

SOCIAL MEDIA AND COMMUNICATION GUIDELINES

SOCIAL MEDIA AND COMMUNICATION GUIDELINES

[Disclaimer](#)

[Purpose and Scope](#)

[Communications Working Group](#)

[Promoting Information](#)

- [Integrated Approach](#)
- [Reaching Staff Members](#)
- [Where to Submit a Program](#)
- [When to Promote a Program](#)
 - [Off the Shelf Newsletter](#)
 - [Around Town Newsletter](#)
 - [Facebook & Instagram](#)
 - [Press Releases](#)
 - [BrightSigns](#)
 - [Flyers](#)
- [Posting Content](#)
 - [Facebook](#)
 - [Reading Parents Network/Reading Community Network \(FB Group\) or Parents Concerned About Curriculum \(FB Group\)](#)
 - [Instagram](#)
 - [TikTok](#)
 - [X](#)
 - [LinkedIn](#)

[Content Guidelines](#)

- [Things to Keep in Mind](#)

[Appendix](#)

[Instructions and Other Documentation](#)

[On the S drive:](#)

[Sample Social Media Policies](#)

Disclaimer

This is a living document. If you have anything to add, or have any questions, reach out to the Communications Working Group.

Purpose and Scope

The Reading Public Library is a center and resource for learning and civic engagement. We provide a place and platform of, by, and for the people who can benefit as individuals as well as contribute to the well-being of the community. Comments expressed on any social media platform do not reflect the views or positions of the library, its officers, or its employees.

Communications Working Group

The *Communications Working Group* is made up of RPL staff members representing each department. The CWG was created as part of the RPL Strategic Plan to ensure that our programs and services are communicated widely to both the public and staff. This group also makes high-level decisions about library communications under the guidance of the Communications Specialist and the Assistant Director.

Promoting Information

When you have an event, service, or collection to promote, follow these basic steps to get the word out to the public and to RPL staff:

- *Integrated Approach*
 - We take an integrated approach to marketing. That is, unifying all aspects of marketing communication, from internal to external messaging via email, press releases, social media, and print or other online communications. Certain requests will benefit from longer-term planning and a combination of tools such as a press release, scheduled social reminders, and print flyers. Other requests may be more of a one-off, such as a bookmark promoting a service like Wowbrary.
- *Reaching Staff Members*
 - Excited about an upcoming author visit? Are we launching an awesome new service that the public will love? Be sure to tell your colleagues about it so they can also handle questions at the desk or on the phone and help pass along the good news.
 - The [Staff Intranet](#) and [All Staff Email](#) are great places to start spreading the word internally about upcoming programs and/or information.
- *Where to Submit a Program*
 - When you have an event or service to publicize, fill out the [Editorial Calendar Form](#). The Communications Group contact will reach out to clarify communication strategies and discuss the audience and channel. You don't need to be super specific about the type of marketing. We'll sort that out once you've entered some info.

- *When to Promote a Program*

- We can work on pretty short notice and understand that some things crop up at the last minute. However, lead time is appreciated, see below for when we typically deploy PR and guidelines for if you are creating images for your program or service:

- ***Off the Shelf Newsletter***

- Deploys weekly on Tuesdays around 4:00 p.m. Submit info by Monday 12:00 p.m. Canva artwork size if you're creating = 564 px x 212 px

- ***Around Town Newsletter***

- Deploys as needed - for services/events hosted by other town departments

- ***Facebook & Instagram***

- FB Events, deploy a month in advance when needed. Canva artwork size: FB 1200 x 1200 px/Insta-1080 px x 566 posts. FB and Instagram adult and teen programs and services posts are deployed after 12:00 p.m., and Children's posts are in the morning.

- ***Press Releases***

- For big, flagship events and new services - 2-4 week lead time.

- ***BrightSigns***

- Posted for 2-4 weeks, size = 1920px x 1080px

- ***Flyers***

- 1-4 week lead time, depending on the size of the event. Use the [Canva template](#) to ensure consistency and cut down on visual clutter. Refer to [Signage in the Library: Best Practices](#) for tips on where/how to display flyers.

- *Posting Content*

- **Facebook**

- Posting on the library page requires login via a personal account.
- Ask Michelle or Desiree to add you as a user to the FB account.

- **Reading Parents Network/Reading Community Network (FB Group) or Parents Concerned About Curriculum (FB Group)**

- Ask the Town to share on their FB page, and consider other Town Departments with social media such as the Coalition or RPD.

- Please check with Michelle or Desiree first. You can create an FB event to drum up interest (Louise and Desiree usually create for many adult/teen events). Video or posts are fine! And consider #/tagging.
- **Instagram**
 - more visual, fewer words, use reels/stories, too.
- **TikTok**
 - to promote the library as a whole or for BookTok
- **X**
 - no active posts - archived
- **LinkedIn**
 - least-developed platform as of 2023

Content Guidelines

If you are writing content or asking someone else to write it, be clear about the purpose of the promotion.

- *Things to Keep in Mind*

- [Who is your audience \(market segmentation according to the last Strategic Plan\):](#)
- Movers & Shakers 20.9%
 - Upper Crust 15.9% (65% “library users”)
 - Winners Circle 11.5% (69% “library users”)
 - Networked Neighbors 11.5% (97% “library users”)
 - Middleburg Managers 7.3%
 - Gray Power 5.5% (only 44.9% “library penetration”)
 - *Source: Ivy Group presentation for 2020 Strategic Plan:*
https://drive.google.com/file/d/1vAZjioYU0ZdfSpnCPJ_UYu9-GWmdN47C/view
- Topic and tone: Is it to inform/educate/entertain?

- What are you highlighting: a program, event, or service?
- What is the call to action?
- What is happening at the same time in town and possibly beyond such as holidays and religious observances, Friends or Foundation events, and Town Elections. RPL's [DEI calendar](#) can be a resource for you, as well as the event calendar on the [Town of Reading's home page](#).
- Scheduling posts: Think strategically and schedule according to [engagement](#). If you are scheduling posts, check Meta's Business Suite to ensure you're not overlapping another previously scheduled PR - check with Michelle or Desiree if you're not sure how to do this.

Appendix

Instructions and Other Documentation

- [Canva Template Flyer Instructions](#)
- [RPL Communications Style Guide](#)
- [Signage in the Library: Best Practices](#)

On the S drive:

- S:\Forms-Flyers-Templates\Martin Sorger Templates and Style Guide (same as above):
S:\Public Relations\Press-Contact-List: Publicity Outlets/Press Contacts/Relevant Organizations

Sample Social Media Policies

- [MBLC Social Media Policy](#)
- [Cary Library, Lexington](#)
- [Berkshire Athenaeum](#)
- [Town of Wakefield policy](#)
- [Hubbard Memorial Library-Ludlow](#)
- [Wellesley Public Library](#)
- [Bedford Public Library](#)
- [Somerville Public Library](#)
- [ALA Social Media Guidelines](#)