Social Media and Blog Content Generation

Guidelines for CMBCL Staff Members and Volunteers

Overview

Community outreach and engagement through digital platforms is essential to the success of Cedar Mill and Bethany Community Libraries and the libraries association. Featuring staff members, volunteers and patrons in library marketing content inspires a personal connection to CMBCL in constituents and fans. Staff members and volunteers can contribute valuable content that supports the organization's mission and helps reach online content goals.

A Note About Content Generation During Library Closure and Quarantine
During the library closure, we want to be especially sensitive of the image of our organization that we are creating and projecting to our audience-patrons, donors and community members. Many people have lost employment. They are aware that library staff members are being paid for their time spent creating content. What's more, we're being paid with their tax dollars and donations. It is imperative that they perceive that money to be justifiably-earned. These guidelines will help you decide what types of content are appropriate for our platforms. **Right now we are especially interested in demonstrating staff members performing library work from home.**

Introduction

Content should reflect CMBCLA's values and align with the organization's [mission](). Participants should adhere to our Employee Handbook rules for staff conduct. Consideration of online content generation is guided by our:

Goals of Online Content

- Promote:
    - Use of Cedar Mill and Bethany Community Libraries
    - Awareness of library services
    - Participation in library programs and events.
- Generate support for the libraries and CMBCL Association by encouraging:
    - Volunteering
    - Donating

- Sharing library information and content
- Offer our community valuable information, resources and guidance related to:
  - Literacy, access to knowledge, self-directed learning, and personal empowerment.
  - Our libraries or libraries in general.
  - Outside resources that would be appropriate for a library to promote/share.
- Grow platform audiences via social media post reach and engagement, e-news subscriptions, website visits.

Definitions

Content: anything that we post on platforms; copy (writing/text) and media (photo/video/audio recordings.)
Platform: online places that we post content to; website and social media accounts.

Content for Blog Posts and Social Media

Blog posts are articles featured on our main CMBCL Blog website page as well as audience-specific pages: News, Book Reviews, WiserKids, Adults, Tweens & Teens, Bethany. Posts can contain copy, media and links to library and non-library resources. Blog content may also be featured in our weekly e-newsletter and posted on the libraries' social media accounts;
Facebook: @CedarMillLibraries
Instagram: @CedarMillLibrary
Twitter: @CedarMillLib
Youtube: Cedar Mill Library

How to Submit Content for a Blog Post and/or Social Media post:

Discuss content ideas with your supervisor and gain permission to spend time on creating content.
Peruse past blog posts to determine if the subject has been covered previously. Staff may submit content updates for older blog posts.
View what posts are currently in the works on the Blog Post Ideas Google form.
Submit blog post content on this Blog Post Submission Google form. Short link: bit.ly/CMBCL_BlogSubmissionForm.

Content examples:

- Library Resources example example
- Online or Community Resources example
- Articles about new library events or event series example
- Staff at home: staff performing library duties at home
  - Photo
  - Video demonstrating and explaining why the task is essential/helpful

- Staff member features
  - Photo of a staff member along with a short bio or interesting quote.
    - [example](#) [example](#)
- "How to" or "DIY" photo or video essays
  - CML shape activity: [example](#)
  - HPL book folding craft: [example](#)
  - SDL bike repair: [example](#)
  - HPL Teen Story time [example](#)
  - BL STEM craft [example](#)
  - HPL science experiment [example](#)
  - Children's Museum arts & crafts [many examples](#)
  - HPL learning tips [example](#)
- Short just for fun (these will be posted later in the year when content is needed.) [Example](#).

FAQ

Question: What if I just want to recommend that the Social Media Team post something to our social media platforms? Answer: Let the Team know by posting your idea in the [Social Media Idea Box on Slack](#).

Question: What if I just want to recommend an outside resource to our audience via our blog/e-news/social media? Answer: Visit our *[Gathered for You](#)* page to find out what types of resources we recommend. Then speak to your Department Head or visit the Idea Box mentioned above.

Photo Tips

- Photos featuring faces receive the most engagement and inspire longer view times.
- Do not apply filters to photos.
- When framing your shot, consider that photos will be cropped to a square for Instagram.
- Examples:
  - Recreate a book or album cover
  - Create a bookface (search #bookface on social media to find more examples.)
  - Photograph your pet reading.
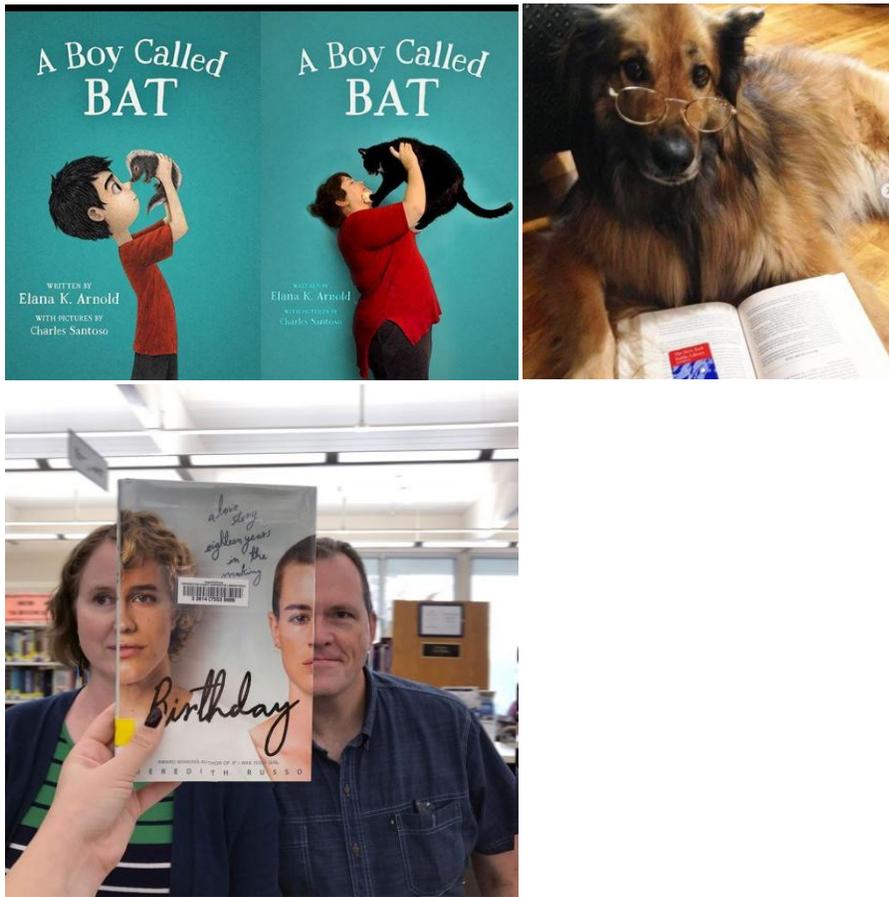
Video Tips & Guidelines

- Videos may range from 15 seconds to 30 minutes.
- Do not add an introduction graphic. The social media team will insert a branded graphic before posting the video.
- Speak loud and clear.
- Introduce yourself, mention Cedar Mill and Bethany Community Libraries and introduce your subject.

Tips:
- Prepare your content
  - o Jot down bullet points (or write a script) summarizing the key points to cover in your narration.
  - o Create a storyboard or list of scenes.
- Select/Prepare a Suitable Location and
  - o Avoid
    - ▪ too much background noise.
    - ▪ bright lights or the sun facing the camera.
    - ▪ an overly dark scene without sufficient ambient light.
    - ▪ overly active or "busy" shots, which may distract viewers.

- Position your phone to film in landscape mode (horizontally.)
    - Also film a 5-second portrait mode (vertical) clip that we can use for Facebook and Instagram Stories.
- If you will be in the shot and speaking to the camera:
    - Position yourself:
    - Slightly off center and with your head in the upper section of the frame.
- Position the camera: the lens should be just below eye level when you're in position to film.
- Check the lighting
    - If the lighting is unbalanced and you're noticing harsh shadows in the shot, position a desk lamp or other light source so it brightens up the darker areas to create a more even light.
- Prepare the Camera and Practice
    - Clean the camera lens to remove any fingerprints or smudges, preferably with a microfiber cloth.
    - Switch on Airplane Mode to prevent any calls or interruptions while filming.
    - Set exposure to Manual
        - By default, an iPhone will auto-adjust exposure settings while filming whenever lighting changes or there is movement within a shot. This is great for outdoor environments or where the camera is being moved around, but for a controlled environment, this means any slight movement you make could trigger the phone to alter the brightness of your shot. To keep the lighting consistent, you can turn this off by switching on 'Auto-Exposure Lock' (i.e. 'Manual Exposure'). To do this, tap and hold on the screen the spot you would like the iPhone to use as a reference to auto-configure the exposure (generally this will be your face). Keep holding until "AE/AF-Lock" appears after a few seconds, indicating Auto-Exposure Lock is enabled.
    - Film a test video and play it back to make sure you're happy with the shot and the audio is working fine.
    - Delete the test video or check that you have enough storage space on your phone: Settings > General > About > Check 'Available'
    - Re-confirm that 'Auto-Exposure Lock' is still on - sometimes it switches itself back off again after completing a video.
- Film your video! Remember to either:
    - Look in to the Camera Lens, not at yourself on the phone screen, when recording. Or,
    - Look slightly off-screen. Viewers will imagine that an interviewer is located off-screen.