Media Resources for Libraries

Resources written for Nonprofits but GREAT for Libraries too

- Measuring the Networked Nonprofit by Beth Kanter and Katie Paine
- A Strategic Guide to Social Media for Nonprofits [www.sproutsocial.com](http://www.sproutsocial.com)

Resources mentioned in the Reaching Stakeholders webinar:

- Facebook Group Libraries and Social Media [https://www.facebook.com/groups/LibrarySocial/](https://www.facebook.com/groups/LibrarySocial/)
- Start With Why video: [https://www.youtube.com/watch?v=sioZd3AxmnE](https://www.youtube.com/watch?v=sioZd3AxmnE)
- Start With Why Book: [https://books.google.com/books/about/Start_with_Why.html?id=iyw6ul1x_n8C&printsec=frontcover&source=kp_read_button&hl=en#v=onepage&q&f=false](https://books.google.com/books/about/Start_with_Why.html?id=iyw6ul1x_n8C&printsec=frontcover&source=kp_read_button&hl=en#v=onepage&q&f=false)

Recent market share statistics: which communities are gaining popularity?

- [Pinterest, Instagram Growing Faster Than Twitter, Facebook](https://www.mediamktg.com/pinterest-instagram-growing-faster-than-twitter-facebook): Media Bistro's title is odd because the real news is that Tumblr grew the fastest of all.

Analysis of Facebook alternatives

- [It's Time to Ditch Facebook and Start Over](http://gizmodo.com/it-s-time-to-ditch-facebook-and-start-over-1339024641): Gizmodo posted this easily digestible list of alternatives organized by type of use.
- [New Data: Why Your Fans Aren't Following You on Social Media](http://www.hubspot.com/blog/new-data-why-your-fans-arent-following-you-on-social-media): Hubspot provides data here that may help you pick your next new platform.
- [A Teenager’s View on Social Media, Written by an actual teen](http://americanlibrariesmagazine.org/articles/2015/07/53-social-media): Bad news if you’re trying to reach teens via social media.
- [Social Media Comparison Infographic](http://www.leveragednewsmediamodern.com/social-media-comparison-infographic): from Leverage New Age Media, they say they will try to update this every 6 months.

Quick Resources

• The Librarian’s Nitty Gritty Guide to Social Media by Laura Solomon
• Bite-Sized Marketing: Realistic Solutions for Overworked Librarians by Nancy Dowd

Best practices

• The Recipe for Perfect Social Media Posts [Infographic]: This one from Hubspot has a very well done infographic explaining the different audiences and strategies.
• 6 Reasons Social Media Isn’t Working for Your Small Business: Rebecca Radice distills the reasons social media accounts fail to build a following into 6 points.
• 26 Creative Ways to Publish Social Media Updates: Social Media Examiner has some really, really good advice applicable to most platforms. Good stuff.

Press Releases

• 10 Essential Tips for Writing Press Releases by the NJ State Library http://www.ala.org/alcts/confevents/preswk/events/10tips