

LIBRARY ADVOCACY DAY

FEBRUARY 7TH, 2024

#LAD24

#LAD24 Social Media Post Directory

We have pulled together sample posts for our social media advocates to utilize during Library Advocacy Day. Each of these sample posts is customizable to make it your own but touch on all of the important pieces of legislation we are advocating for this session.

Sample Tweets/Threads

Today, I am joining hundreds of #LibraryAdvocates across NYS to advocate for the legislative and budget priorities that will strengthen #NYSLibraries!

[NEXT TWEET/THREAD]

I am advocating for [INSERT BILL NAME HERE] which is sponsored by @[INSERT SENATOR SPONSOR HERE] because [INSERT REASON HERE]. Learn how to be a #LibraryChampion during #LAD24 here: www.nyla.org/advocacy-day

Today, I am joining hundreds of #LibraryAdvocates across NYS to advocate for the legislative and budget priorities that will strengthen #NYSLibraries!

[NEXT TWEET/THREAD]

I am advocating for further increased #NYSLibraryOperatingAid because [INSERT REASON HERE]. Learn how to be a #LibraryChampion during #LAD24 here: www.nyla.org/advocacy-day

Today, I am joining hundreds of #LibraryAdvocates across NYS to advocate for the legislative and budget priorities that will strengthen #NYSLibraries!

[NEXT TWEET/THREAD]

I am advocating for increased #NYSLibraryConstructionAid because [INSERT REASON HERE]. Learn how to be a #LibraryChampion during #LAD24 here: www.nyla.org/advocacy-day

I am joining hundreds of #LibraryAdvocates across NYS for #LAD24. Today, I am representing @[INSERT YOUR LIBRARIES TWITTER HANDLE HERE].

[NEXT TWEET/THREAD]

I advocate for my library and #nyslibraries because [INSERT REASON HERE]. Learn how to be a #LibraryChampion during #LAD24 here: www.nyla.org/advocacy-day

Sample Instagram/Facebook Post

Please Note: You can add a picture of you in the below post on Canva! Click the download link below, then click "File" on the top left corner of your screen, and then make a copy to customize!



Sample Post Caption

Today, I am joining hundreds of #LibraryAdvocates across NYS to advocate for the legislative and budget priorities that will strengthen #NYSLibraries! Can't make it to #LAD24? Send a letter to your legislators via NYLA's Take Action Campaign!

[Download Graphic Here](#)



Sample Post Caption

I advocate for my library and #nyslibraries because [INSERT REASON HERE]. Learn how to be a #LibraryChampion during #LAD24 here: www.nyla.org/advocacy-day

[Download Graphic Here](#)

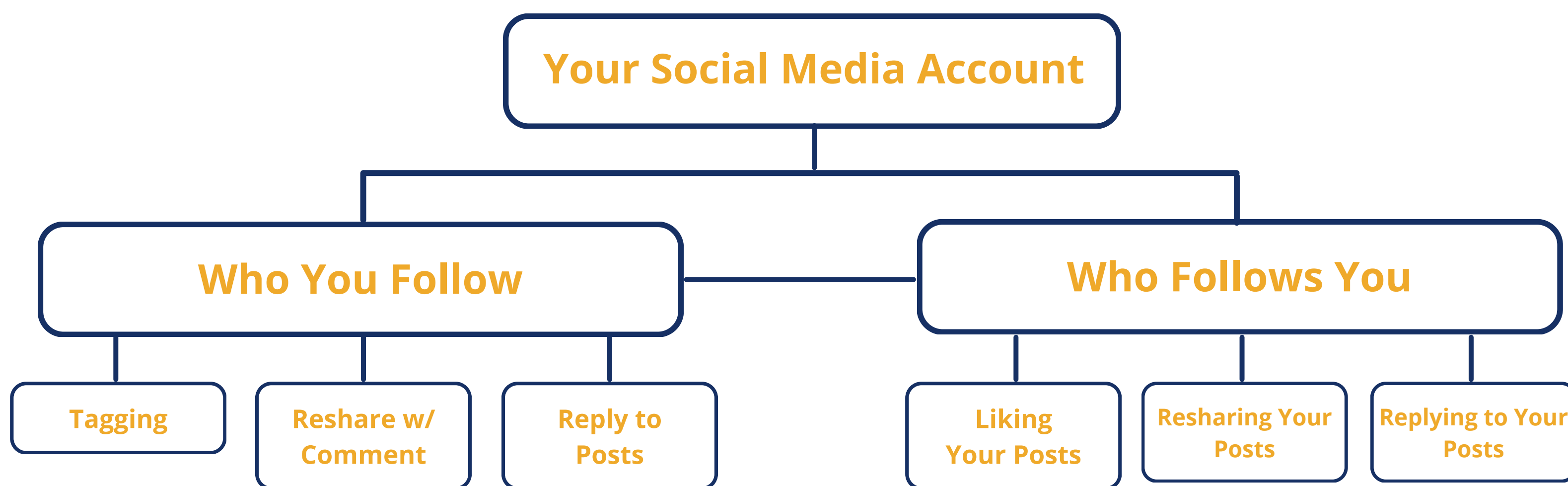
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Leveraging Your Network of Influence

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!

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Social Media Tips & Tricks

So, how do you get your message across that is authentic to you but also hits on what's most important?

1 - Follow, Engage, and Tag Your Elected Officials

Make sure you follow your elected officials at every level of government. Especially at the state and local levels, most elected officials will be managing their accounts themselves. By following and engaging with their posts, you can directly communicate with your officials about the legislative and budget priorities that matter to you.

Also, don't forget to tag them in YOUR posts by using the "@" symbol and typing in their Social Handle. For example, "I am calling on @GovHochul to increase funding for Library Construction Aid in the 2024-25 Executive Budget. #LibraryAdvocate"

2 - Use Hashtags

Unlike any other social media platform the use of hashtags to amplify current events and trending topics. During Library Advocacy Day, make sure to use our special hashtags so not only we can like and reshare your posts – but others who are following along the day can engage with your posts as well! **Make sure to use the hashtags #LAD24, #LibraryAdvocate, and #LibraryChampion at the end of all your tweets about Library Advocacy Day.**

3 - Don't Just Post - Create A Conversation

A post can tell one part of your story, but by treating social media as a conversation, you can capture the whole picture. In NYLA's Library Advocacy Day Social Media Post Directory, we have included customizable social media post templates. These templates will help you be able to craft your story of why a particular legislative and/or budget priority is important to you as a #LibraryAdvocate. And, don't forget to add those hashtags we mentioned before!

4 - Like, Reshare, Reply, and Repeat

Consistency is key in the social media sphere. You've followed your elected officials, you've mentioned and used our special hashtags, and even created your own social media post to share YOUR story. What's next? Make sure to stay active during Library Advocacy Day and like, reshare, and reply to others' posts. **The more you engage with others, the more you will raise your profile and have your voice heard.**

Now, go flex your Social Media Advocate muscles and be a #LibraryChampion this Library Advocacy Day!