

MEDIA MANAGEMENT MONDAYS



DISCUSSION OF THE WEEK:

DO YOU CURRENTLY
USE SOCIAL MEDIA FOR
YOUR LIBRARY? WHAT
PLATFORMS DO YOU
USE? HOW OFTEN DO
YOU POST?

*Respond to the listserv,
think to yourself, or talk
with your fellow staff*

INTRODUCING MEDIA MANAGEMENT MONDAYS!

Welcome to Media Management Mondays! This is a month-long campaign where each Monday, we will send out resources over email to help you better manage your library's social media accounts. Over the next four weeks, we will share information to help you:

1. Manage your social media
2. Create content
3. Find pre-made content
4. Schedule posts

The ultimate goal of social media is ENGAGEMENT, and we want you to engage with us! Respond to the listserv with answers and thoughts on our questions of the week, or just start a conversation at lunch with your fellow library staff members. Hope to talk with you soon!



*Be sure to follow TSLA on Facebook
(facebook.com/TNStateLibraryArchives)
and Instagram (@tnlibarchives)!*

-Zachary Cudney and Brianna Surratt, TSLA

*Make sure to check out
additional resources
every week, including
this week's infographic
with statistics on social
media use in the US!*