FACEBOOK ADVERTISING FOR SMALL AND RURAL LIBRARIES

Let's Make it Fun Again
TOPICS TO COVER
Brand and Content
Facebook algorithm
Great photos and videos
Engaging titles and copy
Video logistics
Is this the voice of my library?

PROFESSIONAL, COMMUNITY-ORIENTED, APPROACHABLE
It's not about you
SORRY
"Meaningful Interactions"
WHY DO PEOPLE SHARE CONTENT?

To be social
To express how they are feeling about a particular topic
To show off, or humble-brag
To prove they were the first ones to find something
To make friends and colleagues laugh
To learn and help other people learn something
Photos?

ANGLE
Take more than one picture

COLOR
Contrast is key

CLARITY
Keep it steady
Seriously...Have Fun!
It's called FACEbook
Share the Love
WHAT MAKES GOOD COPY?

Experiment with post length
Ask a question
Use a list
Add a quote from your content
Engage other pages
Don't go crazy with hashtags
Include an emoji or two
Videos?

LIGHTING
Keep light behind the camera

AUDIO
Stay in control of the noise around you

ORIENTATION
Landscape is best for all social media users
TRUST
TRANSPARENCY
ROI
FUN
WHAT MAKES A GOOD TITLE?

Make it searchable
Be descriptive
Keep it short and sweet
Offer a benefit
Promote curiosity
Audio?

"SOUND ON"
Literally just ask them

SUBTITLES
Facebook creates these for you

NO SOUND
Just visual

GRAB ATTENTION QUICKLY
in the first 3 seconds
CALL TO ACTION

Learn more
Visit our website
Like and share
Call now
Get yours today
Buy before it's too late
Stop on by
BE HUMAN

It's called social media for a reason
## PAID VS. UNPAID CONTENT

<table>
<thead>
<tr>
<th>Pros of Paid</th>
<th>Pros of Unpaid</th>
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<tbody>
<tr>
<td>Increased reach</td>
<td>Inexpensive</td>
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<tr>
<td>Rapid Growth</td>
<td>Organic</td>
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<tr>
<td>Scalability</td>
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<td>Small Reach</td>
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<tr>
<td>Losr Credibility</td>
<td>Crowded Market</td>
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RESOURCES

YOUR SMART PHONE!

Pinterest
Boomerang
Canva
Vimeo / Cameo
Giphy
Mematic
Lynda.com
Youtube tutorials
Insights tab
"The definition of insanity is doing the same things over and over again and expecting a different result."

ALBERT EINSTEIN (MAYBE)
Questions?

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