



ADVENTURES IN SPACE AND TIME

Library & Information Week 17–23 May 2021

Social media guide

The purpose of this guide is to assist you to run a successful Library and Information Week 2021 social media campaign and to promote your library. Running a successful social media campaign will help you to gain attention for your library services, attract more attendees to your library events and increase overall attention for the LIS industry.

Follow these simple steps to run your social media campaign:

- Schedule the text (with associated collateral; free resources can be found at alia.org.au/liw2021-resources) in the seven-day lead-up to Library and Information Week 2021 and during the week
- Tag and/or email ALIA about your events and displays so we can promote your library

Any questions or suggestions can be directed to media@alia.org.au.

Posting schedule

Library and Information Week runs from 17-23 May 2021. Each of the weekdays is themed to help libraries focus their celebrations.

May

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	<p>10</p> <p>Announce your library's Library and Information Week event/s and change your Twitter, and Facebook banners to the LIW banner.</p>	<p>11</p> <p>Share any pictures you have from previous LIW celebrations</p>	<p>12</p> <p>Choose which charity your library would like to support during the Fundraising Day and promote that charity</p>	<p>13</p> <p>Encourage your patrons to come to the library during LIW</p>	<p>14</p> <p>Post pictures of your library's LIW displays</p>	<p>15</p> <p>Re-post information on your library's LIW event(s)</p>
<p>16</p> <p>Create a post about what makes your library special and invite everyone to come to the library next week</p>	<p>17</p> <p>Careers Day</p> <p>Share your #LISCareers on social media. Encourage your patrons to ask questions about careers in library and information services</p>	<p>18</p> <p>Library Technicians' Day</p> <p>Encourage your Library Technician staff to take selfies with their 'I'm a Library Technician' pins and share them on social media</p> <p>Post about your great library technician staff</p> <p>Post about what a library technician is/ does to inform the public</p>	<p>19</p> <p>National Simultaneous Storytime</p> <p>Post that your library is participating</p> <p>Share the posts from other libraries and/or ALIA</p> <p>Share your celebrations for the day</p>	<p>20</p> <p>Fundraising Day</p> <p>Post about the charity your library is fundraising for during the day</p> <p>Post pictures of your library staff dressing up/your library's morning tea</p> <p>Post about how much money your library raised at the end of the day</p>	<p>21</p> <p>Join ALIA Day</p> <p>Post about what your library has been able to achieve with support from ALIA</p>	<p>22</p> <p>Thank everyone who attended your library information week event(s) and/or remind people to come in for weekend event/s</p>
<p>23</p> <p>Thank everyone who attended your library information week event(s) and/or remind people to come in for weekend event(s)</p>						

Suggested text for each of the days

Collateral can be found on the ALIA website: alia.org.au/liw2021-resources

10 May 2021

In-person event: LIBRARY NAME is celebrating ALIA Library and Information Week in style! Come along to the library on DATE HERE and join in on our EVENT NAME. #LIW2021

Virtual event: LIBRARY NAME is celebrating ALIA Library and Information Week with a virtual EVENT NAME on DATE HERE. Attendance is free and registrations close DATE HERE. #LIW2021

11 May 2021

Thank you to everyone who attended our Library and Information Week event in DATE HERE. We hope to see you all again for our EVENT NAME on DATE HERE. #LIW2021

12 May 2021

LIBRARY NAME is raising money for CHARITY NAME as part of ALIA's Library and Information Week. LIBRARY NAME will be accepting donations in the lead-up to the Fundraising Day on 20 May. LINK HERE #LIW2021

13 May 2021

LIBRARY NAME is so excited for ALIA's Library and Information Week. Make sure to come into the library next week. #LIW2021

14 May 2021

LIBRARY NAME has decorated the library for ALIA's Library and Information Week 2021. You can see them in person and everything else we have to offer next week. #LIW2021

15 May 2021

In-person event: LIBRARY NAME is celebrating ALIA Library and Information Week in style! Come along to the library on DATE HERE and join in on our EVENT NAME. #LIW2021

Virtual event: LIBRARY NAME is celebrating ALIA Library and Information Week with a virtual EVENT NAME on DATE HERE. Attendance is free and registrations close DATE HERE. #LIW2021

16 May 2021

There is so much you can do at LIBRARY NAME. Come into the library during #LIW2021 to see what we have to offer.

17 May 2021

Careers Day

Want to learn more about working in libraries and information services? Ask your questions today! #LISCareers #LIW2021

NAME HERE has been working at the library since DATE HERE. Learn more about working in a library LINK HERE #LISCareers #LIW2021

18 May 2021

Library Technicians' Day

NAME HERE is one of our great library technicians' PICTURE HERE #LISCareers #LIW2021 #LibTechDay

Want to learn what a library technician does? Post your questions below or at EMAIL HERE #LISCareers #LIW2021 #LibTechDay



19 May 2021

National
Simultaneous
Storytime

Today LIBRARY NAME is reading 'Give me some space!' by Philip Bunting as part of #NSS2021 #LIW2021

20 May 2021

Fundraising
Day

LIBRARY NAME is raising money for CHARITY NAME as part of ALIA's Library and Information Week. LIBRARY NAME will be accepting donations until DATE HERE. LINK HERE #LIW2021

21 May 2021

Join ALIA Day

With the help of ALIA, LIBRARY NAME has been able to EXAMPLE HERE*. Thank you to all of ALIA's Members for supporting the sector.

22 May 2021

Thank you everyone who attended our #LIW2021 EVENT NAME. Check out our PICTURES HERE

23 May 2021

Thank you everyone who attended our #LIW2021 EVENT NAME. Check out our PICTURES HERE

*For ALIA Day, if your library can't immediately think of examples you could mention the ALIA Online Storytime Pilot, our training and PD courses, the ALIA Mentoring Scheme and/or other ALIA campaigns.

Social media tips

Make sure to tag relevant guests and organisations and that these tags may change between social media platforms. The tag for ALIA is **@ALIANational** and the hashtags for Library and Information Week are **#LIW2021**, **#LibTechDay**, **#LISCareers**, **#NSS2021**.

We recommend that any additional hashtags use capitalisation at the beginning of each word, for example #MediaLiteracy. You can shorten links using websites such as [Bitly](#) to conserve characters on Twitter.

You can schedule posts in advance using the in-built [Creator Studio](#) on Facebook, and via [Tweetdeck](#) which links to Twitter. Your library may already have a social media scheduler in use such as Hootsuite, or Buffer.

Additionally, on Twitter and Facebook you can 'pin' posts to the top of the feed by clicking on the three dots in the top right hand of each post and selecting 'pin post'. This option is only available for posts your account has made. Further information and collateral can be found on the ALIA website: alia.org.au/liw2021-resources.