

BARTON

LIBRARY

Dare to know

Social Media Style Guide



Curriculum Support - Customer Service – Collaboration – Curiosity

"Nothing in life is more important than the ability to communicate effectively."

— Gerald R. Ford, thirty-eighth president of the United States



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Creating Content

The Library's social media accounts should always adhere to [Procedure 2108: Social Media](#) and the College's brand guide. However, social media posts have their own writing conventions and concerns that are not addressed in those guidelines.

Employees who post on official accounts must remember that they are acting as the voice of the Library. The language contained within posts should always be formatted as plural ("we") and never as singular ("I").

Social accounts are often a patron's first impression of the Library, so an active presence is vital. Likewise, practice good customer service by providing timely responses to comments. Offer appropriate responses and reactions to comments. If a chat begins to sour, the poster should invite the patron to a private conversation on Messenger.

Voice and Tone

The tone of every post should reflect well on the College. An attitude of happiness and positivity will always succeed. While Barton is an educational institution, some amount of fun and humor is acceptable, provided the content remains tasteful. Posters should not feel obligated to be funny in every post.

All textual content should be written in the active voice, use [plain language](#), and follow a clear doer-action-receiver (or subject-verb-object) pattern. Sentences should be direct, concise, and easy to read.

Other preferred writing practices include strong calls to action, dynamic or vivid verbs (e.g., *swift* rather than *very fast*), and conversational pronouns (e.g., *you, we, us*) only when appropriate.

Be mindful of the content that is being posted and the intended audience. There is a time and place for everything, and what is said and how one says it is important. Remember, anything that is shared on social media instantly becomes public information.

The most important goal is to foster campus unity, College spirit, and interest in the Library, as well as enhance the academic, social, and professional experiences of students, faculty, and staff.

Grammar and Punctuation

In addition to tone, social media posts that utilize proper grammar and punctuation send the unspoken message that the Library (and by extension the College) is a serious and credible organization.

All posts should follow standard rules of grammar, spelling, capitalization, and punctuation. While posts may be conversational in nature, informality should be a deliberate choice in tone rather than the result of sloppy writing.

Clear writing is especially important on social media because readers frequently encounter posts quickly and on small screens. Correct sentence structure and punctuation allow for clear communication of the Library's message.

Most Common Writing Problems

The following issues should receive particular attention when drafting and proofreading posts.

1. **Homophones, homonyms, homographs, and easily confused words.** Errors such as *your/you're*, *its/it's*, *there/their/they're*, *affect/effect*, and *to/too/two* are especially common because spell-check software may not flag them.
 2. **Comma misuse and overuse.** This includes missing commas after introductory elements, unnecessary commas, omitted commas before conjunctions, commas inserted according to speech pauses rather than grammar, commas incorrectly placed between subjects and verbs, and commas joining complete sentences.
 3. **Subject-verb agreement.** Agreement problems are common when singular subjects are not paired to singular verbs, as well as plural subjects not being tied to plural verbs.
 4. **Apostrophe errors.** Common problems include confusing plural and possessive forms (e.g., *student's* vs. *students'*), omitting possessive apostrophes, inserting apostrophes into ordinary plurals (e.g., *DVD's*), and confusing possessive pronouns and contractions (e.g., *its* vs. *it's*).
 5. **Sentence fragments.** Short social media writing encourages fragments. Fragments can occasionally work deliberately in headlines or promotional copy, but accidental fragments often make institutional posts appear unfinished or unclear.
 6. **Pronoun problems.** This includes pronoun-antecedent disagreement, unclear pronoun references, and shifts between *we*, *they*, and *you*. A pronoun should agree in number and person with the noun to which it refers. Readers should immediately understand the noun represented by *it*, *this*, *that*, *they*, *he*, *she*, or
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another pronoun. These problems are particularly noticeable when a post begins from an institutional perspective and suddenly switches to second or third person.

7. **Overreliance on informal “you” and second-person language.** Direct address works well for calls to action, but constant use of *you* and *your* can make institutional writing repetitive, overly conversational, or even accusatory. Specific terms such as *students*, *faculty*, *readers*, and *Library patrons* are often clearer.
8. **Incorrect quotation marks and punctuation.** Common errors include placing periods and commas outside closing quotation marks, using single quotation marks instead of double quotation marks for ordinary quotations, and using quotation marks merely for emphasis.
9. **Overcomplicated sentence punctuation.** Writers sometimes rely on semicolons, colons, em dashes, parentheses, and multiple commas where a period would make the message clearer. Social media generally benefits from shorter sentences and straightforward punctuation.
10. **Unnecessarily ending a sentence with a preposition.** A sentence-ending preposition can be grammatically acceptable when it produces natural, clear English. Indeed, creating an awkward construction merely to avoid placing a preposition at the end is not ideal. Moving or eliminating the preposition is preferable when it improves clarity, concision, or formality.

Best Practices

- Treat correct grammar as part of the Library's credibility rather than as a separate proofreading exercise.
 - Draft the message for meaning first, then review grammar, punctuation, spelling, capitalization, and names by using Microsoft 365 Word Online's grammar checker and Turnitin draft coach.
 - Look at recommendations individually and refrain from using these tools to rephrase entire sentences and paragraphs.
 - Automated spelling and grammar tools can identify possible problems, but they should support rather than replace human review. Spell-checking software can miss errors involving correctly spelled but incorrectly used words.
- Follow George Orwell's [Six Rules for Writing Prose](#).
 - *Never use a metaphor, simile or other figure of speech which you are used to seeing in print.*
 - (Stale imagery is a sign a writer has stopped effectively conveying meaning.)
 - *Never use a long word where a short one will do.*
 - *If it is possible to cut a word out, always cut it out.*
 - *Never use the passive where you can use the active.*

- *Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.*
- *Break any of these rules sooner than say anything outright barbarous.*
- Read each post aloud several times to ensure the tone and flow are appropriate, or use the Read Aloud option on Word.
 - Reading aloud helps reveal omitted words, doubled words, awkward phrasing, unclear pronouns, excessive punctuation, and sentences that are too long.
 - For important announcements, campaigns, sensitive material, or posts containing substantial text, ask a colleague review the copy before publication.
- Maintain consistency with the Library's established institutional voice.
 - The Library speaks as “we,” not “I,” except where first-person language is part of a quotation, testimonial, or other clearly identified individual contribution.
 - Use *you* when directly addressing the audience serves a clear purpose, but do not allow informal second-person language to dominate institutional communication.
- When there is uncertainty about punctuation or grammar, rewrite for clarity rather than forcing a complicated construction. The purpose of punctuation is to make the meaning easier to understand, not to demonstrate grammatical complexity.

Anatomy of a Social Media Post

Building a Social Media Post

The best method to reach people on social media is through the art of storytelling. Posts should link the Library to something human or otherwise tangible. Look for things that are happening around the Library, both inside and outside. These can include:

- Weather events (snow, fog, rain, heat wave, etc.)
- Sunsets/sunrises
- New physical features in the Library
- Events in the Library (students working on the puzzle, JAG-K regionals, etc.)
- Participating in relevant cultural events (National Library Month, Veterans' Day, Pulitzer Prize awards, etc.)

Each post should be written with a specific audience in mind. Design posts for real-world viewing conditions: small screens, fast scrolling, limited attention, inconsistent lighting, and quick first impressions. Focus on communication first, then style.

Core Components

- Goal: What should the viewer understand or do next?
- Hierarchy: What should they notice first, second, and third?
- Layout: How are text, images, and spacing arranged?
- Typography: Are the fonts readable and consistent?
- Color & contrast: Does the graphic stand out while staying easy to read?
- Consistency: Does it feel connected to the Library brand or content series?
- Platform fit: Does the design work well for the size and behavior of the platform?

The point is to make the Library's resources and services more relatable to our patrons, as well as those who do not yet consider themselves our patrons. One could talk about students, faculty, and staff in relation to the Library, or how resources and services can benefit those who access them.

Headlines and Captions

The headline should present one clear message or purpose. Captions do not need to be verbose or fancy. In fact, they should be pithy and direct, so as to maintain a reader's attention. Likewise, the language of the post should be written in plain, easily understood English

Best Practices

- Create strong headlines that spark curiosity and engage specific audiences
 - Incorporate appropriate spaces between sentences to increase readability.
 - Target keywords in the caption.
 - Use active verbs (e.g., run, walk, built, created, etc.)
 - Avoid clichés and institutional jargon.
 - Use [Associated Press Style](#).
 - Write the days of the week in full (e.g., Monday, Tuesday)
 - Abbreviate months only when a specific date follows (e.g., Dec. 25)
 - Designate times as a.m. and p.m. (lowercase with periods).
 - Never use :00 when referring to time.
 - Use an en dash (–) when times are exclusively a.m. or p.m.. If the time crosses midnight or noon, use the word “to” to differentiate.
 - Use only a single exclamation point when indicating excitement.
 - Review and verify dates, hyperlinks, and factual details before publishing.
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Emojis

Emojis can help to convey tone and personality, whether it is serious, lighthearted, or appreciative.

Best Practices

- Use emojis sparingly to save space and add emotional impact, particularly on celebratory or College spirit-type posts.
- Emojis should be purposeful and adhere to the most important information in the post, such as calls to action.
- Place emojis at natural stopping points in the text, such as at the end of a paragraph or prior to a link that concludes a post.
- Use the standard blue and yellow font color for face/hands-type emojis.

Types of Emojis	Example
Used to show love for Barton	 
Used to demonstrate Barton pride	
Used to demonstrate patriotism	
Used for the time of an event, deadline, etc.	 
Used to give credit to a photographer	
Used to celebrate a person, event, or milestone	   
Used to demonstrate reading	  

Calls to Action

Prompt readers and viewers to engage further by visiting a site, completing a form, sharing a photograph, using a hashtag, or checking out a book.

Mentions and Reposts

It is important to conduct a thorough pre-screening of third-party social media accounts when mentioning them in any Barton Library posts. The content and reputation of tagged accounts must align with the College's values and messaging.

Best Practices

- Mentions should not disrupt the flow of the feed or message.
- Mentions and tags of specific accounts must be within the caption rather than the image itself.

Hashtags

Hashtags are powerful tools for institutions looking to expand their reach. Official accounts should use relevant hashtags for posts.

Type of Hashtag	Examples
College Standard	#BartonCommunityCollege, #BartonCC, #BartonProud, #ImprovingOutcomesTogether
Academics	#STEM, #Biology, #BartonEMS, #BartonMusic
Athletics	#GoBarton, #GoCougs, #rollcougs
Campaign or event	#ReadingChallenge
Niche	#collegestudent, #reader
Event, holiday, or season	#memorialday, #springbreak
Location	#greatbend, #BartonLibrary
Acronym	#BCC, #ALA

Best Practices

- Hashtags should not interrupt the flow or clarity of a message.
- For accessibility purposes, PascalCase is the standard when using multiple-word hashtags.

Visuals

Every post should be accompanied by some kind of visual or graphic. None should be text-only. Strong visuals can directly affect engagement, and every graphic should guide the eye.

If photographs of people will be used, plan ahead. Take pictures outside in the natural light if possible. Stand in the shade or position subjects with their backs to the sun. Morning sunlight is better than midday. Before posting, edit the photograph with available software to obtain the best possible image.

Do not post low quality, pixelated, or distorted images. If assistance is needed, email the College's [Public Relations and Social Media Specialist](#).

If needed, photos can be accessed from the [Barton Flickr Account](#).
Stock photos are available at:

[Pixabay.com](#)

[Pexels.com](#)

[Canva.com](#)

Best Practices

- Design graphics for scanning, not deep reading. Keep messages quick and obvious.
 - Create one focal point to which the eye can land.
 - Use high-resolution images.
 - Use a color contrast ratio of at least 4.5:1 for regular text and 3:1 for large text. There are [free color contrast analyzers](#) available online.
 - Add light edits to photos taken on a cell phone.
 - Design graphics for cell phones rather than desktop monitors.
 - Readability matters more than detail.
 - Ensure:
 - Sufficiently sized text
 - Strong contrast
 - Clean spacing
 - A focal point that can still be seen at small size
 - Match graphics design and size to specific social media channels.
 - Create a clear visual hierarchy
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- Headline or message
- Key supporting detail
- Library brand or context
- Call to action, if needed
- Use size, weight, placement, and spacing to create this order. When everything looks equally important, nothing stands out.
- Keep the graphic text short. Let the caption carry supporting detail when possible.
- Use templates and reusable styles to remain consistent and demonstrate a professional appearance
 - Simple, readable typography (e.g., one font for headlines, one for supporting text)
 - Use the College [brand color palette](#) (p. 22)
 - One primary color
 - One accent color
 - 1-2 neutral colors

Sharing Existing Content

External Content

External content may be shared when it supports the Library's mission and provides clear value to students, faculty, staff, or the College community. Before sharing content from another organization, news source, publisher, author, library, vendor, or individual, verify the source, accuracy, publication date, context, destination link, and relevance to the Library's audience. Content should not be shared solely because it is popular or trending.

Whenever possible, use the platform's native share ( ), repost, or link function rather than downloading and re-uploading another creator's material. Native sharing preserves attribution and directs viewers to the original source. A brief Library comment should explain why the information is useful or relevant instead of merely repeating the original caption.

Any externally created image, video, illustration, graphic, or written work should include clear permissions for reproduction or be in the public domain. Do not reproduce copyrighted material outside the platform's native sharing functions. When Creative Commons material is used, provide appropriate attribution, including title, creator, source, and license when that information is available.

User-generated content should not be downloaded and reposted to the Library's feed without the creator's permission. When permission is granted, identify or tag the creator according to that person's preference and retain a record of the permission. Content containing students or other identifiable individuals must comply with the Library's [Filming and Photography guidelines](#).

Before sharing third-party content, consider whether sharing it could reasonably be interpreted as an institutional endorsement. Partisan political advocacy, commercial advertising unrelated to Library services, unverified breaking news, fundraising appeals not approved by the College, and material inconsistent with College policies should not be shared from an official Library account without the Library Director's approval.

Internal Content

Content from official College accounts should be shared when it directly relates to Library services, student success, academic programs, institutional events, campus achievements, faculty or staff accomplishments, or matters affecting Library patrons. Whenever possible, share the original College post rather than recreating it. Add brief Library-specific context that explains its relevance to the Library's audience.

Verify event dates, locations, deadlines, names, links, and other details before sharing. If the Communications Department later corrects, withdraws, or replaces the content, the Library should update or remove its own version as appropriate.

Never disclose or imply an individual's borrowing history, research interests, reference questions, database searches, use of Library resources, or other confidential Library-use information.

Know Your Social Media Platforms

Each platform should have a defined purpose. The Library should not publish identical content to every account simply because those accounts exist. Select the platform according to the audience, communication goal, content format, and expected user behavior. Cross-platform campaigns may communicate the same core message, but captions, visual formats, calls to action, and timing should be adapted to the conventions of each platform.

Facebook

Platform Specific Strategy

- Role: Socializing
- Characteristics: Community-oriented, conversational, user-friendly, nostalgic, engaging
- Use: Promote Library programs and events; communicate service changes; share College news; highlight students, employees, alumni, collections, spaces, and community partnerships
- Platform Voice: Warm, conversational, campus community-centered, informative
- Platform Usage Profile (% of U.S. adults who use the platform):
 - Usage by Gender: 63% Male, 78% Female
 - Age 18-29: 68%
 - Age 30-49: 80%
 - Age 50-64: 74%
 - Age 65+: 64%
- Library Target Audience: Current students, employees, alumni, adult learners, parents, and community members

Image Sizing			
Profile Picture	400 x 400 px	Tab Images	113 x 74 px
Cover Photo	1125 x 633 px	Event Images	1920 x 1005 px
Image Post	1200 x 633 px	Facebook Ad (Carousel)	1080 x 1080 px
Shared link Images	1200 x 633 px	Facebook Ads (Single Image)	1200 x 628 px

Best Practices

- Posts should include optimized link previews, strong visuals, and relevant account tags.
- Complete all relevant fields on video uploads
- Add captions and a strong thumbnail.
- Provide timely responses to questions and feedback sent to the inbox.
- Offer appropriate reactions and responses to comments on posts.
- Monitor and respond to recommendations on page.
- Hide spam (e.g., unsolicited commercial advertising, phishing attempts, conspiracy theories unrelated to the topic, etc.).

Instagram

Platform Specific Strategy

- Role: Visual-storytelling and discovery
- Characteristics: Visual-first, mobile-first, exploratory, fast-moving, personality-driven
- Use: Show Library life rather than merely announcing it: behind-the-scenes material, book displays, events, student experiences, Library spaces, short tutorials, staff recommendations, reels, stories, and carousels
- Platform Voice: Energetic, concise, welcoming, human, visually oriented
- Platform Usage Profile (% of U.S. adults who use the platform):
 - Usage by Gender: 44% Male, 55% Female
 - Age 18-29: 80%
 - Age 30-49: 62%
 - Age 50-64: 74%
 - Age 65+:19%
- Library Target Audience: Current and prospective students, younger alumni, student organizations, and campus partners

Image Sizing			
Profile Picture	110 x 100 px	Stories	1080 x 1920 px
Square Images	1080 x 1080 px	Landscape Images	1080 x 566 px
Portrait Images			1080 x 1350 px

Best Practices

- Strong, engaging visuals, with subjects engaging the camera whenever possible.
- Captions with good color contrast.
- Use mixed media posts including carousels, reels, and static posts. Alternating different social media content types add variety to the overall presence.
- Post consistently to increase the chance of Library posts appearing in the Explore feed, being shared by other accounts, or appearing in the top search results for commonly used keywords.
- Uploaded videos should include burned-in captions, with auto-captions enabled or linked to a captioned version.
- Reserve text-heavy graphics for stories or secondary positions in feed carousels. Use image filters sparingly.
- Update highlights regularly
- Choose strong and appropriately-sized thumbnails for highlights and videos/reels.
- Like and comment on BCC-related posts.

- Respond to commenters, as appropriate.
- Repost account-tagged content in stories.
- Ask permission to repost to the Library's feed and give credit.

WhatsApp

Platform Specific Strategy

- Role: Direct communication and community outreach
- Characteristics: Mobile-first, private, conversational, immediate, and internationally oriented. Supports individual and group messaging, status updates, and one-way channels for dispensing information to followers.
- Use: Provide timely Library updates, event reminders, service announcements, registration and deadline notices, links to Library resources, and other concise information of direct value to students.
- Platform Voice: Friendly, welcoming, concise, conversational, and service-oriented.
- Platform Usage Profile:
 - Global Audience: More than 3 billion users in 180+ countries
 - Global Gender Distribution: 51.3% Male, 48.6% Female
 - Global Monthly Usage:
 - Age 16–24: 61.6% Female, 59.7% Male
 - Age 25–34: 57.9% Female, 56.8% Male
 - Age 35–44: 51.9% Female, 51.7% Male
 - Age 45–54: 51.6% Female, 52% Male
 - Age 55–64: 50.4% Female, 47.6% Male
 - Age 65+: 40.3%, 38.0% Male
 - U.S. Usage (% of U.S. adults who use the platform):
 - Usage by Gender: 30% Male, 34% Female
 - Age 18–29: 37%
 - Age 30–49: 40%
 - Age 50–64: 30%
 - Age 65+: 20%
- Library Target Audience: Students, especially international students*

Best Practices

* WhatsApp is widely used by Barton's international students who do not have U.S. phone numbers.

- Use WhatsApp as an opt-in communication channel. Do not add students to groups, mailing lists, or other communications without an appropriate reason.
- Use the Library channel for one-way announcements to a broad audience. These are separate from personal chats.
- Messages should be helpful rather than promotional and communicate vital information quickly.
- Format messages into short paragraphs with line breaks to support scrolling on a phone.
- Include appropriate calls to action (e.g., visiting a webpage, attending an event, contacting the Library, or reviewing additional information).
- Link to relevant webpages when more information is available.
- Avoid excessive messaging.
- Use photographs, graphics, emojis, polls, and other media only when they directly contribute to the message.
- Respond promptly to legitimate questions or comments. Move chats with sensitive information to appropriate College channels.

LinkedIn

Platform Specific Strategy

- Role: Professional and academic networking
- Characteristics: Professional, institutional, expertise-focused, career-oriented, comparatively long content life
- Use: Highlight faculty and staff accomplishments, grants, partnerships, conference activity, research support, information-literacy instruction, professional development, alumni achievements, and major institutional milestones
- Platform Voice: Professional, credible, functional, collegial
- Platform Usage Profile (% of U.S. adults who use the platform):
 - Usage by Gender: 56% Male, 44% Female
 - Age 18-29: 40%
 - Age 30-49: 41%
 - Age 50-64: 30%
 - Age 65+: 15%
- Library Target Audience: Faculty, staff, alumni, community partners, librarians and educators, and students approaching graduation

LinkedIn claims that organizations that post weekly double their content engagement. Content remains in user feeds for a lengthy amount of time. Once someone engages with

posts, the content appears in their connections' news feeds. Users may filter the feed by "top" and "recent" content, which further increases the longevity of posts. Varying content types will assist in seeing better results from multiple daily posts

Image Sizing	
Profile Picture	400 x 400 px
Cover Photo	1584 x 396 px
Shared Image	180 x 110 px

Best Practices

- LinkedIn supports hashtags; add one or two at the end of posts.
- Tag relevant accounts in the message.
- Videos should be uploaded to the platform and include a thumbnail and title.
- Like and respond to comments.

YouTube

Platform Specific Strategy

- Role: Searchable instructional video library
- Characteristics: Video-centered, search-driven, instructional, playlist-based
- Use: Library orientation, database demonstration, research tutorials, citation guidance, facility tours, event recordings, author or faculty reviews, service explanations, and short-form educational videos
- Platform Voice: Clear, instructional, confident, welcoming
- Platform Usage Profile (% of U.S. adults who use the platform):
 - Usage by Gender: 86% Male, 83% Female
 - Age 18-29: 95%
 - Age 30-49: 92%
 - Age 50-64: 85%
 - Age 65+: 64%
- Library Target Audience: Students and faculty; staff, prospective students, and general public

Best Practices

- An accurate, concise title with the important terms near the beginning
- An informative description and relevant links

- Organize content into playlists when possible
- Include cards and end screens
- Titles and descriptions should support [search engine optimization](#) (SEO). YouTube reports that tags play only a minimal role in content discovery except for helping with common misspellings
- “BCC” and “Barton Community College” should be included in every video.
- Upload a visually strong thumbnail, when possible.
- Add to appropriate playlists.
- Include relevant hyperlinks in the description, and end screens or cards if possible.
- Periodically review, “like,” and respond to positive comments.
- Answer questions, as appropriate.

Goodreads

Platform Specific Strategy

- Role: Reader community and book discovery
- Characteristics: Book-centered, conversational, recommendation-driven, review- and shelf-oriented
- Use: Staff reading recommendations, themed reading lists, book-club selections, reading challenges, collections spotlights, and discovery of titles related to College programs and curriculum
- Platform Voice: Conversational, thoughtful, reader-centered, informative rather than promotional
- Audience Profile (estimated website audience):
 - Usage by Gender: 59% Female, 41% Male
 - Age 18-24: 34%
 - Age 25-34: 20%
 - Age 35-44: 16%
 - Age 45-54: 14%
 - Age 55-64: 9%
 - Age 65+: 7%
- Library Target Audience: Readers, book-club participants, students, faculty, staff, alumni, and community members interested in recreational or academic reading

Best Practices

- Participate as a reader first. Incorporate Goodreads' purpose of being a book community rather than using the platform as a promotional or advertising channel.
- Contribute original, useful reading recommendations, staff picks, themed reading lists, book discussions, and other reader-centered content.
- Avoid simply linking to author websites or reproducing publisher descriptions.
- Participate in the [Goodreads Authors/Readers Group](#).
- Participate in the [Goodreads Reviewers' Group](#).
 - Only rate or review books that have been attempted or finished by Library staff, other employees, the Library Ambassador, or students.
 - Disclose whether a reviewer has received an advanced reading copy or complimentary copy in connection with a review. Goodreads specifically requires disclosure when a free copy is provided in exchange for a review.
 - Respect differing opinions concerning reviews. Remember that the College, an institution for free speech and learning, is being represented. If a response violates Goodreads' code of conduct, report the content. Do not escalate the situation.

Pinterest

Platform Specific Strategy

- Role: Visual discovery and [evergreen](#) resource curation
 - Characteristics: Search-oriented, visual, inspirational, board-based, long-lived, planning-oriented
 - Use: Reading lists, genre collection, research tips, study advice, archival or special collection materials, displays, infographics, Library-space inspiration, exhibits, and resources that link users back to Library webpages
 - Platform Voice: Helpful, inspirational, descriptive, evergreen
 - Platform Usage Profile (% of U.S. adults who use the platform):
 - Usage by Gender: 19% Male, 51% Female
 - Age 18-29: 43%
 - Age 30-49: 43%
 - Age 50-64: 33%
 - Age 65+: 22%
 - Library Target Audience: Readers, researchers, student planning projects, educators, lifelong learners, and users seeking visual inspiration or curated resources
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Image Sizing	
Profile Picture	400 x 400 px
Cover Photo	1584 x 396 px
Shared Image/Video	1000 x 1500 px
Vertical Canvas	2:3 aspect ratio

Best Practices

- Video length: 3 – 60 seconds
- Pin Title: Up to 100 characters. Any words after the first 50 will not visible to scrollers.
- Pin Description: Up to 500 characters
- Questions: Up to 96 characters (including spaces)
- Answers: Up to 48 characters (including spaces)
- Posts can be viewed and shared for weeks and months after they have been posted. Creating content with high engagement and relevance is more important than going viral.

Post Frequency

	Copy Length	Hashtags	Starting Cadence
Facebook	1-80 characters	2-3	1-2 per day
Instagram	138-150 characters	3-5	3-5 per week
LinkedIn	25 words	1-2	1-2 per day
YouTube	5,000 characters (for descriptions)	3-5	1 per week
Goodreads	No fixed quantity; concise and essential	N/A	1-2 per week
Pinterest	1-500 characters	2-5	≥1 per week

Posting frequency is an editorial benchmark rather than a quota. Maintain a consistent schedule that can be supported with useful, high-quality content. Adjust cadence according to academic-calendar needs, staffing capacity, platform analytics, and audience response. Do not publish low-value material solely to satisfy a numerical posting target.

While these benchmarks are achievable, the quality of posts is more important than the quantity. Craft interesting, engaging content that is timely and relevant. Two well-made

posts a week will gain more overall engagement than twenty examples of average content.

Post Types

Content Pillar	Description
Educate	Examples include tips, FAQs, Top 10 Lists, and “Did You Know?” type of questions.
Entertain	Unusual stories, behind-the-scenes perspectives
Inspire	People-focused stories
Promote	Encourage audience to perform an action: leave a comment, see the link, take part in the event

Events

Announce upcoming programs, provide reminders when useful, show the event in progress, and provide a recap afterward. Include date, time, location, eligibility, registration requirements, and a clear call to action.

Barton Library News

Announce new services, collections, or spaces; operating changes; staff accomplishments; partnerships; milestones; and other developments directly affecting Library patrons.

Library Industry News

Share significant developments in libraries, publishing, information access, research, technology, copyright, or higher education when the topic has a clear connection to the Library’s audience. Explain why it matters rather than simply reposting trade news.

Library and Book Culture

Feature books, reading traditions, literary achievements, awards, genres, authors, Barton Library history, exhibits, and other subjects that cultivate a culture of reading and curiosity.

Library Photos

Show people, spaces, programs, collections, displays, and everyday Library activity. Comply with the Library's [Filming and Photography](#) guidelines.

Library Videos

Provide short tutorials, tours, demonstrations, interviews, event material, and behind-the-scenes stories. All spoken-word video should be captioned, and captions must be reviewed for accuracy.

Questions

Invite low-barrier interaction through polls, preferences, trivia, recommendations, or open-ended questions. Never solicit private library-usage data or personally sensitive information.

Graphics

Use infographics, statistics, tips, deadlines, process explanations, and service promotions. Keep graphic text brief, use sufficient contrast, and place complete essential information in accessible caption text when appropriate.

Contests

Use for meaningful engagement. Publish clear eligibility, dates, rules, prizes, and selection criteria.

Partner Promotion

Highlight College departments, student groups, community organizations, libraries, and educational partners when the relationship and/or activity directly benefits the Library's audience.

Tips and Tricks

Provide practical, immediately useful advice on college life, life skills, research, databases, citations, studying, technology, Library services, evaluating information, and locating materials in the Library.

Quotes

Use quotations when they contribute to the message. Verify exact wording and attribution from a reliable source (preferably the primary source) and avoid using quotation graphics merely as filler.

Publishing at the “Right” Time

There is no single best posting time for every Library audience or platform. Use platform analytics and the Library's own historical data to determine when target audiences are most likely to see or engage with content. Review performance by day of the week, time of day, content type, platform, and academic-calendar period.

Test posting windows over several weeks rather than drawing conclusions from a single post. Audience behavior may change during the beginning of the semester, midterms, finals, holidays, summer terms, and campus events. Timely content should be published when it is useful even when that time falls outside a statistically preferred engagement window.

Analytics

Track the performance of content over the course of a month. Perform a broader end-of-semester review. The evaluation of success should not be based solely on raw follower counts.

Goal-Based Measurement	
Goal	Measures
Awareness	Reach, impressions, video views
Engagement	Comments, shares/reposts, saves, meaningful reactions
Traffic	Link clicks and Library webpage visits
Action	Registrations, form submissions, resource use, event attendance when measurable

Audience Service	Questions answered, response time,, issues successfully referred or resolved
Video	Watch time, audience retention, completion rate
Content Development	Which topics, formats, voices, and calls to action perform well

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