



make a
date

WITH YOUR
LIBRARY

Library Lovers' Day 14 February 2021

Social media guide

The purpose of this guide is to assist you to run a successful Library Lovers' Day 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) in the 14 day lead-up to Library Lovers' Day
- Tag and/or email ALIA about your events and displays so we can promote your library

We understand that many libraries will not be able to celebrate on the day as it is a Sunday. Please feel free to celebrate on a day which suits your library and adapt the schedule and text to meet your library's needs.

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



Posting schedule

Library Lovers' Day takes place on Sunday 14 February 2021, the lead-up to the event ALIA suggests the following social media schedule.

February

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--|--|---|--|--|---|---|
| | 1 Announce your library's Library Lovers' Day event and change your Twitter, and Facebook banners to the LLD banner. | 2 Share any pictures you may have from previous celebrations | 3 Post an explanation of LLD and use it to promote the importance of your library | 4 Post pictures of your library's LLD displays | 5 | 6 Re-post information on your library's LLD event |
| 7 | 8 Promote your library's 'dating profile' | 9 Post the link to the ALIA LLD page and highlight the free resources | 10 Promote any special books or collection items your library has relevant to your event | 11 Post the three days until LLD tile | 12 Post the two days until LLD tile | 13 Post the one day until LLD tile |
| 14 Create a post reminding your patrons to come to the library today | | | | | | |



Suggested text for each of the days

1 February 2021

In-person event: LIBRARY NAME is celebrating ALIA Library Lovers' Day 2021 in style! Come along to the library on DATE HERE and join in on our EVENT NAME. #LibraryLoversDay

Virtual event: LIBRARY NAME is celebrating ALIA Library Lovers' Day with a virtual EVENT NAME on DATE HERE. Attendance is free and registrations close DATE HERE. #LibraryLoversDay

Please note: On this day you can also change your social media banners to the Library Lovers' Day promo banner available on the ALIA website: bit.ly/2LRYQrR

2 February 2021

Thank you to everyone who attended our Library Lover's Day event in DATE HERE. We hope to see you all again for our EVENT NAME on DATE HERE. #LibraryLoversDay

3 February 2021

LIBRARY NAME is celebrating #LibraryLoversDay 2021. Organised annually by ALIA this day celebrates all the work which libraries do and is especially relevant following 2020. This year's theme is Make a date with your library, so LIBRARY NAME is encouraging our community to come to the library on DATE HERE.

4 February 2021

LIBRARY NAME is so excited for ALIA Library Lovers' Day 2021 we have decorated the library in anticipation of our event on DATE HERE! #LibraryLoversDay

6 February 2021

In person event: Don't forget to come to the library on DATE HERE for our EVENT NAME. We will have lots of fun with EVENT DETAILS. #LibraryLoversDay

Virtual event: Registrations for our EVENT NAME closes on DATE HERE. Make sure to register to join in on the fun. #LibraryLoversDay

8 February 2021

As part of ALIA Library Lovers' Day 2021 LIBRARY NAME has created a 'dating profile' of the library. #LibraryLoversDay.

Please note: The fillable 'dating profile' can be found on the ALIA website: bit.ly/3ag0h2k.

9 February 2021

Download the free resources on the ALIA Library Lovers' Day website: bit.ly/1wh2mlz and show us how you're celebrating libraries. #LibraryLoversDay

10 February 2021

LIBRARY NAME is so excited for ALIA Library Lovers' Day 2021! As this year's theme is 'Make a date with your library' we have created a reading list of books and DVDs which feature libraries that you can borrow from LIBRARY NAME. #LibraryLoversDay



-
- 11 February 2021** Post the 'three days until ALIA Library Lovers' Day tile' and any further information relevant to your celebrations. #LibraryLoversDay
-
- 12 February 2021** Post the 'two days until ALIA Library Lovers' Day tile' and any further information relevant to your celebrations. #LibraryLoversDay
-
- 13 February 2021** Post the 'one day until ALIA Library Lovers' Day tile' and any further information relevant to your celebrations. #LibraryLoversDay
-
- 14 February 2021** **In-person event:** Today's the day! **LIBRARY NAME** is excited to welcome everyone to the library today. As part of ALIA Library Lovers' Day 2021 we are hosting **EVENT NAME**. #LibraryLoversDay
- Virtual event:** Thank you to everyone who registered for our **EVENT NAME** as part of ALIA Library Lovers' Day 2021. The **EVENT NAME** kicks off at **TIME HERE** so make sure to sign into **PLATFORM** by **TIME HERE**. #LibraryLoversDay.
-

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 hashtag for Library Lovers' Day is **#LibraryLoversDay**.

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.