

Rekindle Your Social Media

The Basics, the Benefits,
and the Best Ways to
Avoid Burnout

By Sadie Verville,
Communications Analyst
for the State Library



Overview

What even is social media?

- Key terms and definitions
- Different platforms and their audiences
- Branding

Why is social media useful?

- Resource sharing
- Information sharing (and mis/disinformation)
- Connecting communities

Best practices and avoiding burnout

- Scheduling posts
- Responding to negative comments
- Setting boundaries with your work



About Me



Sadie Verville

*Communications and Policy Analyst for
the State Library*

- Creates content
- Maintains branding
- Tracks all social media data

Background

- MA in Book Publishing from PSU
 - Coursework included marketing, graphic design, and copyediting
- Social media manager for Ooligan Press
- Freelance social media manager for authors and agents

Social Media: An Overview



“forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)” – Merriam Webster

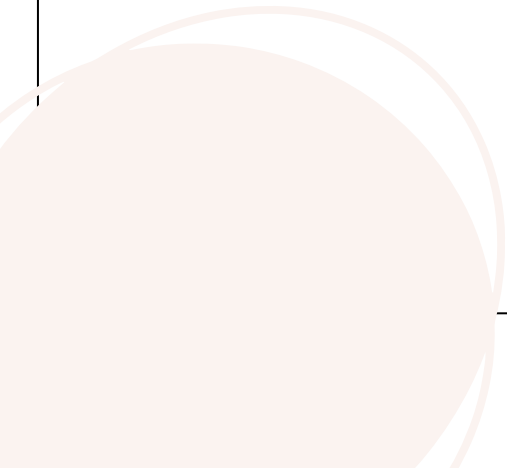
Definitions

Algorithm

A platform's formula, code, or set of rules that determines what and how posts appear in a user's feed.

Impressions

Number of users that the post comes in front of, as determined by the platform's algorithm.



Impressions (cont.)

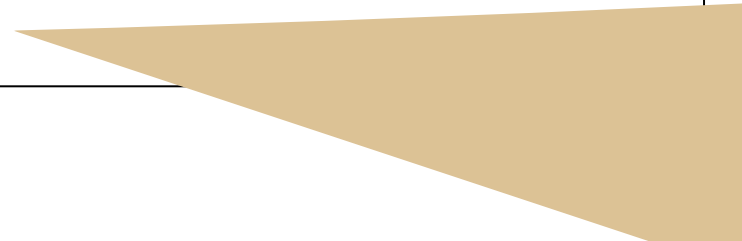
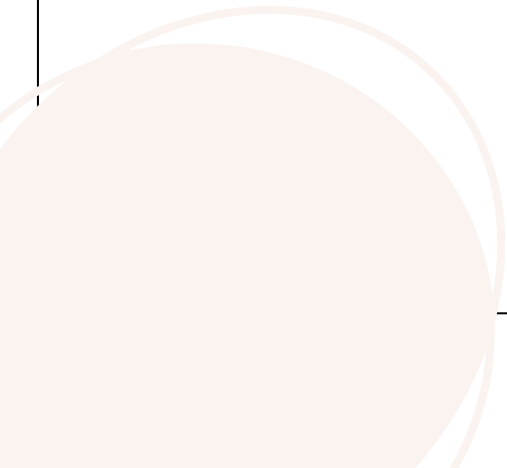
Ways to increase impressions:

Higher engagement numbers in the initial hours a post is active

Posting at ideal times; understanding when your followers are most active

Ads - pay per impression

Interactions with other accounts - like, comment, and generally participate more in the social media platform



Definitions

Engagement

Number of times a user engages in any form with the post.

Forms of engagement:

- Reactions (likes)
- Shares
- Comments
- Link clicks

Engagement Rate

Number of engagements per impression.

Found by dividing number of engagements by number of impressions. Important for understanding audience interest.

Engagement (cont.)

Ways to increase engagement:

Include a call to action

Use giveaways

Use multiple photos, videos,
or graphics

For certain platforms, longer
captions see higher
engagement rates

Definitions

Followers

A user who chooses to follow another user's account on any given platform, thus adding their content to their regular feed.

Campaigns

A set of themed posts that are sent out over a predetermined period of time.

Campaign Examples



State Library of OR @statelibraryor · Sep 29, 2022

This week's #ThrowbackThursday is an image of William Finley Jr with his dog Pete at Mount Rannier National Park, back in 1919. Image taken by William Finley from the collections of @OrHist. For more historic images of the PNW, check out [northwestdigitalheritage.org](https://www.northwestdigitalheritage.org).

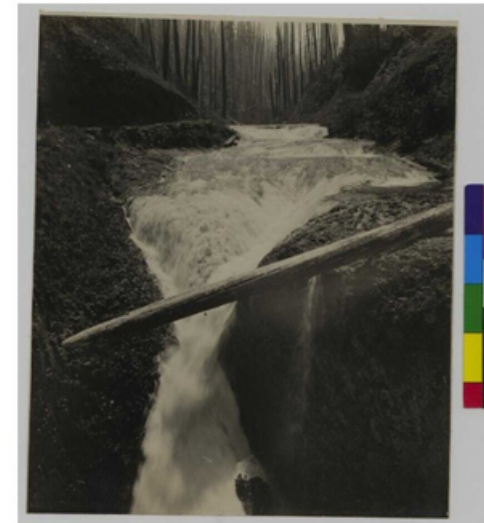


State Library of Oregon

Published by Sadie Verville · November 23, 2022

Happy #WaterfallWednesday! We've got a classic for you this week – any guesses as to which waterfall in Oregon this is? Hint: it reopened within the last couple years!

Image from 1880 from the collections of [University of Oregon](https://www.oregon.gov). For more historic images of the PNW, visit <https://www.northwestdigitalheritage.org/>.



Definitions

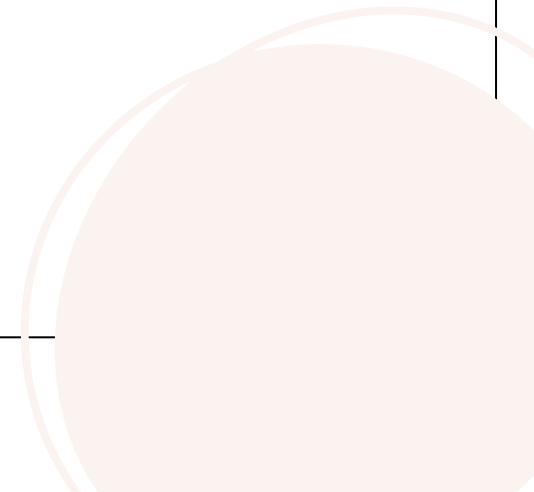
Mememes & GIFs

Mememes are images that are remixed and reused with different captions and meanings that play off each other.

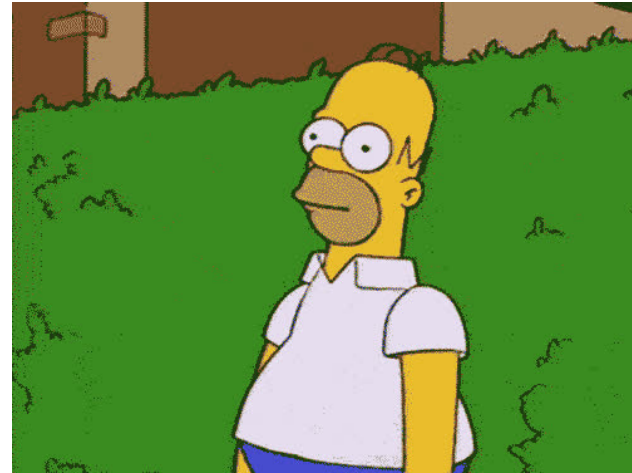
GIFs are short videos on loops, often used in the same way as mememes.

Hashtags

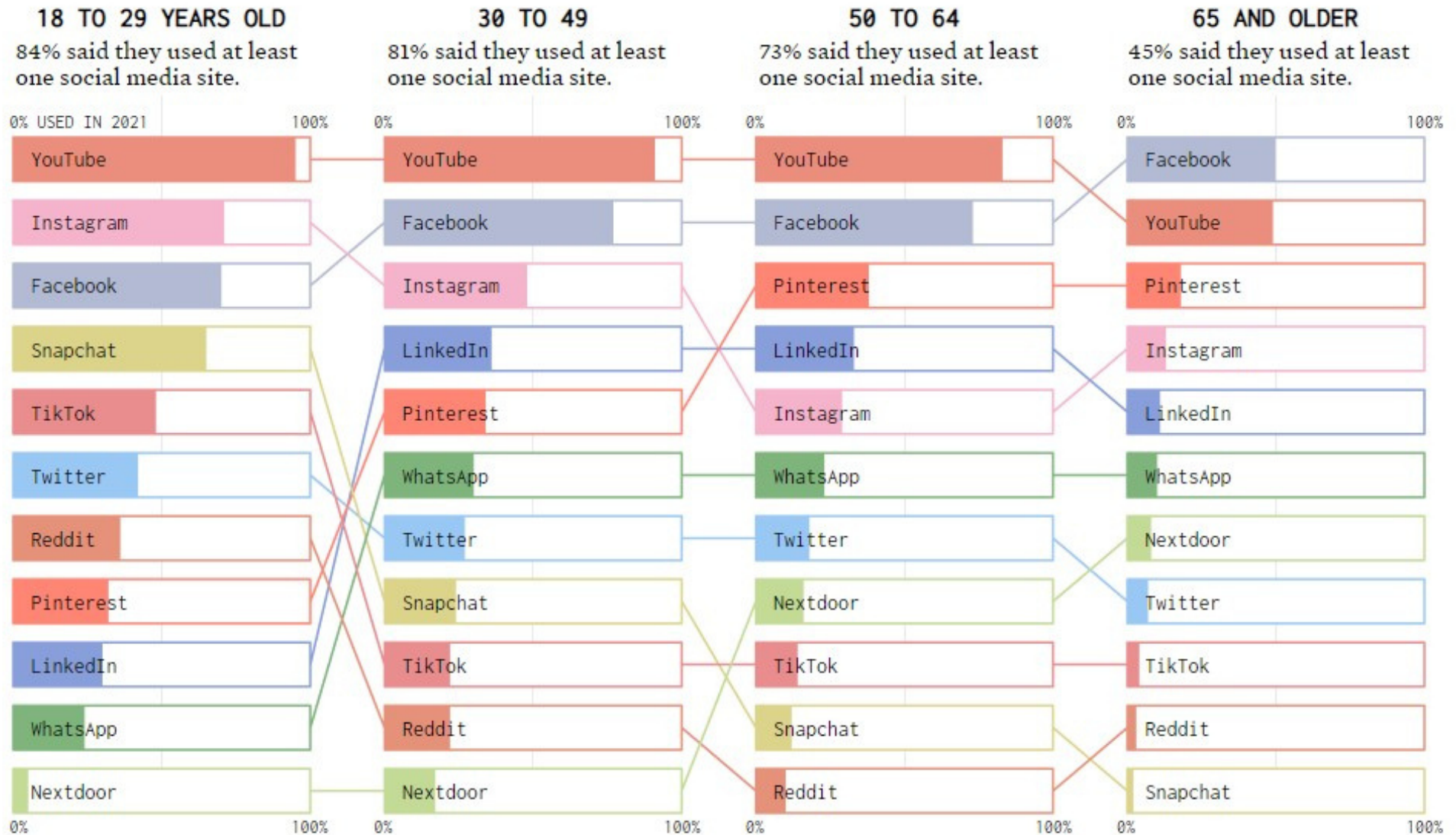
A word or phrase used to "tag" or label a post in a community or category. The word or phrase is preceded by the pound sign (#).



Mememes & GIFs Examples



Major Platforms



Data from 2021

Source: Pew Research Center / By: FlowingData

Major Platforms

facebook

A platform where people can share long or short form text that may have an image, video, or link accompanying it.

- Has "pages" that allow people to engage with specific communities
- Very text based platform, used for information sharing
- Engagement types: React button, comment, share, link clicks



State Library of Oregon

Published by Sadie Verville · May 20 ·



Tis the season for BEES! Happy World Bee Day! Here's a graphic showing a selection of Oregon bees, from our OrDocs program.

This program collects all Oregon public documents and puts them on our digital collections page for all to access for free: <https://digital.osl.state.or.us/islandora/object/osl:87274>

Bees of Oregon

A selection from the more than 500 species found in Oregon

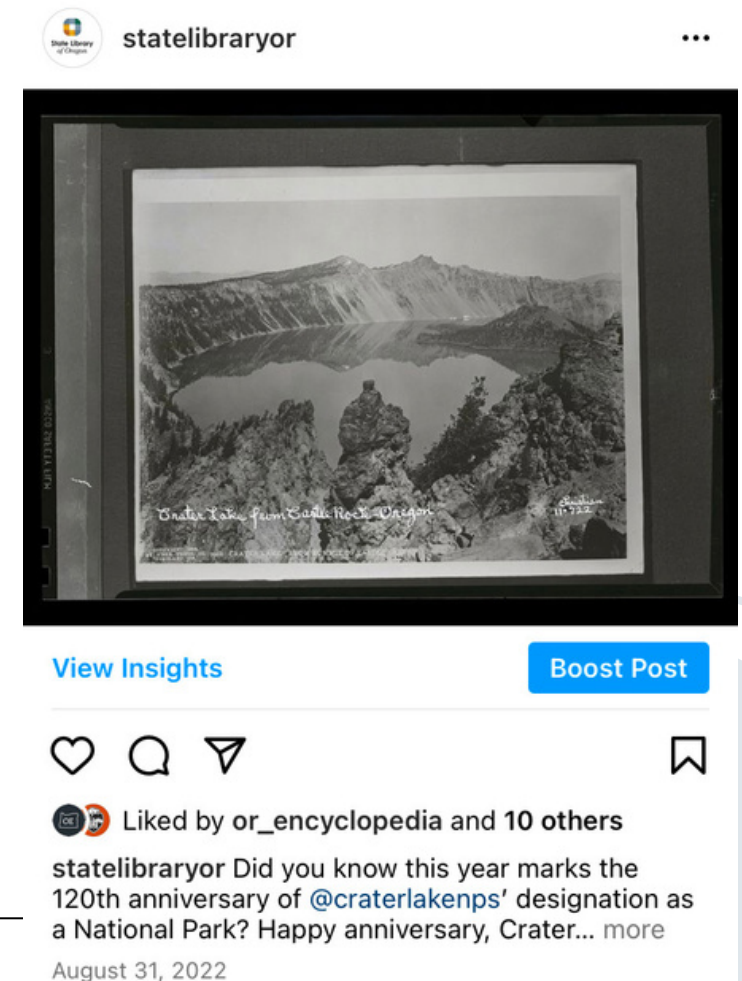


Major Platforms



Photo-based platform where an image is posted and displayed prominently with a caption below.

- Uses features such as "stories" and "reels" as well as an "explore page"
- One of few platforms that use hashtags the traditional way
- Engagement types: Liking, commenting, sharing to your story, saving; no links in posts




Major Platforms



Platform for short, text-based posts that can have an accompanying video, photo, or link.

- Posts are limited to 280 characters
- Platform design is meant to invoke fast-paced information sharing
- Engagement types: Liking, commenting, retweeting, link clicks



Washington State Dept. of Natural Resources 
@waDNR



Kesha, reading from the forest management safety handbook:

1. It's going down.
2. I'm yelling timber.
3. You better move!
4. You better dance. (?)

8:54 AM · Mar 29, 2023 · 214.8K Views

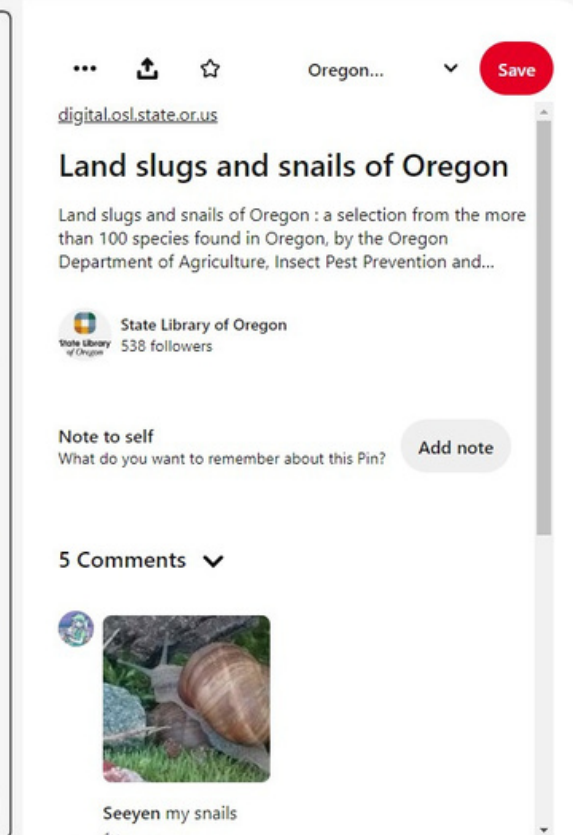
578 Retweets 23 Quotes 5,880 Likes 34 Bookmarks

Major Platforms



Platform for creating and sharing photo-based "pins" that are meant to be saved and used as a resource later.

- Most pins link to a website, blog, or product
- Unlike other platforms, pins receive active engagement for months
- Engagement types: Saving, link clicks



Major Platforms



Platform for professional development; essentially, a digital networking site for employees, volunteers, interns, and more.

State Library of Oregon
100 followers
1mo • 🌐

Have you ever wanted to volunteer for the Talking Book and Braille Library? Here's your chance! We're looking for someone to help with scanning and mailing book cartridges out to our patrons, about 2-4 hours a week. Learn more here: ...see more

State Library of Oregon
Talking Book and Braille Library

VOLUNTEER OPPORTUNITY

The Oregon Talking Book and Braille Library is looking for someone to scan & mail book cartridges to patrons, about 2-4 hours/week.

Apply at the link in our bio!

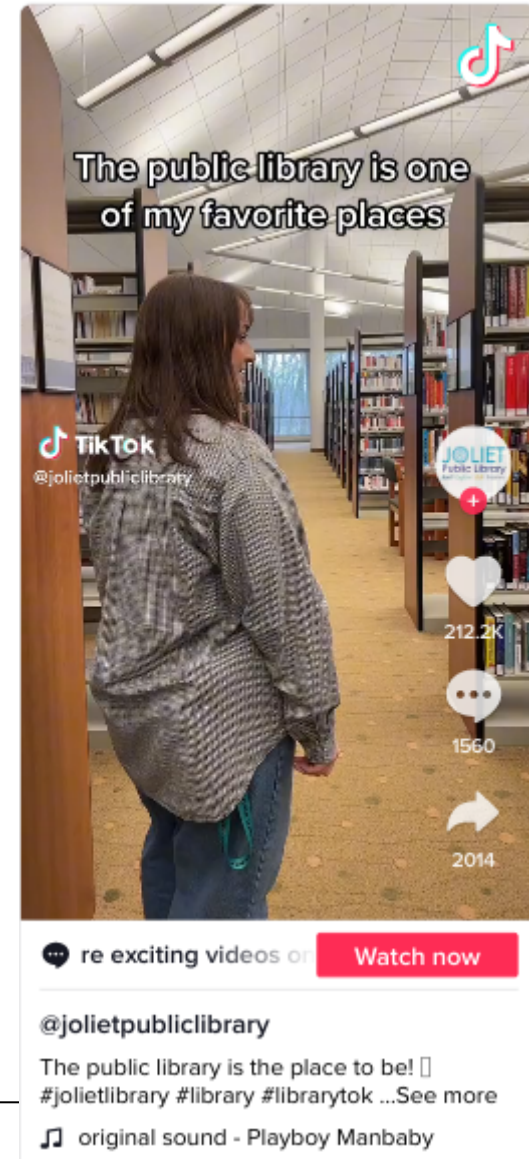
- Great place for volunteer opportunities, job announcements, staff highlights, training opportunities, etc.
- Operates like Facebook; users must have individual profiles to manage a business account
- Engagement types: Like, comment, repost, send, link clicks

Major Platforms

TikTok 

A video-based platform where users post short to long form clips, up to 3 minutes.

- Two different user feeds: friends and main
- The epitome of meme culture, users make and remix videos and sounds that play off each other. Also a great place to share information.
- Engagement types: Like, comment, share, save, follow (directly from the post)



Major Platforms



reddit

A place where people create communities, known as subreddits, that users can subscribe to, post in, and engage with.

- Has several different feed options, including "most relevant" (traditional) and "news"
- Not as useful for businesses
- Engagement types: Upvotes and downvotes, comments, shares

Libraries and librarians [Join](#)
r/Libraries

Posts

Hot New Top This Week

Posted by u/MrMessofGA 5 days ago 🐶
496 You'd think they'd have invented a cart that isn't metal and also 30-years-old by now

WHAT A NICE QUIET DAY AT THE LIBRARY.

TOO BAD I'M ABOUT TO PUSH THIS CART.

BINK CLANG CLANK PONK
CLANG BONK REEEE

About Community
A place to discuss all aspects of libraries and library work. Subreddit icon: "book" by smallcurio, CC BY 2.0.
<https://flic.kr/p/2aGBkSF> Subreddit banner: "Books" by Gael Varoquaux, CC BY 2.0, <https://flic.kr/p/EUh17c>
Created Jun 1, 2008

55.5k Members 114 Online

Related Communities

- r/Owls 78,816 members [Join](#)
- r/Afghan 3,974 members [Join](#)
- r/Superbowl 427,956 members [Join](#)
- r/MangaCollectors 1,794,405 members [Join](#)
- r/FreeEBOOKS 2,270,146 members [Join](#)
- r/bookshelf 169,631 members [Join](#)
- r/discworld [Join](#)

Branding

Brand:

A consistent voice for all marketing materials that reach your audiences.

Essentially, it's your page's personality.

- Keep your brand consistent but open to trends; consider a brand style guide
- Don't create a brand that is too niche or narrow



Branding Example

Pinned Tweet



National Park Service ✓

@NatlParkService

We have parks.

8:10 AM · Mar 14, 2023 · 5.5M Views



National Park Service ✓

@NatlParkService

Don't pet the fluffy cows. 🐄

8:12 AM · Mar 30, 2023 · 1.5M Views



National Park Service ✓

@NatlParkService

Our favorite part of spring is walking into spider webs and screaming every time. What's yours?

6:10 AM · Mar 24, 2023 · 2M Views

3,355 Retweets 464 Quotes 34.2K Likes 204 Bookmarks



nationalparkservice ✓ When you leave the house without breakfast, dehydrated and on four hours of sleep.

Also known as Wednesday. Hey there, wolverine. Where you headed? The wolverine is very quick and can run at speeds of up to 30 miles per hour when chasing its prey or late for work. The wolverine is also known to store its food in caches to eat later. Those are my leftovers, Janet.

This ferocious mammal can sometimes resemble a small bear, but it's more closely related to the weasel, another small but aggressive creature. Another name for this species is the "skunk bear," thanks to the strong smelling musk it releases as a defense mechanism. Really? Skunk bear?

P.S. A wolverine's front feet have long, semi-retractile claws that help it climb trees. They are not made of Adamantium.

Image: Did you see it? A wolverine is a blur as it races past a trail camera at Glacier National Park, Montana.

[#wolverine](#) [#glacier](#) [#nature](#) [#blur](#) [#fastandfurious](#) [#nationalparkservice](#)

Edited · 2w



nmlg_author This looks nothing like Hugh Jackman.

2w 295 likes Reply



Why is social media useful?



- Get resources to your community
- Engage with patrons and build rapport by creating entertaining content
- Share critical information and stop the spread of disinformation

Engage with patrons

Creating inviting, funny, entertaining content builds rapport with your audience and boosts your place in patrons' algorithms.

Users engage with your content more when they find it entertaining.

Your content appears more often in their feed. You can also gain followers.

When you share information and resources, it reaches more people.



Get resources to your community

Use your page to post about essential resources for your community.

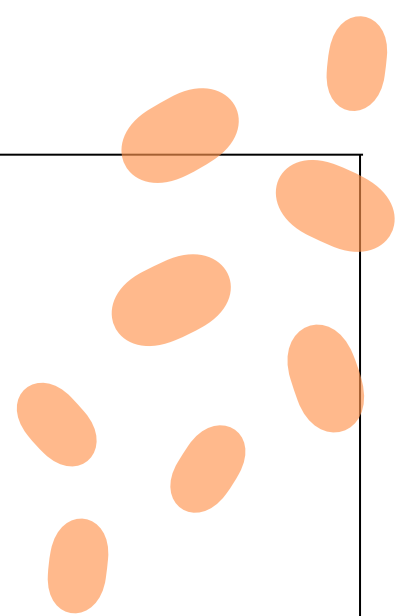
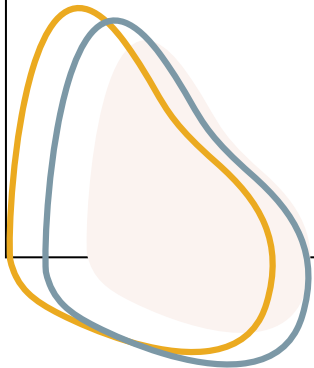
Followers see the resource you've shared in their feed.



Followers engage with the post, boosting it in the algorithm of non-followers' feeds.



The resource reaches more people the more the post is engaged with.



Examples of resource sharing:

 Salem Public Library (Salem, OR)
2d · 🌐

Salem Public Library has a new Adult Literacy collection! This varied collection will provide accessible resources to adults wanting to improve their literacy, new English speakers, adults with learning disabilities, and readers at all literacy levels. It focuses on removing stigma, increasing literacy, and fostering the joy of reading. We all start somewhere.

You can find the Adult Literacy collection at the Main Library on display shelving on Floor 1 near the staircase to ... [See more](#)



87

adult literacy collection

Meet the new
Adult Literacy
Collection
We all start somewhere

   You and 39 others

7 shares

 Fossil City/Public Library
6d · 🌐

Looking to learn basic computer skills or upgrade the skills you already have? You've come to the right place. [Fossil City/Public Library](#) offers Free Computer Classes on Mondays and Wednesdays.



**Free
Computer
Classes**



LEARN:
Basic and intermediate computer skills
Easy troubleshooting techniques
How to fix common PC problems

Safety tips for avoiding viruses and malware
How to surf the internet safely
How to install/uninstall software
Plus, we'll try to answer any specific questions you may have.



Fossil Library

Mondays 3-4 PM
Wednesdays 6-7 PM
Questions? Call 541-763-2046

Information Sharing

Misinformation

False or inaccurate information shared on social media.

Disinformation

Known false or inaccurate information that is shared with the intent to cause harm or mislead others.

Examples of harmful mis- and disinformation:

- Misrepresentations of the LGBTQ+ community and their literature, especially with regards to the trans community
- Inaccurate information about healthcare and/or access to healthcare
- False information shared about mental health and wellness from unlicensed therapists

Connecting with communities

- Building your community - following other libraries and engaging with them; form genuine connections
- Inviting participation from your audience and creating approachable content
- Incorporating pictures and videos (with consent) of patrons participating in library activities
- Participating in discussions online - getting user feedback, making your patrons feel heard



Best Practices and Avoiding Burnout



Responding to
comments



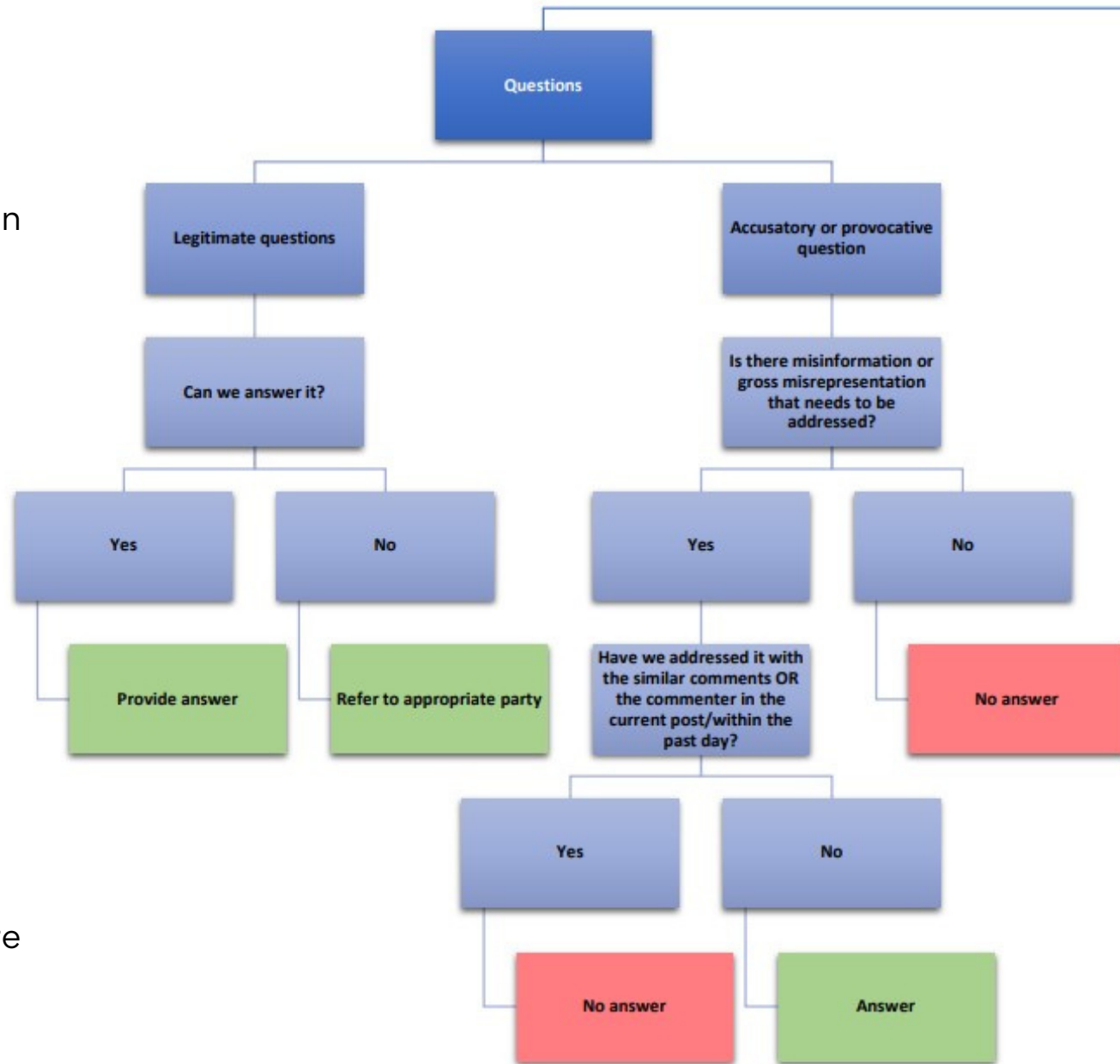
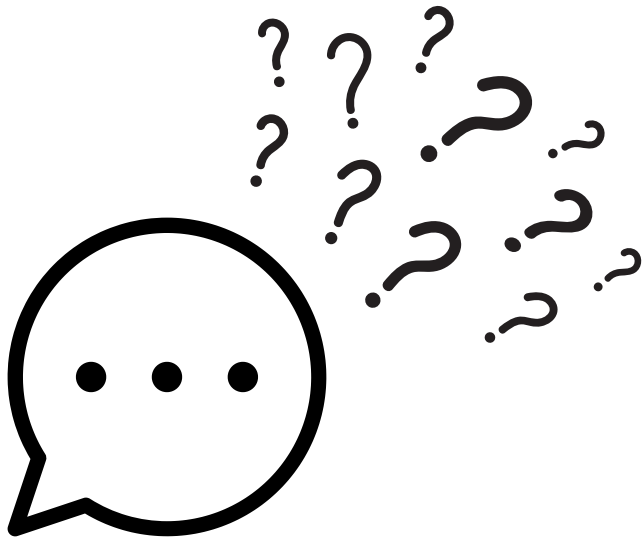
Scheduling posts



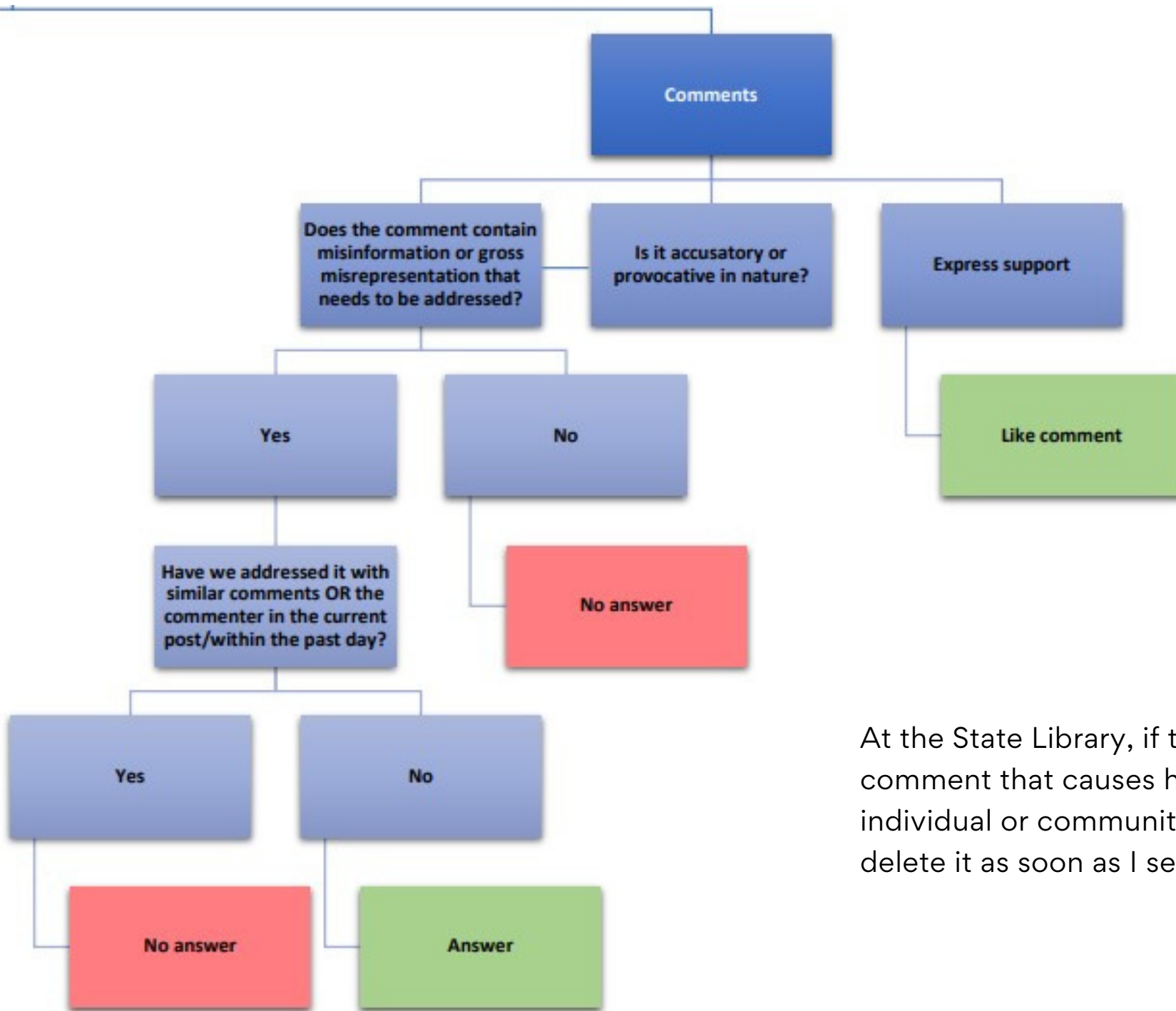
Avoiding burnout

Responding to comments

The image on this slide as well as the next one are a flowchart from the Department of Administrative Services advising state agencies on how to respond to harmful or inappropriate comments.



Libraries are not required to adhere to these guidelines. These are provided as a potential tool.



At the State Library, if there is a comment that causes harm to an individual or community, I will delete it as soon as I see it.

Scheduling posts

In the platform:

Platforms that allow for scheduling:

- Facebook - done through MetaBusiness Suite
- Instagram - done through MetaBusinessSuite on Facebook
- Twitter
- Pinterest - with a business account
- TikTok - through a creator or business account on a web browser; videos cannot be edited once they are scheduled

Through a third party:

Users pay a third party that has one centralized calendar to schedule on multiple platforms.

- These tend to be very expensive, about \$100-250 per month as a starting point.
- Similar to how you would schedule in-platform posts - you still need to write all your content and upload it to the schedule
- Some provide metrics and data

Create post



State Library of Oregon

Public

What's on your mind, State Library of Oregon?

Add to your post



Boost post

You'll choose settings after you click Post.



Schedule your post from [Meta Business Suite](#).

Post

When scheduling an Instagram post, all images must have the same ratio, and if they're vertical they'll be cropped to a 4:5 ratio.

Create post

Post to

State Library of Oregon and statelibraryor

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

Add photo

Add video

Use template

Post details

Customize post for Facebook and Instagram

Facebook

Instagram

Facebook text

Text input area for Facebook text, including a text format icon (Aa) and a hashtag/emoji icon (# 😊).



Scheduling options

Publish now

Schedule

Save as draft

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Oregon Histo... **Publish**

Drag and drop or click to upload images or a video

Recommendation: Use high-quality .jpg files less than 20MB or .mp4 files less than 2GB
See guidelines for high quality Pins

Add your title

State Library of Oregon
538 followers

Tell everyone what your Pin is about 😊

Add alt text

Add a destination link

Publish immediately Publish at a later date

04/12/2023 📅 12:00 PM 🕒

✕ Unsent Tweets

State Library of Oregon

Everyone ▾

What's happening?

🔔 Everyone can reply

📷 GIF 📌 📍

Schedule Tweet

✕ Schedule **Confirm**

🕒 Will send on Sun, Apr 16, 2023 at 3:22 PM

Date

Month April ▾ Day 16 ▾ Year 2023 ▾

Time

Hour 3 ▾ Minute 22 ▾ AM/PM PM ▾

Time zone
Pacific Daylight Time

Scheduled Tweets

Avoiding burnout

According to Indeed, 52% of workers experienced burnout in 2021. For social media managers, the pressure to constantly be "on" often extends outside work hours and leads to increased burnout.

01

Set boundaries

Schedule time to be on the platform; don't feel like you need to be on there 24/7 to catch all the trends.

02

Beware constant notifications

Don't feel pressured to instantly check notifications.

03

Collaborate

Consider a rotating schedule - one person assigned to your channels for each day of the week.



Questions?

Contact

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