

Erin's Quick Guide to Social Media

Social Media	Who is there?	What's the Appeal?	What's not so appealing?	How I've been using it	Re-post options	Tips & Tricks
Facebook	Everybody	Everybody being there already makes it easy to find an audience.	Boring appearance. Ever-changing privacy issues. The fact that everybody is there is a turn off to teens.	Personal account and work account are both admin for Library Teen Page, where I post Info about upcoming programs, relevant pop culture links and movie trailers, youtube videos, pictures, reposts from Instagram or Tumblr	Nothing automatic. Try IFFT for some options. I have a recipe set up to tweet if I post a link to Facebook.	Pages app. Make your profile(s) admin for your pages.
Twitter	Librarians & educators, YALSA, authors & celebrities, more and more teens.	Short and sweet.	140 characters can be limiting.	Personal/Professional account: my favorite networking site. Show off a little when things go well. Ask questions of peers, geek out. Teen account: repost from Instagram and Tumblr, useful and fun links, program updates	Nothing automatic. Try IFFT for some options.	Hashtags for making librarian friends #nightlibrarian, #saturdaylibrarian #librarylife Mobile app lets you switch between accounts.
Tumblr	Authors, artists, fanfic writers, We Need Diverse Books, feminism, gifs, some teens, especially those who are interested in art or fandoms.	It's pretty and open-ended. Possibly the most powerful micro-blogging platform out there.	Open-ended-ness means not everyone knows what to do with it yet. Ease of reblogging makes attribution a constant issue.	Summer Kids Room Mascot Blog. Library and fandom related images and gifs, teen art, program flyers, repost from Instagram, Minecraft screenshots	Set your options to repost to automatically repost to Facebook and Twitter	You can have multiple blogs with one log-in.
Instagram	Some authors, YALSA, lots of teens, including younger teens whose parents won't let them have accounts on some of the other sites yet.	A picture is worth a thousand words, and then you can add a caption, too.	Not useful for communicating in means other than pictures.	Book cover image + quick review (#bookstagram), program flyers, teen art, anything that works best as a visual	Choose for each post to repost on Facebook, Tumblr, Twitter, Flickr	Reposts beautifully, especially on Tumblr. Use hashtags and search hashtags.

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