

LIBRARY PAPARAZZI: NEXT LEVEL TIPS FOR #LIBRARIESOFINSTAGRAM

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CONTENT



- Lovely moments (both public & behind the scenes), more POC, variety of age groups, be as IDIOSYNCRATIC AS YOU WANNA BE!
- The more weird, gross, beautiful, and/or old-timey things you can share, the better!
- Variety: you can start small, with one or two key #brand topics, but plan to branch out so things don't get stale, even as you establish reliability in certain areas.
- Ask yourself: what's unique about today in my library?
- What are kids & teens making in their programs? How bananas is your bookdrop after a long weekend?

PHOTO QUALITY

- Take lots & choose the best one
- Square (Mostly)
- Crop
- Fill the frame
- People! Places! Things!
- Use the filters

- Square! (Mostly) Now you can adjust photos to landscape, but square is way more common.
- Be ready to crop!
- Fill the frame!
- People! Places! Things!
- Sharp - no blurry garbage
- USE THE FILTERS! They make a huge difference, let you highlight the best in your work, minimize flaws & break up the visual monotony of your posts.

<http://mashable.com/2015/07/13/smartphone-photography-ideas/>

<http://iphonphotographyschool.com/square-composition/>

<https://help.instagram.com/427910070604293/> (IG's Help section is very good)

PHOTO QUALITY



No blurry garbage

Seriously: use the filters!

Get advice from

[Mashable](#), [iPhone Photo School](#), [NPR](#), and [Instagram](#)

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DO THIS!



People:
waist-up or
shoulders-up

Places:
keep it beautiful,
interesting, and/or
weird

Things:
get as close as
possible

This little cutie is from
Haddonfield Public Library!

Do:

Keep it diverse

Get close!

Beauty, weirdness, unusual

DO THIS!



Single Item Close-Ups!

Examples:

- New OR hilariously bad items to be weeded
- Architectural details
- Flora & fauna

Image credit: A Week 1 #libraryfeast image (theme: A Toast!) by William Hannon Library at Loyola Marymount University in LA.

DON'T DO THIS!



Empty Rooms

DON'T DO THIS

- Book displays (unless it's something truly unique/noteworthy)
- Empty rooms
- Blurry photos
- Group shots of people from far away (keep it more close-up, unless it's a HUGE group or you're showing scale)
- People who are in the middle of talking (you end up with weird facial expressions or blurry photos)
- DON'T BE A PEDANTIC JERK / JUDGEY MCJUDGERSON / NEGATIVE NANCY

DON'T DO THIS!



**A Boring
Display**

**Blurry
Nonsense**

DON'T DO THIS

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CAPTIONS



- Make sure you describe what's happening in the photo. Is it a program, a candid shot of people using the library, staff members, special collection/weird items you found buried in the stacks?
- Tag other people, for example authors with lots of followers for #bookfacefriday posts.
- If you use an IFTTT recipe to cross-post the IMAGE (not a link to the image) to Twitter, make sure to keep it brief. You can put hashtags in your first comment instead of the caption.

HASHTAGS: KEEP IT SIMPLE

- Create one just for your library

EXAMPLE: #chplnj

- Jump on Bandwagons:
 - #MarbledMonday
 - #LibrariesOfInstagram
 - #MayTheFourthBeWithYou
 - #BookBento

- Tips: create one for your library, jump on bandwagons, you can use up to 30, put just a FEW relevant ones in your caption, put the rest in your first (or second) comment
- Search instagram for tag use frequency & use the best/most popular ones: #library (2.5 million) vs. #libraries (75k) (meanwhile, #book and #books are both VERY popular, separated by just a couple million)
- Hashtags help people find you - they are searchable on Instagram so it's OK to use a few extremely broad ones like #books, #read, #reading. Just make sure they're relevant to the picture you're posting.

SEE RESOURCE SHEET FOR LIST

HASHTAGS

#MarbledMonday



So easy!
Alternate:
#prettyendpaper

← this image by
@harvardtheatre

#weekendlibrarian

#saturdaylibrarian

#summerreading

#flashbackfriday

#foundinalibrarybook

HASHTAGS



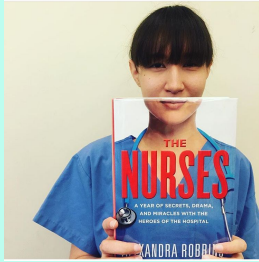
Long Hill Township Library

#LibraryLife

A peek behind
the scenes

The lighter
side

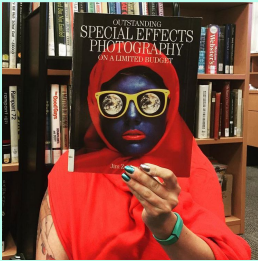
HASHTAGS



#bookfacefriday

Deceptively simple

Invest time!



Get entire staff involved
in finding books!

Use props!

Cherry Hill Public Library

JUST FOR MAY: #LIBRARYFEAST

A Library Feast!

Join us as we celebrate food in the library every Wednesday throughout the month of May!

May 1 - A Toast!

May 4 - Appetizers

May 11 - Soup or Salad

May 18 - Entrees

May 25 - Dessert

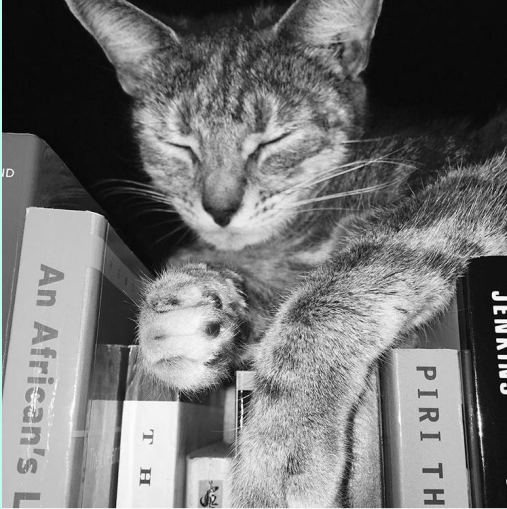
Be sure to tag your posts with #libraryfeast and #whatscookinwednesday!

Search master
hashtag for
details

Join Anytime!

Tag Your Pics!

STEAL THIS IDEA!



Off-site pics

Cute animals
and/or babies
(#aturday)

Memes

Follow libraries on Instagram and be inspired by the work they do!

- It's OK to copy other libraries' ideas - no one in your local community will know and they'll all think you're brilliant.
- Libraries will know, but it's not a big deal. Our profession loves to share ideas--for programs, events, PR, etc.
- The same goes for social media post ideas.
- You can tag the library that inspired your post in your comments; it's like a virtual high five.

Anything gross, weird, or SUPER old-timey (everyone loves nostalgia)!

- Is your library home to special collections of any kind? Postcards, posters, photos, knick-knacks, gimcracks, geegaws? Any material culture at all? Take good photos of it - not through glass, not from afar.

New perspectives

- If you have a display of work by a local artist (watercolor, photography, quilts, needlepoint), take close-ups, even super-macro detail shots & post them.

STEAL THIS IDEA!



Cute

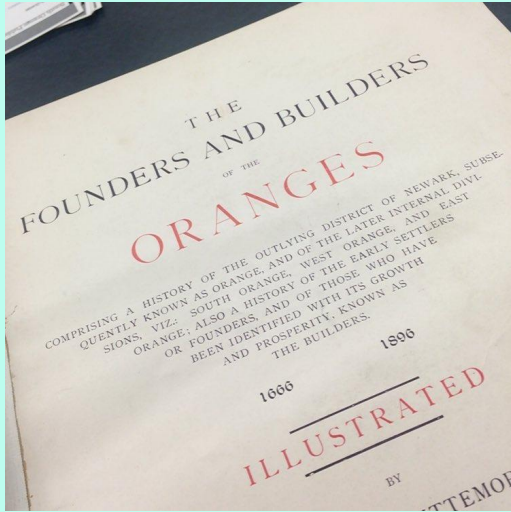
Vintage

Weird

Gross

(LibraryLinkNJ's most popular post
in 2 months is weird, cute &
vintage)

STEAL THIS IDEA!



Student art
Community
exhibits
Super-macro
close-ups

← Great job, South Orange
Public Library!

COMMUNITY ENGAGEMENT

Geotagging (AKA sharing your location)

Track and use geographically & culturally relevant hashtags

Like & comment with appropriate (borderline wild) enthusiasm

Ask to regram

Scheduling

- Afternoons are great - (does this even matter?)
- Instagram is busier during the week; more eyes on your perfect, focused, filtered pics.

Frequency of posting

- 5-7 times a week, if possible. Minimum of 1-2 times a week.
- One photo per day! Rather than posting multiple photos on one day & then nothing for days, spread out your great pics
- If you don't know where to start, try choosing popular library hashtags that are connected to a specific day of the week - #marbledmonday, #bookfacefriday, #saturdaylibrarian, #throwbackthursday/#tbt, #flashbackfriday, etc. You've just created a schedule! Once you get more comfortable with posting on Instagram, you can create a more varied schedule.

MANAGING YOUR ACCOUNT

Give login info to authorized staff

Take photos every day

Practice makes perfect!

Dropbox or Google Drive folder for sharing

Create and follow a schedule

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SPEAKING OF SCHEDULING...

Date	Notes/Ideas	Book/Media	Staff posting
Friday, April 1	April Fool's		
Saturday, April 2	International Children's Book Day World Autism Awareness Day		
Sunday, April 3			
Monday, April 4	School Librarian Day (April is School Librarian Month)	Photo at a CH school with librarian - working in CHPS	Katie
Tuesday, April 5	Read a Road Map Day		
Wednesday, April 6	1896 - First Modern Olympics	Olympics Books	AZ
Thursday, April 7	World Health Day		
Friday, April 8	Bookface Friday	The Temptation of Elizabeth Tudor by Elizabeth Norton	CS
Saturday, April 9			
Sunday, April 10	National Sibling Day		
Monday, April 11		National Library Week	Katie
Tuesday, April 12	D.E.A.R. 1961 - Yuri Gagarin 1st human in space Beverly Cleary's birthday		M. Brinn
Wednesday, April 13	National Bookmobile Day National Scrabble Day	Something with the scrabble board	Katie/Intern

Shot above from CHPL's April IG schedule

Scheduling

- MAKE A SCHEDULE OR SET REMINDERS
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TOOLS YOU CAN USE

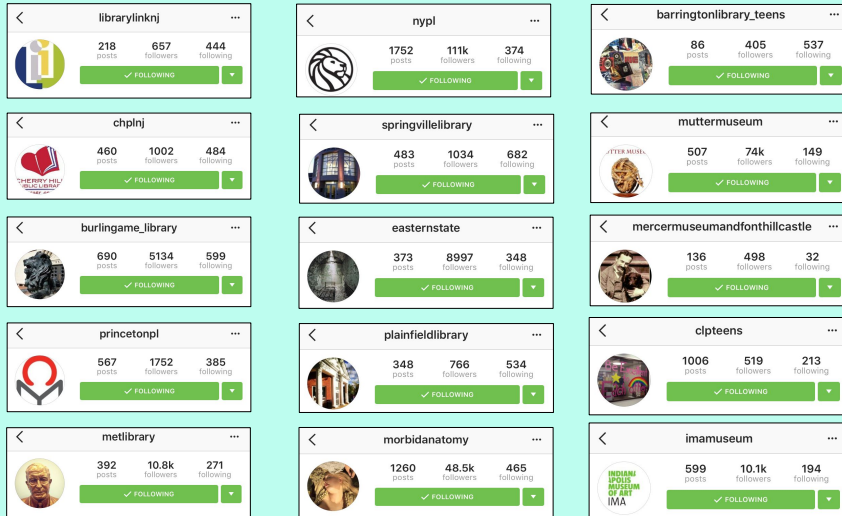


StatShot

IFTTT

- [Later](#) (formerly Latergramme): schedule posts from your desktop!
- [Regram](#): share & give credit to great stuff from other accounts
- [StatShot](#): analytics, free for accounts with up to 5000 followers
- Collage feature: rely on this for more than 1/week - collages start to look very samey & lack the visual impact of a single well-composed image
- Connect your other accounts to IG! Currently feasible
 - [IFTTT](#): allows you to post a photo directly to Twitter, rather than part of your caption + a link to the photo - photo posts are more successful on Twitter, anyway, and anything you can do to save your users the hassle of clicking out of the app they're IN is a good thing.
 - Recipe: <https://ifttt.com/recipes/103249-share-your-instagram-pics-as-native-twitter-photos>
- IG lets you toggle back & forth between accounts now, yaaaaaay!

ACCOUNTS TO FOLLOW



Add more as we think of them

LLNJ has a great list of NJ libraries on Instagram:

<http://librarylinknj.tumblr.com/njlibrariesinstagram>

SEE RESOURCE LIST FOR MORE

RESOURCES

Level 101 Help

[Instagram 101 for Libraries: A Quickstart Guide from LibraryLinkNJ](#)

Level 202 Help

[The Ultimate Guide to Using Instagram Hashtags](#)

[20 Ways to Make People Fall in Love with Your Instagram: A Guide for Libraries and Other Cultural Institutions](#)

[Using Instagram for Your Library: 9 Strategies](#)

Upping Your Photo Game

[Instagram's Photo Tips and Tricks](#)

[7 Little-Known Tricks for Taking Incredible iPhone Photos That Everyone Adores](#)

[How to Take Better Photos with Your Android Phone](#)

[Smartphone Photography Tricks to Up Your Instagram Game](#)