In celebration and observance of #NationalLibraryWeek, NYLA is hosting our 2nd annual #NYLibraryWeek!

During #NYLibraryWeek, we have created a calendar of themed days with easy ways to get involved. We know you're busy serving your communities so we encourage you to pick and choose which days you want to join in celebrating #NYLibraryWeek.

If you have any questions, please do not hesitate to reach out to Christina at marketing@nyla.org or Bri at advocacy@nyla.org. We can't wait to see your posts throughout the week!

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### Social Media Toolkit

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**#NYLibraryWeek Calendar**


<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
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<tbody>
<tr>
<td>#OnceUponALibrarian</td>
<td>#NYLibraryWorkersDay</td>
<td>#NYLibraryOutreachDay</td>
<td>#NYLibraryAdvocate</td>
</tr>
<tr>
<td>We will be sharing stories from librarians across New York State of why they joined the librarian profession!</td>
<td>Do you have an outstanding library worker who goes above and beyond? We want YOU to highlight your library workers using the hashtag #NYLibraryWorkersDay</td>
<td>Over the past year, our libraries have shown up for their communities in innovative and reimagined ways. We want YOU to reflect on the past year and tell us how your library adapted to the new normal. Whether you introduced new programming or services - we want to hear from you and make sure to use our hashtag!</td>
<td>On the last day of #NYLibraryWeek, we want YOU to take action and connect with your legislators about why you are a #NYLibraryAdvocate! Share a short video, a photo holding a sign with our hashtag or you wearing your NYLA Library Advocate face mask or sunglasses on your social media pages!</td>
</tr>
<tr>
<td>From academic librarians to youth services librarians – every librarian has a story behind their profession. Share a short video or a picture holding a sign with the hashtag on your social media pages!</td>
<td>Share a photo, a short video thanking them, or your favorite story about them using our hashtag!</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Follow us!  
@NYLA1890  
@NYLA_1890  
nyla.org
How Can I Participate?

Monday - #OnceUponALibrarian

For the first day of #NYLibraryWeek, we are telling the stories of why our librarians joined the profession across the state!

Check out below a few quick and easy steps to engage in the first day of the #NYLibraryWeek campaign:

1. Visit NYLA's #NYLibraryWeek Campaign Page for a #OnceUponALibrarian Sign and Social Media Copy Templates to personalize for your social media pages.
2. Either record a short 30-60 second video of you telling your #OnceUponALibrarian story or take a photo with you holding the #OnceUponALibrarian sign.
3. Head over to your personal social media page or your library's and post your video or photo using our Social Media Copy Templates.
   a. Feel free to personalize this language, but do NOT forget to add the #OnceUponALibrarian hashtag.
4. Encourage your network to share/retweet your post or challenge another librarian friend to post their #OnceUponALibrarian story!

That's it! Do you have questions? Please don't hesitate to reach out to Christina at marketing@nyla.org!

Tuesday - #NYLibraryWorkersDay

It's Day Two of #NYLibrary Week! We are celebrating all #NYLibraryWorkers who go above and beyond to serve our libraries and communities.

Check out below a few quick and easy steps to take part in #NYLibraryWorkersDay:

1. Visit NYLA's #NYLibraryWeek Campaign Page for Social Media Copy Templates and #NYLibraryWorkersDay Social Media Frames to personalize your social media pages.
2. Either record a short 30-60 second video thanking a #NYLibraryWorker at your library or use our customizable #NYLibraryWorkersDay Social Media Frames to post a photo of the person you are honoring.
3. Head over to your personal social media page or your library's and post your video or photo using our Social Media Copy Language.
   a. Feel free to personalize this language, but do NOT forget to add the #NYLibraryWorkersDay hashtag.
4. Encourage your network to share/retweet your post or challenge another friend to thank a #NYLibraryWorker!

Easy, right? Please don't hesitate to reach out to Christina at marketing@nyla.org if you have any questions!
Wednesday - #NYLibraryOutreachDay

Over the past year, our libraries have shown up for their communities in innovative and reimagined ways. We want YOU to reflect on the past year and tell us how your library adapted to the new normal. Whether you introduced new programming or services - we want to hear from you and make sure to use our hashtag!

Check out below a few quick and easy steps to make sure your #NYLibraryOutreachDay post is seen:

1. Visit NYLA's NYLibraryWeek Campaign Page for some sample #NYLibraryOutreachDay social media post ideas.
2. Share a photo, short video, and/or news article that highlights one of the innovative programs or resources your library has provided during COVID-19 on your personal or library's social media page.
3. When posting, make sure to use the #NYLibraryOutreachDay hashtag.
4. Encourage your network to share/retweet your post or challenge another librarian friend to post their own #NYLibraryOutreachDay post.

It's as simple as that! Have questions? Please don't hesitate to reach out to Christina at marketing@nyla.org!

Thursday - I Am A #NYLibraryAdvocate

It's our #NYLibraryAdvocate Day! After celebrating librarians to library workers to the amazing ways our libraries serve their communities – we call on YOU to speak out about why you are a #NYLibraryAdvocate!

Check out below a few quick and easy steps to take part on #NYLibraryAdvocate Day:

1. Visit NYLA’s NYLibraryWeek Campaign Page for Social Media Copy Templates and #NYLibraryAdvocate Day Social Media Frames to personalize your social media pages.
2. Post a photo or a short video about why you are a #NYLibraryAdvocate!
   a. Do you have NYLA’s Library Advocate sunglasses or face mask? Make sure to wear those in your photo or video!
3. Head over to your personal social media page or your library's and post your video or photo using our Social Media Copy Language.
   a. Feel free to personalize this language, but do NOT forget to add the #NYLibraryAdvocate hashtag!
4. Encourage your network to share/retweet your post or challenge another friend to share why they are a #NYLibraryAdvocate.

Please don't hesitate to reach out to Bri at advocate@nyla.org if you have any questions!

Don't Forget: Add our Facebook & Twitter Frame to your profile picture to celebrate #NYLibraryWeek!
Social Media Tips & Tricks

How do I make sure NYLA staff can see my #NYLibraryWeek Posts?

**Answer:** Before posting, make sure your post has at the end the hashtag (#) for the day (ex: #NYLibraryAdvocate for Thursday).

If you are posting from your personal Facebook account, make sure your post is set to "Public" rather than to your "Friends." If your personal Facebook post is set to "Friends," NYLA staff won't be able to see your post and re-share! Also, don't worry, this won't change your privacy settings forever. You can easily change it back to protect your privacy using the same steps.

If you are posting from your personal Twitter and/or Instagram that is set to private, make sure you are following NYLA and still use the hashtags! We will make sure to follow you back and we will ask before re-sharing your posts to our public social media pages.

What is the difference between "tagging" someone and using a "hashtag"?

**Answer:** When you "tag" someone (ex: @NYLA_1890), you want them to read your tweet specifically – basically it is "tag" you're it. When you use a "hashtag" like our hashtags we have provided, you want others to join your conversation.

We want you to utilize our hashtags, rather than just tagging NYLA’s Twitter or other social media account, because we want our posts to open up a larger conversation with fellow librarians, library workers, libraries, and library advocates across the interwebs.

I don't know what to say or post! Is there a way for us to get further guidance or ideas?

**Answer:** Yes! We made a whole page dedicated to the #NYLibraryWeek Campaign! On the next page, we have provided social media copy language, social media frames, headers, and graphics to personalize, and content ideas for each day of the #NYLibraryWeek. Also, all of these materials are available [here](#).

During #LAD21, Christina did a tutorial on how to utilize Twitter. Where can I find this video for a refresher?

**Answer:** Yes! Although not everything will transfer easily to #NYLibraryWeek, the tips & tricks about using Twitter are still relevant. You can access that section of the briefing [here](#).

Still a little lost?
We get it. Contact Christina at marketing@nyla.org with any question we didn't touch on.
Sample Social Media Copy Language

Monday
It's #NYLibraryWeek! I became a librarian because.... [INSERT REASON HERE]. Want to get involved in #NYLibraryWeek? Head over to NYLA's #NYLibraryWeek Campaign Page here: https://bit.ly/2021LibraryWeek #OnceUponALibrarian

On the first day of #NYLibraryWeek, we are celebrating the story behind #NYSLibrarians! I became a librarian because...[INSERT REASON HERE]. Head over to NYLA's #NYLibraryWeek Campaign Page to learn how you can get involved: https://bit.ly/2021LibraryWeek #OnceUponALibrarian

Tuesday
Happy #NYLibraryWorkersDay! On this day, we are honoring all library workers who go above and beyond to support our library community. I want to give a special shoutout to [INSERT OR TAG NAME HERE] because [INSERT REASON HERE]. Join me in celebrating #NYLibraryWeek and head over to NYLA's #NYLibraryWeek Campaign Page to learn more: https://bit.ly/2021LibraryWeek

I'm celebrating [INSERT OR TAG NAME HERE] today for #NYLibraryWorkersDay because...[INSERT REASON HERE]. Thank you for all that you do! Do you have someone you want to recognize for #NYLibraryWorkersDay? Learn how to get involved in #NYLibraryWeek here: https://bit.ly/2021LibraryWeek

Wednesday
On this day of #NYLibraryWeek, we are reflecting on how #NYSLibraries have met the needs of their community during the ongoing #COVID19 pandemic. At [TAG OR NAME YOUR LIBRARY], we met our patrons where they are by introducing/developing [INSERT NEW PROGRAM OR RESOURCE]. #NYLibraryOutreachDay

Today is #NYLibraryOutreachDay! We are looking back on how [TAG OR NAME YOUR LIBRARY] has met the needs of our patrons during the ongoing #COVID19 pandemic. Back in [INSERT MONTH], we introduced [INSERT NEW PROGRAM OR RESOURCE]. Since then, this program/resource has been utilized [INSERT SOME STAT]. #NYLibraryOutreachDay

Thursday
I am a #NYLibraryAdvocate because [INSERT YOUR REASON HERE]. I'm proud of my library and the work we do each and every day. Join me in celebrating #NYLibraryWeek and share your story on why you are a #NYLibraryAdvocate. Head over to NYLA's #NYLibraryWeek Campaign Page to get involved: https://bit.ly/NYLibraryWeek

On the last day of #NYLibraryWeek, we are telling the story of why we are a #NYLibraryAdvocate! I am an advocate for [TAG OR NAME YOUR LIBRARY] because [INSERT REASON/STORY]. Want to tell your story? Learn how to get involved here: https://bit.ly/NYLibraryWeek
All Social Media Materials

Twitter Profile Pic Frame (Orange)
Twitter Profile Pic Frame (Blue)
Twitter Profile Pic Frame (Yellow)
Facebook Profile Pic Frame (Yellow) (Available Monday, April 5th)
Facebook Profile Pic Frame (Blue) (Available Monday, April 5th)
Facebook Profile Pic Frame (Orange) (Available Monday, April 5th)
2021 #NYLibraryWeek Social Calendar Graphic
2021 #NYLibraryWeek Twitter Header
2021 #NYLibraryWeek Facebook Header
I Am A #LibraryAdvocate Social Post
I Am A #LibraryAdvocate Social Media Frame
Thank You #NYLibraryWorkers! Social Media Post Frame