

A well-executed social media plan is a key part of our campaign and outreach efforts online. To help, we have included copy and accompanying images for your social media channels.

The first week of the campaign focuses on eAudiobook access, while the second week delivers messages related to pricing issues. The suggested images are labelled and divided into folders based on social media platform. Please feel free to edit the suggested copy to better suit your needs, and use as much or as little of the assets as you wish.

During the campaign, feel free to reach out to and tag writers or relevant community members your library system has built relationships with. Engage members of your community who you know will be passionate about this campaign and its goals.

While certainly not a required component of the campaign, your library system may choose to explore paid advertising in the form of boosted or promoted posts to extend your reach. Paid posts can utilize existing assets and copy, but as with organic social media posts, you are welcome to edit copy to suit your needs. Twitter, Facebook and Instagram allow advertisers to target audiences based on geographic location, interests, demographics and more. You can set preferred budget on a sliding scale and be strategic with who you want to reach.

Thank you for helping spread the word for better #eContentforLibraries.