

# #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

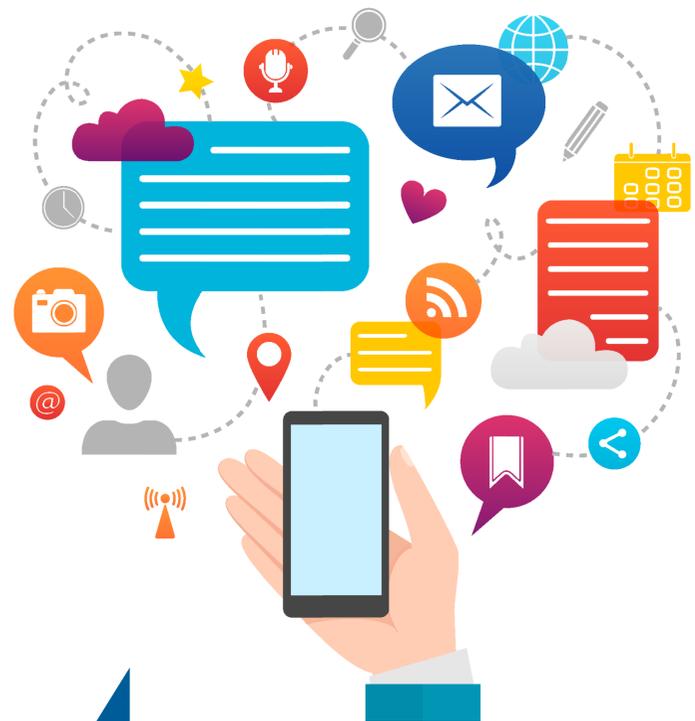
##### The Bad (Challenges)

- 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

