

Hello Social Media Team Members,

On behalf of your Branding & Marketing Department (BAM), Jenn Schember, Leo Segura, and myself, I want to take a moment to thank you for helping us to get our Facebook social media program off the ground. Many of you were with us over two years ago when the Social Media Team was first formed, and we have made enormous strides together. This group continues to be a vital connection between your branches and the urban neighborhoods and rural communities that we all serve.

As you know, the COVID-19 outbreak has had a negative impact on the Library District's budget, so the BAM Department has been asked to look for ways to consolidate costs, while still offering a cohesive user experience for our customers. Toward this goal, we conducted some research on how other large library districts utilized their Facebook pages, and we found that the trend is toward maintaining one main district Facebook page, through which all branch information and events flow.

Now more than ever, we need to engage with our customers in a clear, consistent voice and answer their questions in a uniform manner. We also know that many of you will be called upon to take on tasks related to the Library District's new COVID-19 protocols that will demand more of your time.

With all of this in mind, we have decided that the most effective way forward is to merge our 25 branch pages into one main Library District page. Your branches will still have a valued place on Facebook, now on the main District page, where you will share your content with your BAM digital team Ryan Simoneau and Paula Loop. They will make sure that your branch is seen and heard from.

Here are four important takeaways from this move:

- 1) Your customers still need you to produce content that reflects their neighborhoods and communities, now more than ever before.
- 2) All merged branch pages will be set up as locations on Facebook, so that customers can still "check in" to your branch, along with getting a map of the address and current hours of operation.
- 3) Customers will benefit, as they will now have one dedicated place to go on Facebook, to get our latest updates, discover online events, programs, as well as services and resources from our local partners – just as we do on Twitter, Instagram, and our new YouTube channel. (Be sure to check this out at [YouTube.com/TheLibraryDistrict](https://www.youtube.com/TheLibraryDistrict).)
- 4) Our marketing efforts will benefit, too, as our Facebook audience will be consolidated into a single, larger group.

Without the burden of weekly postings, we hope that this will free up some time for you to generate fun and dynamic posts for our primary social media channels, including video content for our new YouTube channel (for guidance, please see the YouTube Content Filming Guide [here](#)). Sprout Social will be reduced down to two seats for Ryan and Paula, so you will send your content/suggestions directly to them.

You will be hearing more about all of this soon! We are planning a Social Media Team workshop via video conference in the next few weeks, so that we can share, brainstorm with you, go over some logistics, and plot out our efforts for the rest of 2020.

Thank you again and we look forward to taking our next steps together!

Carlotta Dickerson
Regional Library Operations Manager