

LIBRARY ADVOCACY DAY

FEBRUARY 7TH, 2024

#LAD24

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 tweet threads and Instagram 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!