



## Social Media Content and Style Guide

Library & Information Technology Association (LITA)

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### Guiding Principle

**LITA is social.** We create and curate relevant content, facilitate community-building and learning opportunities, and develop connections among librarians and technologies.

### Channels

#### *Dynamic*

- LITA Blog: <http://litablog.org>
- Twitter: [https://twitter.com/ALA\\_LITA](https://twitter.com/ALA_LITA)
- Facebook: <https://www.facebook.com/LITA.ALA>

#### *Developing*

- Flickr: <https://www.flickr.com/photos/pix4lita>
- Instagram: [https://instagram.com/ala\\_lita](https://instagram.com/ala_lita)
- LinkedIn: <https://www.linkedin.com/groups/LITA-146571/about>
- Ustream: <http://www.ustream.tv/channel/ala-annual-and-midwinter>
- YouTube/Google Plus: <https://plus.google.com/106581755557623690432>

#### *Inactive*

- LITA TopTechTrends (Twitter): <https://twitter.com/toptechtrends>
  - LITA Forum (Twitter): <https://twitter.com/LITAForum>
  - LITAcamp (Twitter): <https://twitter.com/litacamp>
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## Hashtags

### *LITA Hashtags*

- #litaed – use to promote and track LITA’s online training events and preconferences
- #litaux – LITA-moderated Twitter hashtag chat on user experience—occurs biweekly
- #becauseLITA – annual event for people to tweet out why they find LITA so valuable
- #toptechrends – promote and track ALA Annual’s LITA Top Technology Trends panel
- #litaforum – official LITA Forum hashtag for promoting and sharing conference stuff
- Do **not** use #lita, as the feed is crowded with extraneous and inappropriate results.

### *Related Hashtags*

#accessibility, #a11y, #webdesign, #libtech, #librarylife, #librarians, #libraries, #libraryjobs, ALA Annual hashtag, others

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## Content

### **Distribute Blog Content**

Check [litablog.org](http://litablog.org) daily and push new content to our social media channels.

- Content may include, but is not limited to, original LITA Blog posts, organizational announcements and updates, recent publications, online training opportunities and preconferences, calls for papers, ALA/LITA elections information, and job ads.
- Announce LITA events on a rolling basis! Updates about new webinars, calls for papers, preconferences, etc. should be repeated weekly after the initial posting.
- Announce original blog content at least twice, once on the date the post is published and again on the following day. Repeat according to audience interest and status changes. Tell the world if a LITA Blog post appears in *American Libraries Direct*!

### **Curate Original Content**

Use LITA social media to curate and share library- and technology-related content.

- Distribute content potentially including posts from other blogs, news items, tips on emerging technologies or best practices, other ALA division announcements, etc.
- For ideas, monitor the feeds of ALA TechConnect, Fast Company, The Next Web, Tech Soup, Lifehacker, Smashing Magazine, Wired, and other #libtech sources.
- Follow Fridays, Throwback Thursdays, and other weekly events are always big hits.

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## Engagement

It is essential to engage with LITA members and followers on all social media channels.

- Respond to **every** comment or question in a timely fashion. This is essential to maintain a friendly, engaging presence on social media. Favorite comments and mentions, retweet them, or reply @ to the writers as the situation warrants.
  - Retweet and follow others selectively. Excessive retweeting or following can weaken our brand by driving down our originality and our follower/followed ratio.
  - Always retweet (RT) or mention (MT) @original sources of information. Give credit where credit is due! Use MT if you have modified or shortened the original tweet.
  - When retweeting, always try to add something new.
  - Favorite mentions and retweets.
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## Formatting

LITA's formatting guidelines are intended to foster consistency, clarity—and creativity.

- Shorten URLs using **bit.ly** or preferred service. Long URLs get cut off and look sloppy.
  - **DO NOT USE ALL CAPS.** For emphasis, enclose the word or phrase in \*asterisks\*.
  - Use exclamation points sparingly and only when the news is genuinely exciting!
  - Use the ampersand **&**, not the plus sign **+**, when abbreviating the word **and**.
  - Use **pm** and **am** (lower-case, no periods) when indicating times of day.
  - Use date format **Day/Month/Year** (e.g., April 30, 2015 or 4/05/2015).
  - Use 1-3 hashtags—but no more than 3 hashtags—in each tweet.
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## Images

Generally include an eye-catching, copyright-compliant, relevant image with each post.

- Be consistent with names, headers, logos, and other branding across all channels.
- Ensure that each image's size matches its placement (Twitter cuts off images that are too high). Use the Social Image Resizer Tool (<http://bit.ly/1bjy3w6>).
- Create or copy memes (memes.com), word clouds (wordle.net), and other devices.

- Draw from LITA's Flickr and Instagram as a source of photos (for #TBT and so on).
- Do not use filters on photos posted to Instagram or other channels. #nofilter

Err on the side of caution when it comes to copyright and the use of images.

- Post images that are ALA/LITA property, in the public domain, or licensed under Creative Commons, or that accompany the article to which you are linking.
- Locate open images through Flickr, Wikimedia Commons, Internet Archive, Getty Open Content, Public Domain Pictures, Open Clip Art, ClipArt Etc, Pixabay, etc.

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## Job Ads

Job openings paid for and advertised through LITA are posted to the [LITA Jobs Page](#) and the [LITA Blog](#) each Wednesday. Jobs should be tweeted out individually, following the guidelines below. (A single post per Wednesday is fine for Facebook.)

- Include the full job title and the Twitter handle / name of the hiring organization.
- Include the hashtags #jobs, #libraryjobs, and any other relevant hashtags.
- Include the location and advertising organization's logo (space permitting).
- URLs should go directly to the job ad on the organization's site. If this is not possible, then URLs should go to the relevant jobs page on the LITA website (not to the blog).
- Template: **NEW: Job Title @Organization, City, State #jobs #libraryjobs URL Logo**

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## Schedules

Life happens. That's why it can be so helpful to schedule posts in advance.

- Facebook permits you to schedule a post to go live at any time of your choice. Write a post, then click the down arrow of the "Post" button to see the scheduling option.
- Twitter enables post scheduling and team tweeting through [Tweetdeck](#). Visit the link, then log in with the @ALA\_LITA handle and password to schedule posts.

Post as often as you like but at least twice a day, 5-6 days a week. Try to space out your posts—avoid tweeting twice in the same hour and then not again for the rest of the day.

Generally post on Twitter and Facebook during business hours (9 am - 6 pm), Monday through Saturday. Sunday posts generally see the lowest engagement rates. Instagram is to be used primarily during LITA-related events; otherwise, try to post twice a week.

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## Targeting

Tailor language, tone, and content to the audience types prevalent on each channel.

### Facebook

- **Audience** - Our Facebook audience appreciates humor, pictures, Google, technology-related issues, and end-user tech. Content appealing to hardcore coders or other specialized users tends to fall flat. Throwback Thursdays and Flashback Fridays featuring old computers and the people using them are always popular.
- **Tone** – Keep it light in most cases. Most users are on Facebook to be entertained.
- **Format** – Posts should describe content briefly—but longer than 140 characters. Posts should be accompanied by an image. Hashtags should be used sparingly.

### Flickr

- **Audience** - Flickr users appreciate original images related to LITA, including photographs from the LITA Forum, ALA, and other meetings/conferences. Photos should be of high quality. Cellphone quality images are better suited for Instagram. Historical photos of past LITA events and board members are of interest as well.
- **Tone** – Whenever possible, photos should include detailed descriptions, including date, location, names of persons in photos, and so on. Since the primary purpose of the Flickr account is to serve as an image repository, it should be treated as an archive and include as much metadata about each image as possible.
- **Format** - All photos should include three to four tags to increase discoverability, and, whenever possible, geolocation information.

### Instagram

Instagram users appreciate a mix of eye-catching images and entertaining memes. The primary function of the Instagram account should be to document, in a fun way, LITA events (the LITA forum and so on) in real-time. Instagram is famous for its photo filters, but they should be applied to photos sparingly, and only in cases where they truly enhance the visual appeal of the photo. Given that Instagram is managed from a mobile app, cellphone-grade images are acceptable. Two to three hashtags should accompany each post to increase reach, for example, #litaforum and #litaforum2015. Text

accompanying posts should be brief (one to two sentences) and friendly in tone. In the periods between LITA events, the Instagram account should continue to be used to encourage an active, growing community, for instance, by sharing highlights from LITA's Flickr account as well as library technology and tech trend related memes.

**Twitter**

Our Twitter followers appreciate just about any content, as long as it's interesting and in some way tech-related. Hashtags should accompany most posts to boost reach. #TBT and #FBF are popular here. Match the occasion with a humorous or serious tone.

**Google Plus YouTube**

Google Plus should be used to maintain a profile featuring LITA company information but not necessarily be used for regular content updates, given the comparatively tiny active user population on this social media channel. This decision will be revisited as needed. YouTube will host videos of LITA conferences, meetings, and other events.

**LinkedIn**

Long inactive, the LITA LinkedIn Group is to be eliminated after ALA Annual 2015. It is to be replaced with a Company page better suited for formalizing LITA's presence on this social media channel, pushing out updates, and marketing LITA services as desired.

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**Tracking**

No formal statistical tracking or reporting system is currently in place for social media. Once a year (typically in late spring), LITA leadership will request a sense of social media reach, engagement, and growth over the previous year. Metrics are shared via LITA's Annual Report, distributed to the ALA executive board and to LITA membership. Key metrics include the number of FB fans and Twitter followers and average rate of organic reach and engagement over time. Data can be pulled directly from Facebook Insights and Twitter Analytics and then processed using basic comparative analysis.