

Social Media Marketing Calendar: Best Practices for Engaging, Informing, and Inspiring Stakeholders

1. *Know your target audience and consider what your audience cares about.* Show some personality; don't be boring. Think visually. Consider including appropriate and effective video clips, gifs, or photos.
2. *Don't overdo it.* Craft messages that are succinct. Don't spam your audience with endless sales pitches and promotional messages. Post messages throughout the day instead of all at once. Avoid posting or sending the same message on the same day to each platform. Use hashtags sparingly.
3. *Encourage participation with authentic and meaningful conversations.* Talk with them. Throw out questions and starter answers. Have an effective call-to-action plan. Provide specific ways for your audience to get involved. What do you want them to do? How do you want them to respond? Answer the question everyone is thinking: "What's in it for me?"
4. *Don't forget about the people who don't engage in social media 24/7.* Engage with people through the email newsletters and listservs, too.
5. *Be responsive.* Strive to answer every post or Tweet. Respond to negative social media feedback, as well as positive feedback. If necessary, offer to communicate off-site. Respect the privacy of the situation
6. *Listen and communicate.* Ask for feedback from your audience. When possible apply user/audience thoughts quotes, pics, and articles to spark dialogue.
7. *Collaborate.* Link to other people's and organizations' websites, blogs, and content. Piggyback on library and social media trends. Use their momentum to engage.
8. *Check in with users on a regular basis.* Every two years, create a survey to make sure you are still meeting the needs of members.
9. *You can always borrow "a plan," such as a toolkit, set of procedures, policy, or calendar for ongoing success.*

Examples

Use of Voice and Personality

Orkney Library & Archive, United Kingdom @OrkenyLibrary

https://twitter.com/OrkneyLibrary?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Knowing Your Audience

Oskaloosa Public Library, Iowa (Teen Tumblr)

<http://oskaloosalibrary.tumblr.com/>

<https://www.facebook.com/oskaloosalibrary>

Use of Visual Media: Videos, Images, Gifs, and Vines

Chattanooga Public Library, Tennessee

<https://vine.co/venues/4d6e839a3836370497cfa9d0>

Original Content & Responsive

Guildhall Library, London @GuildhallLib

<https://twitter.com/GuildhallLib>

The Morgan Library and Museum, New York

<https://instagram.com/themorganlibrary/>

Advice from Facebook Foundation Site - Creating a Mission, Goals and an Action Plan

<https://nonprofits.fb.com/topic/create-a-campaign-strategy/>

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