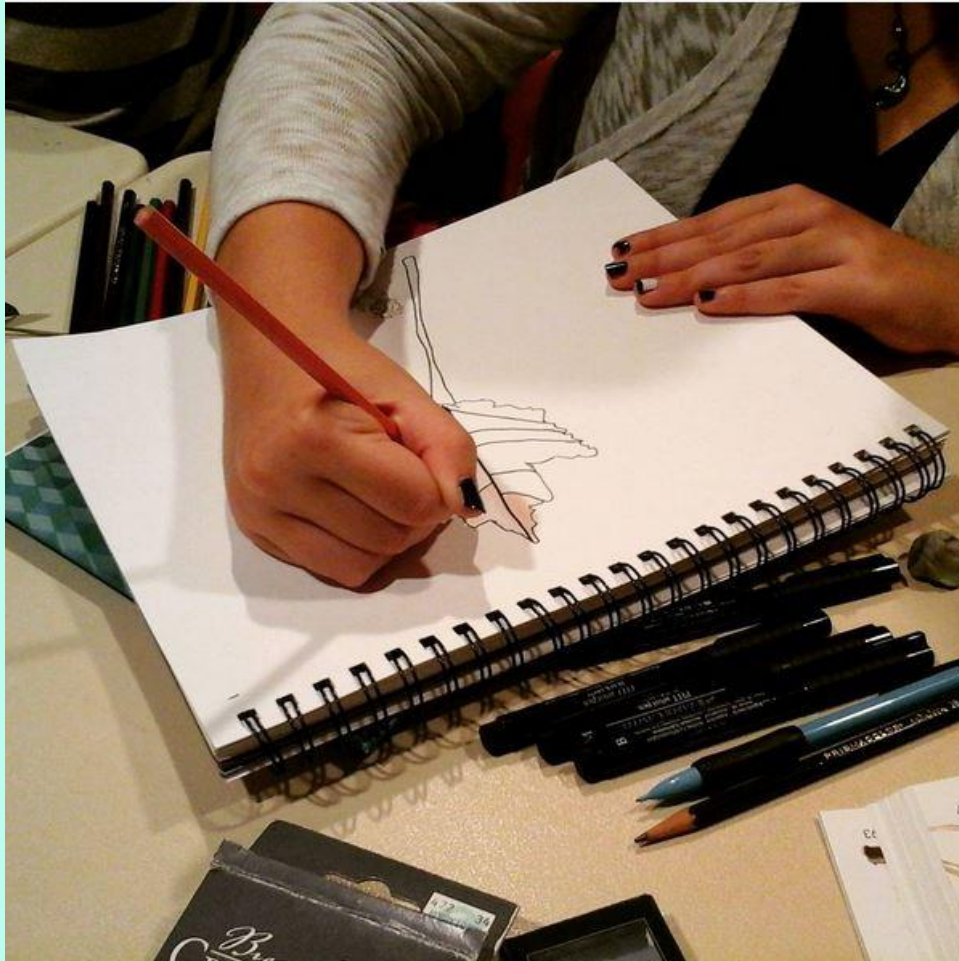


PHOTO QUALITY: YOUR FEED



Fill the frame!

← Chemung County
Library District

PHOTO QUALITY: YOUR FEED

Before



No.
Blurry.
Garbage.

After



CAPTIONS: YOUR FEED





HASHTAGS: YOUR FEED

Personalize one for your library
& community

Hashtag Bandwagons

#MarbledMonday

#LibrariesOfInstagram

#ThrowbackThursday

#BookBento

#BookfaceFriday

#LibraryShelfie

#StaffPickSunday

HASHTAGS

#MarbledMonday



So easy!
Alternate:
#prettyendpaper

← this image by
@harvardtheatre

HASHTAGS



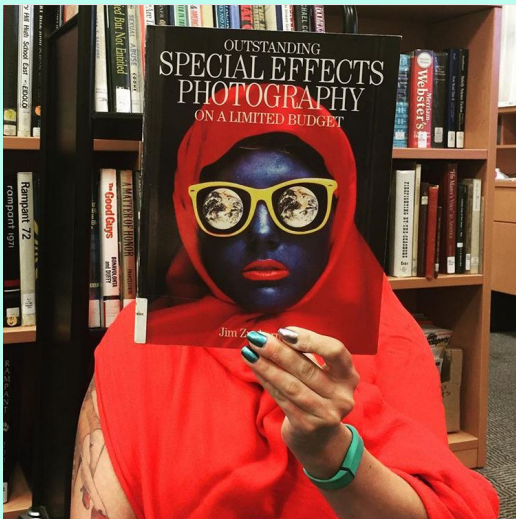
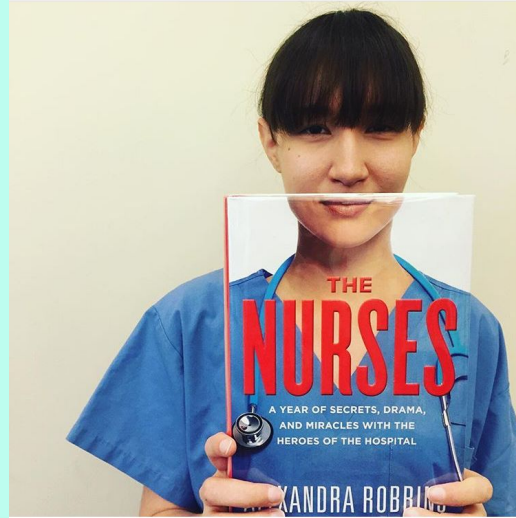
#LibraryLife

A peek behind
the scenes

The lighter
side

Long Hill Township Library

HASHTAGS



#bookfacefriday

Deceptively simple

Invest time!

Get entire staff involved
in finding books!

Use props!

Cherry Hill Public Library

HASHTAGS IN ACTION



librarylinknj
The Library of Congress

75 likes

1w

librarylinknj Our favorite photo of the week: 4 year-old Dallyah Marie Arana, who has read over 1000 books, strolling through the Library of Congress by Carla Hayden's side. Welcome to the club, Dallyah! We hope you like it here. 🍷📖👏

librarylinknj #libraryofcongress
#librariesofinstagram #iglibraries #library
#librarylife #freshtodeath #librarian
#librarianstyle #librarywardrobe #wardrobe
#colleagues
#1000booksbeforekindergarten #book
#readers

chemist_librarian 🍷 Dallyah, you rock!
@kyleekyleeky

lindakkeenauthor Very cool :)

littlecitybooks Terrific



librarycongress



Add a comment...

...

HASHTAGS IN ACTION: STATISTICAL YIELD



librarylinknj #libraryofcongress
#librariesofinstagram
#iglibraries #library #librarylife
#freshtodeath #librarian
#librarianstyle #librarywardrobe
#wardrobe #colleagues
#1000booksbeforekindergarten
#book #readers



1w Reply

Statistics:

337 Impressions

230 Reach

79 Engagement

BRIEFLY: FEED VS. STORIES

Square vs. Portrait

Curated vs. Immediate

Gorgeous filters vs. Silly Filters

Just a photo vs. Metatext galore

STORIES: A VISUAL SCRAPBOOK



Top of your feed

Photos & video

Ephemeral by design

View & respond to
other accounts'
Stories

STORIES: HOW DO THEY WORK?

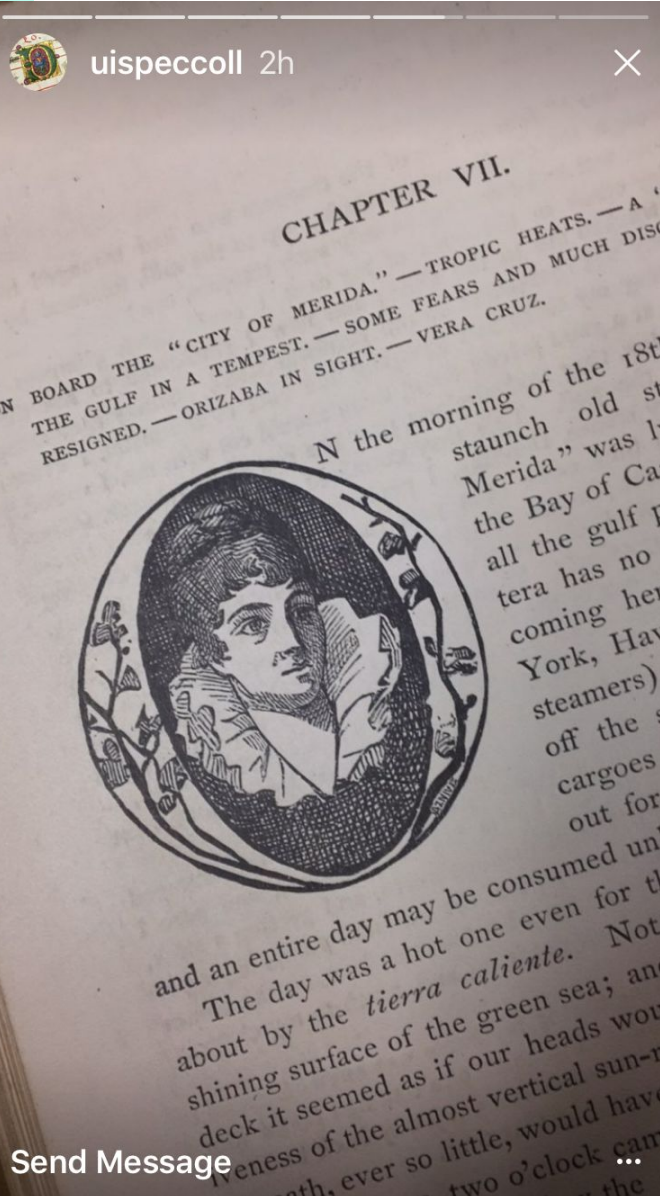
Rapid-fire series of images

Short videos

Text, drawings & emoji on the image



STORIES: HOW DO THEY WORK?



Send Message

Tours of
objects &
items

Tours of
exhibits

Tantalize &
engage



Send Message

PHOTO QUALITY: YOUR STORIES

100% borrowed from Snapchat

Much looser aesthetic

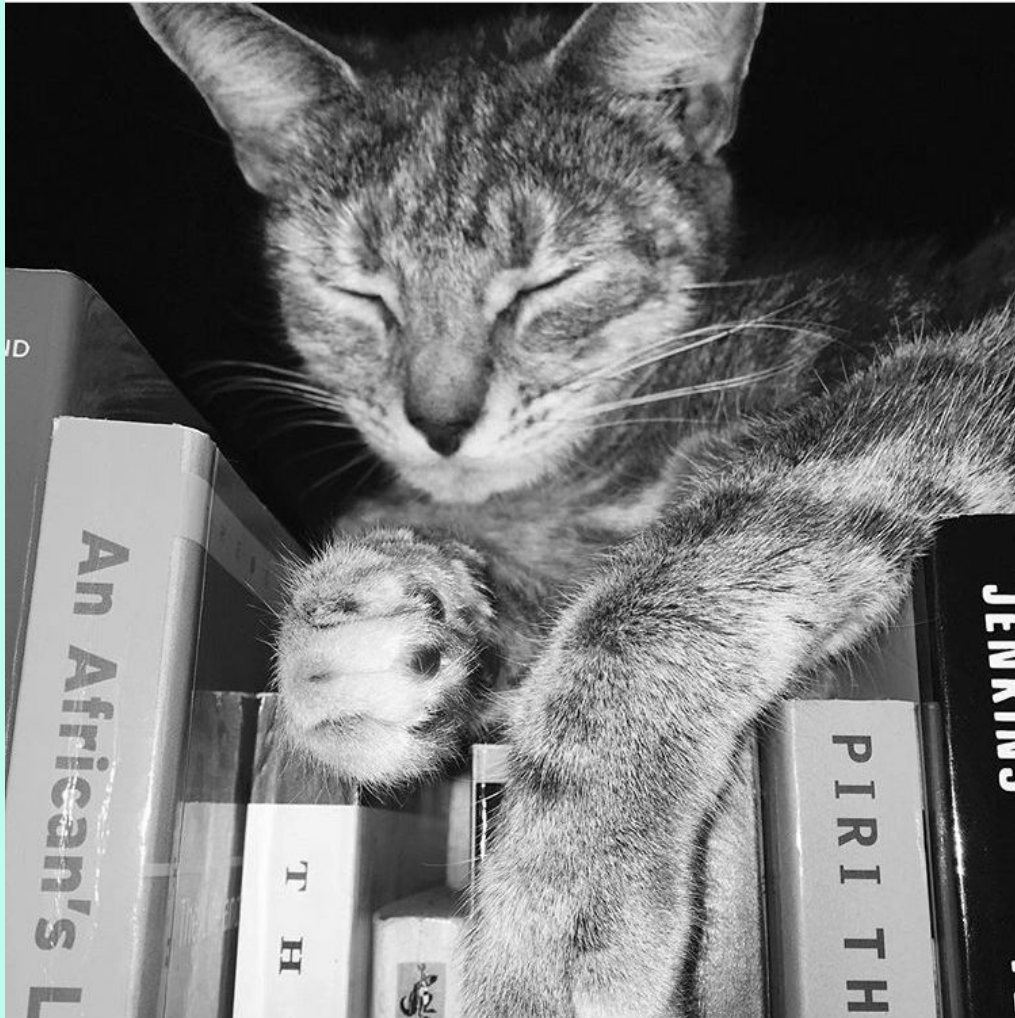
Behind the scenes

More insta than Insta

Use the filters, emoji, on-photo captions

STEAL THESE IDEAS!

STEAL THIS IDEA!



Off-site pics

Cute animals
and/or babies
(#caturday)

Memes

STEAL THIS IDEA!



Cute
Vintage
Weird
Gross

(LibraryLinkNJ's 2nd most popular post of 2016 is weird, cute & vintage)

STEAL THIS IDEA!



Student art
Community
exhibits

Super-macro
close-ups

← year-long documentation
of student LEGO creations
at Murray Hill MS in
Maryland by
@daringlibrarian

STEAL THIS IDEA!



Child privacy
work-arounds
Small moments

← Great job, Trenton Public
Library!

STEAL THIS IDEA!



Behind the
Scenes

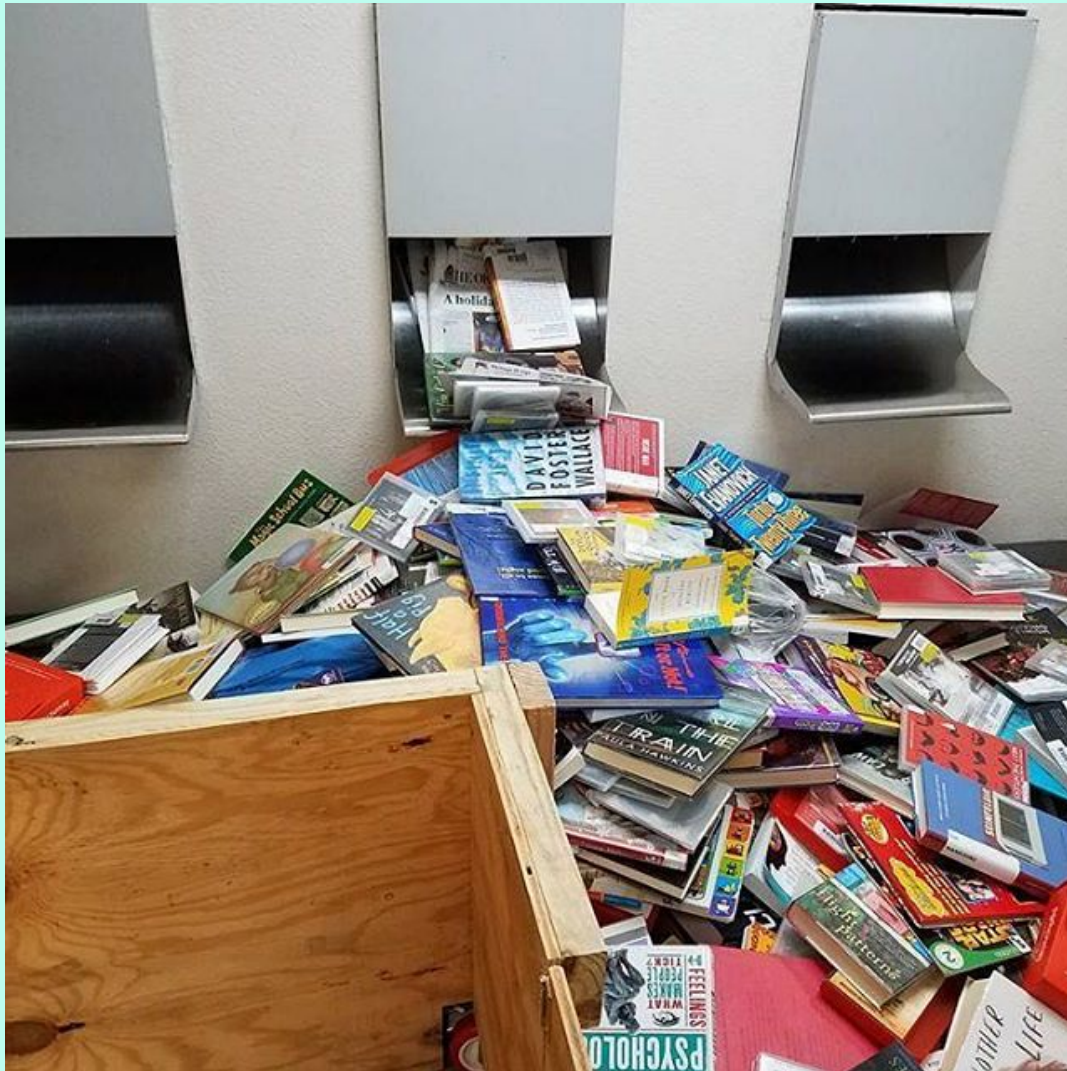
Architectural
details

Book drop
bonanzas

Funny graffiti

← Headcanon: Mike Mulligan's
steam shovel, Maryann, now
lives at the San Anselmo
Public Library

STEAL THIS IDEA!



Behind the
Scenes

Architectural
details

Book drop
bonanzas

Funny graffiti

← Great job, Oklahoma City
Metropolitan Library!

STEAL THIS IDEA!



Weather

Flora

Fauna

Beautiful skies

← Oooh, dramatic! Fine
work by the Decker Library
at the Maryland Institute
College of Art
(@micadeckerlibrary)

INSTAGRAM DON'TS

DON'T DO THIS!



Empty Rooms

DON'T DO THIS!



Boring Displays

GLARE

DON'T DO THIS!



Too much
empty space

Unimaginative
arrangement
of objects

INSTAGRAM DOS

DO THIS!

People:
waist-up or
shoulders-up

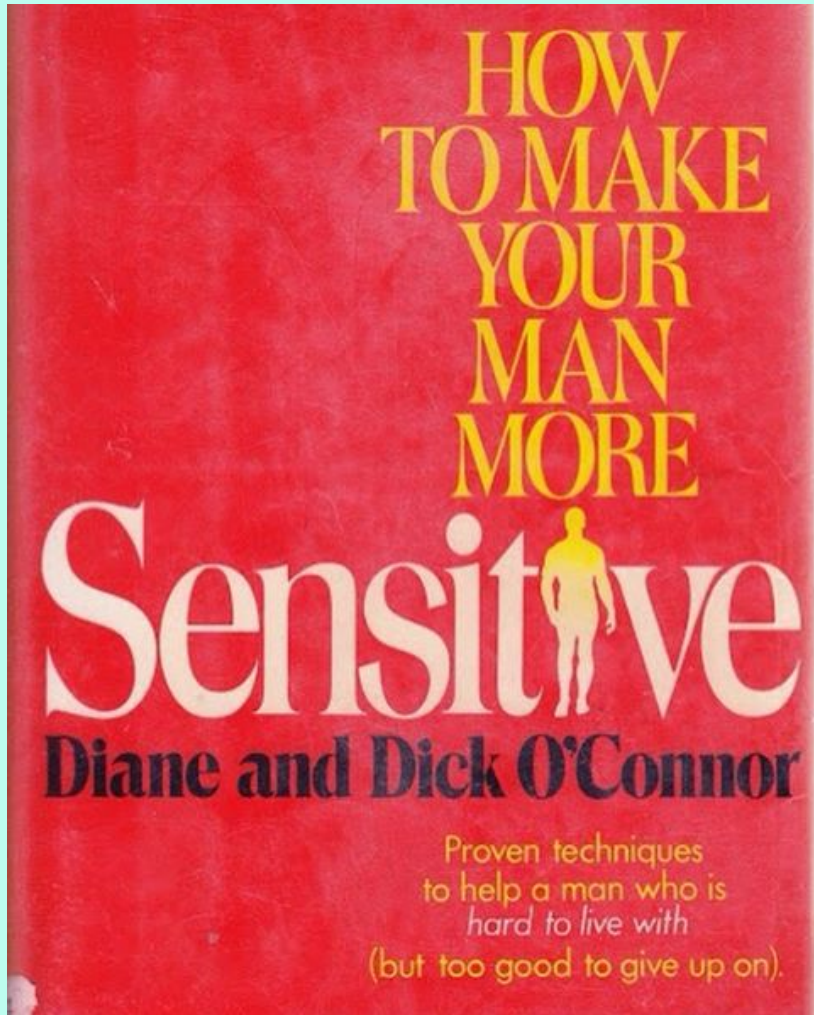
Places:
keep it beautiful,
interesting, and/or
weird

Things:
get as close as
possible

This little cutie is from
Haddonfield Public Library!



DO THIS!



Hilarious weeded book covers

← Check out [@awfullibrarybooks](#) on Instagram for more of these!

DO THIS!



Single Item Close-Ups!


Examples:

- Architectural details
- Flora & fauna
- Cool realia

← netsuke from
[@lmulibrary](#)

ACCOUNTS TO FOLLOW


< librarylinknj ...



218 posts 657 followers 444 following

✓ FOLLOWING


< nypl ...



1752 posts 111k followers 374 following

✓ FOLLOWING


< barringtonlibrary_teens ...



86 posts 405 followers 537 following

✓ FOLLOWING

< chplnj ...



460 posts 1002 followers 484 following

✓ FOLLOWING

< springvillelibrary ...



483 posts 1034 followers 682 following

✓ FOLLOWING

< muttermuseum ...



507 posts 74k followers 149 following

✓ FOLLOWING


< burlingame_library ...



690 posts 5134 followers 599 following

✓ FOLLOWING

< easternstate ...



373 posts 8997 followers 348 following

✓ FOLLOWING


< mercermuseumandfonthillcastle ...



136 posts 498 followers 32 following

✓ FOLLOWING


< princetonpl ...



567 posts 1752 followers 385 following

✓ FOLLOWING

< plainfieldlibrary ...



348 posts 766 followers 534 following

✓ FOLLOWING


< clpteens ...



1006 posts 519 followers 213 following

✓ FOLLOWING


< metlibrary ...



392 posts 10.8k followers 271 following

✓ FOLLOWING

< morbidanatomy ...



1260 posts 48.5k followers 465 following

✓ FOLLOWING

< imamuseum ...



599 posts 10.1k followers 194 following

✓ FOLLOWING

RESOURCES

Level 101 Help

[Instagram 101 for Libraries: A Quickstart Guide from LibraryLinkNJ](#)

[NJ Libraries on Instagram](#) (don't see your library here? Let Sophie know!)

[Using Instagram For Business](#) (AKA get your stats!)

Level 202 Help

[The Ultimate Guide to Using Instagram Hashtags](#)

[20 Ways to Make People Fall in Love with Your Instagram: A Guide for Libraries and Other Cultural Institutions](#)

[Using Instagram for Your Library: 9 Strategies](#)

[Instagram Stories vs. Snapchat Stories](#)

[More Ideas on How To Use Instagram Stories](#)

Plus: [NPR's Intro to Snapchat](#) (the best one out there)

RESOURCES

Upping Your Photo Game

[Instagram's Photo Tips and Tricks](#)

[7 Little-Known Tricks for Taking Incredible iPhone Photos That Everyone Adores](#)

[How to Take Better Photos with Your Android Phone](#)

[Smartphone Photography Tricks to Up Your Instagram Game](#)

THANK YOU!

Follow up with us!
We welcome questions & ideas!

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