

#DoltForTheGram

Using social media to promote programs and perform Reader's Advisory

The Challenge increase awareness of our Reader's Advisory program—Summer Reads (patrons fill out a questionnaire about their reading preferences and receive a curated list of recommendations).

The Solution post daily reading recommendations via our Instagram Stories. We looked to the Bookstagram community for inspiration.

Creating Content

Choosing Titles

- Chose titles based on themed days of the week (ex. Mystery Monday, Thrilling Thursday)
- Themes were determined by a genre's popularity among our patrons
- Some themes (ex. Wild Card Wednesday) allowed for more flexibility
- Selected titles had to be currently checked in, have high ratings and reviews, good physical condition, and diverse content
- Titles with multiple formats were favoured over titles without

Developing a Photo Style

- Inspired by various successful Bookstagram accounts. We made note of popular or aesthetically pleasing trends
- The book was always the central focus
- Took many iterations of the same photos, moving one element to encourage the best photo
- Lighting was a huge consideration; library books are really reflective!

Posting the Photos

- Considerations were given to how the photos would appear next to each other
- Photos that were too similar (ex. two outdoor photos, two books by the same author) could not be placed together, this ensured that our stories were not too repetitive
- Chose to post to Instagram Stories so the recommendations would not overpower our Instagram feed

The Good, the Bad, and the Metrics

Summer Reads Campaign June 17—August 31

The Good

- Stories allowed for continuous fresh content
- Could save stories into "Highlight" collections which could then be viewed all summer
- Able to track statistics, such as views per post and profile visits
- See details on habits surrounding our highlighted collections, including information on how many people watched the entire story, and how many exited prematurely

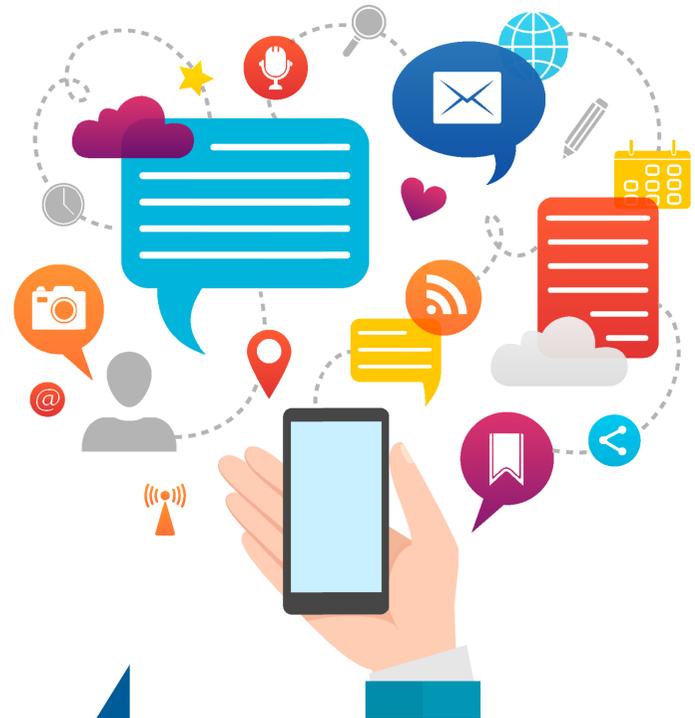
The Bad (Challenges)

- Stories aren't permanent, it was difficult to assess impact
- Despite Highlights being permanent, grouping the photos resulted in the first photo having the most views, while the sixth photo had significantly less (attention span was a challenge)
- The Stories format limits the amount of text you can use
- Circulations are difficult to track — there is no guarantee that the titles circulated because we featured them

Moving Forward

Current/ongoing Readers Advisory September 6—December 18

- Positive feedback from the campaign encouraged us to continue giving recommendations on Instagram
- No longer part of a program promotion, we implemented some changes in our method:
 - Make posts less frequent (once a week instead of 6 times per week)
 - Chose to post on main page rather than stories
 - New criteria for selecting titles — each month includes 2 fiction, 2 nonfiction, and increased author diversity
 - Themes became monthly rather than daily (ex. October: Ghosts, witches, and the paranormal, November: War topics and award winners)
 - Included questions to encourage engagement (ex. Would you ever visit the arctic? What's your favourite 'do nothing' activity?)
 - Make use of more hashtags, as they increase our post's discoverability
- New method has brought about large success



65 titles featured
7,769 total views
121 views per post
1/3 of titles circulated within two weeks of posting
25% of posts had interactions (comments, profile visits, sticker taps)

15 titles featured
7,325 total views
207% increase in average views per post
17% of views came from accounts who did not previously follow us
93% of posts had interactions (comments, bookmarks, shares, profile visits)
1/3 of titles circulated within one week of posting
1,000 combined views from hashtags alone

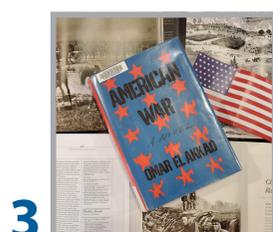
Anatomy of a Book Post



1 Gather materials and props.



2 Create a layout that highlights the book.



3 Rearrange your props and test different layout styles.



4 Take multiple photos. Make small adjustments. Give yourself plenty of options.



5 Once you've chosen the best photo, it's time to edit!



6 Your photo is ready to post. Write a caption, tag the author and use hashtags!

