

Level Up On Your Social: Social Media Trends 2020

FOR LIBRARIES



Kimberly Crowder

- Founded the Communications Department as Director, Communications for The Indianapolis Public Library and led the department for almost four years
- Launched social media for a Fortune 500 company in the Houston, TX market and was featured in Mashable
- Oversaw social media for a major national nonprofit's Indianapolis, IN division and won a national award for this work
- Has worked with Oprah Winfrey and her team on several occasions
- Led webinars and presentations for the American Library Association, Indiana State Library, The Ohio State University Libraries, and InfoPeople
- Featured on the Super Library Marketing blog multiple times
- Highlighted twice on the Library Figures podcast



Find me!

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- Get more tips and webinars by joining my email list.
Send an email or message me on LinkedIn with the subject Sign me up!

The Download

What We'll Be Unpacking Today



Laying The Foundation

Where I believe libraries should be



Timing

Why WHEN you post is as important
as WHAT you post



10 Social Media Trends for Libraries in 2020



Where Inclusion Comes In

Hint: EVERYWHERE



Questions

Ask me anything!

**Where should
libraries be (in
this order):**

Facebook

Instagram

Twitter

Pinterest*

TikTok*

Timing Is Everything, Especially On Social

Check your insights and test, test, test
with days of the week and times.

Think about relevancy.

Don't be afraid of trial and error!

Best Time to Post on facebook

MO

TU

WE

TH

FR

SA

SU

Worst Day

Best Days



1 - 4 PM

during work hours

SA

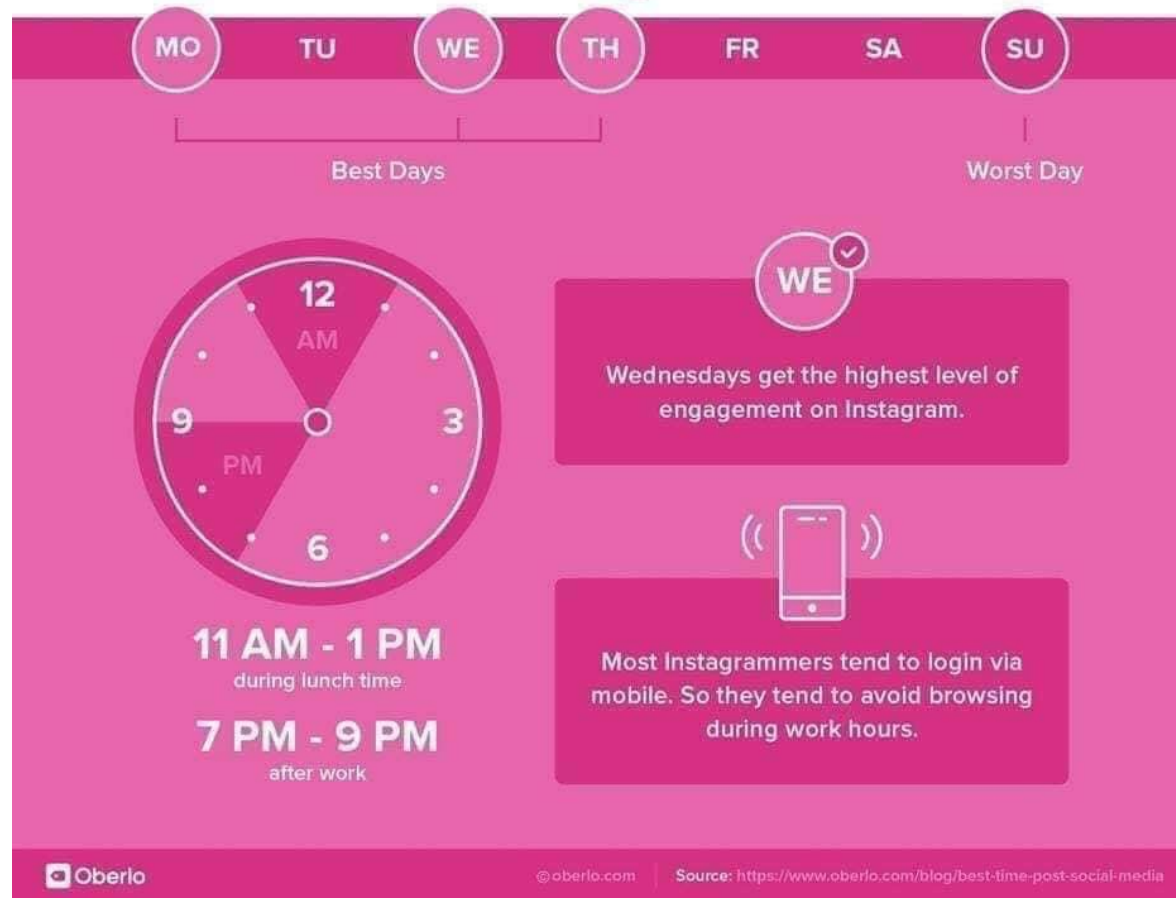
SU

Weekends get the highest level of engagement on Facebook.

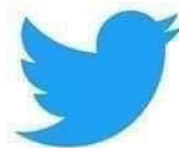


Facebook users browse on their desktops and check it during downtime at work

Best Time to Post on Instagram



Best Time to Post on



Twitter



Best Time to Post on



Worst Days During Work Hours

Best Days



8 - 11 PM

after work hours



Work hours tend to be less popular
for Pinterest users.



Mothers tend to use Pinterest actively
which may be why they tend to post
later in the evening.

FOR LIBRARIES

2020 Social Media Trends

**Video content is
(almost) everything.**

#1

Estimated
that video will
make up 82
percent of all
internet traffic
in 2020.

Let's talk
TikTok*

Strictly for
connecting
with Gen Z



#2

Don't Be Afraid of Long(ish) Videos

Why IG TV should be part of your 2020 social level up.

#3

Share Your Stories Early Each Day

- Instagram Stories
- Facebook Stories

#4

Go live!

But only, and I mean, only when it makes sense.

Facebook

Instagram

Twitter

#5

Segment Your Social Media Audiences, Pronto

- One size fits all is out, market segmentation is in.
- Create posts based on your niche groups within your overall social media audiences.

Rethink your focus

#6

The death
of
Instagram
“likes” *and*
vanity
metrics.

#7

Engage Local Influencers

Be sure to choose wisely.

#8

Slide into their DMs (direct messages)

- More private interactions, when possible.

Make social media
connections
meaningful

#9

Use “list”
features and
groups to
connect more
deeply with
niche audiences

Build trust. Be authentic.

#10

- Customer reviews

- Employee recommendations

BONUS

Diversity, Equity, Inclusion, and Social Media

This should be a MAJOR part of your strategic content, no matter who your audiences are.

Questions?

Stay connected!

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