

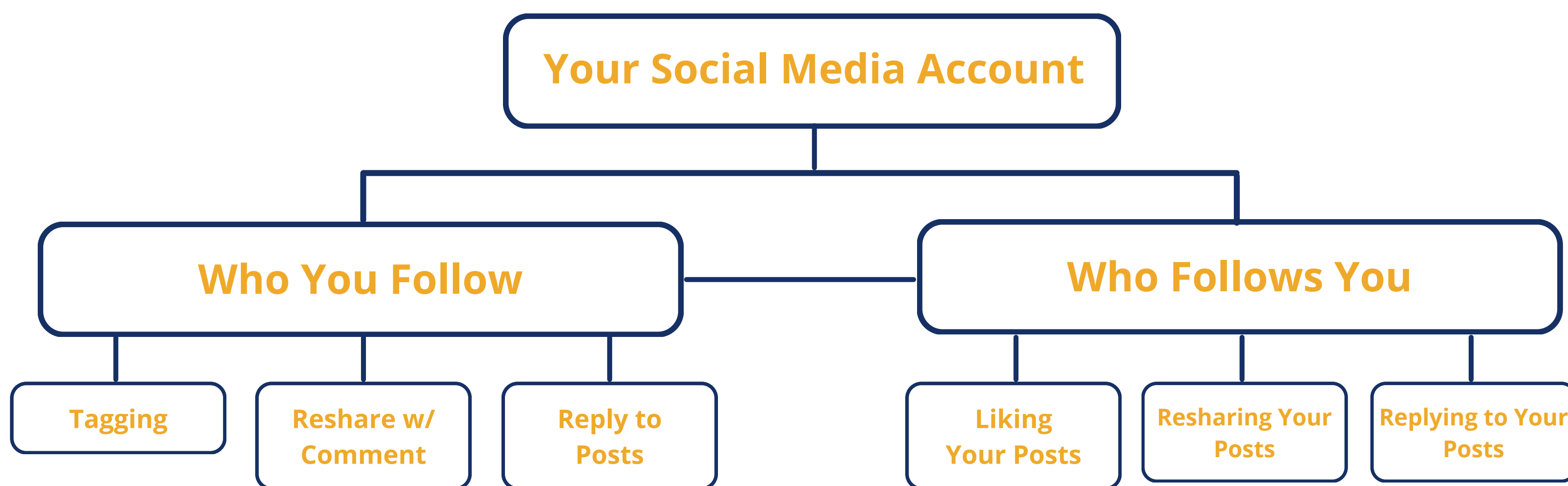
# LIBRARY ADVOCACY DAY

FEBRUARY 7TH, 2024

#LAD24

## Leveraging Your Network of Influence

**You have a social media account and know your elected officials social media handles. But, how do you create a network of influence?** Your social media account has power and we have pulled together a one-pager to help you understand how to leverage your network of influence.



**The power of social media is in the palm of your hands and it is understanding how you can communicate with others effectively.** It is important to understand that Who You Follow and Who Follows You makes a difference.

**We recommend that you follow your elected officials at every level of government and your fellow #LibraryAdvocates across the state.** This will make sure that you are in-the-know with those who matter most in both the "Library World" and the decision-makers who matter most in advancing the issues you care about.

**So, how do you leverage your influence on whom you follow?** The top three ways to engage with whom you are following are by tagging them (ex: @'ing them) in your posts, resharing their posts with your own relevant commentary, and replying to their posts.

**Then, what about who follows you?** Sure, we can't control how our followers interact with our posts, but it's good to know how they can leverage your voice. The three key ways that followers can amplify your voice are by liking, resharing, and replying to your posts. The more followers interact with you, the more likely your posts will appear on others' feeds.

**Like every social media platform, it is all about reciprocity.** Those whom you follow and those who follow you are both relationships you have to maintain and develop. When it comes to becoming a social media expert and advocate, make sure you are staying active. You'll get the hang of it in no time!