

**SOCIAL MEDIA/MARKETING STRATEGIST FOR
THE FRIENDS OF THE BOCA RATON PUBLIC LIBRARY**

Objective:

Social media: to increase our organization's social media presence and engagement on LinkedIn, YouTube, NextDoor, Facebook, and Instagram.

Marketing: To advertise our bookstore in local directories, theater/ community organization newsletters, university/school newsletters

Goals:

1 – **Increase brand awareness:** Use social media to increase awareness of our non-profit membership organization, to increase donations and memberships.

- a. The social media strategist will follow all activities of the Friends and post events, bookstore sales, and other news incorporated in the monthly newsletters, bookstore newsletters, the website and emails regarding funded library events. This will also include using relevant hashtags to connect on social media with the library and other non-profit organizations we are engaged with (i.e., Spirit of Giving, the Junior League of Boca Raton, Boca Moms Connect).

Set up Hootsuite analytics to measure brand awareness metrics by tracking metrics and engagement across all social media platforms.

Set up Hootsuite Insights to measure brand reputation (i.e., social media sentiment).

- b. Increase awareness of the bookstore by advertising in local stores and community and school newsletters.

Track all activity on the effectiveness of each advertisement.

2- **Boost conversions and bookstore sales:**

- a. Use social media to create action posts, i.e., signing up for our monthly newsletter via a link on our website, becoming a member or donor via a

link to our website, or complete a bookstore purchase via a link to our website (i.e, expand our Facebook shop).

- b. Post live action posts, such as a Facebook Live book sale, and Google Forms for single books purchases.
 - c. Post all news concerning weekly bookstore highlights (i.e., new section, new displays), and all promote all bookstore sales.
3. Boost video feeds:
- a. Post regular content on Instagram stories and reels.
 - b. Post regular video content on YouTube, i.e., take videos and promote “A Day In the Life” of bookstore donation and sales, to increase awareness of the bookstore and increase bookstore sale.
4. Increase shares: create regular infographics of statistics included in monthly bookstore reports and library funding statistics, which are proven engagement/shareable posts. All such posts should include our brand logo and colors.