

NUMBERS DON'T LIE

Increasing Engagement on TLA District 8's Facebook Page

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ABSTRACT

Social media platforms like Facebook, Instagram, and TikTok provide easily accessible, free marketing tools for many small organizations like libraries. TLA district officers use these platforms to communicate and market district events to members. However, the limited number of events means that social media communication often occurs infrequently. And if social media platforms are only being used to promote the occasional district event, then members may not have good enough reasons to regularly follow these district communication platforms. This infrequent usage presents a lost opportunity for districts to build richly engaging social spaces where members may learn, inspire, and support one another regarding library initiatives, programming, and pressures.

In 2021, I was elected as Web Administrator for District 8 and began focusing efforts on increasing community engagement on the district's Facebook page. The goal was to provide a more interactive experience for anyone choosing to view or follow the page by increasing the number of posts. This was achieved by regularly sharing posts from every available library Facebook page within the District 8 region.

Represented communities in District 8 range from large urban cities to small rural towns and libraries include public, school, university/college, and specialized institutions. Since implementing this strategy two years ago, Facebook engagement has increased significantly and the page has become a place to seek inspiration regarding library programming and program marketing. It is also a place where siloed librarians can find and connect with one another within the larger community.

DISTRICT 8 FAST STATS

28 Southeast Texas counties

1505 Public school libraries

175 Public libraries

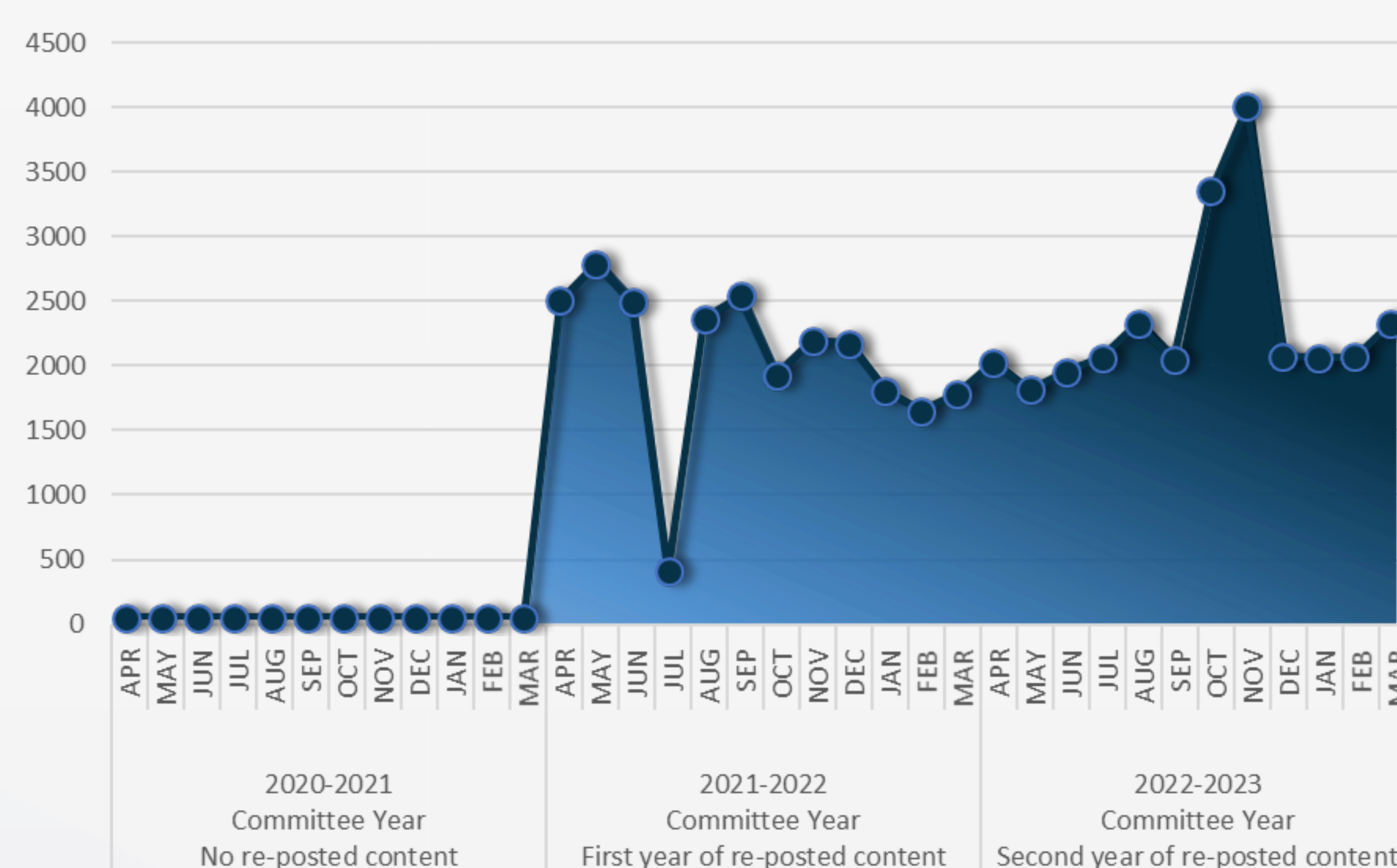
45 University/College libraries

8 Special libraries
medical, theological, law,
prison, museum/archive



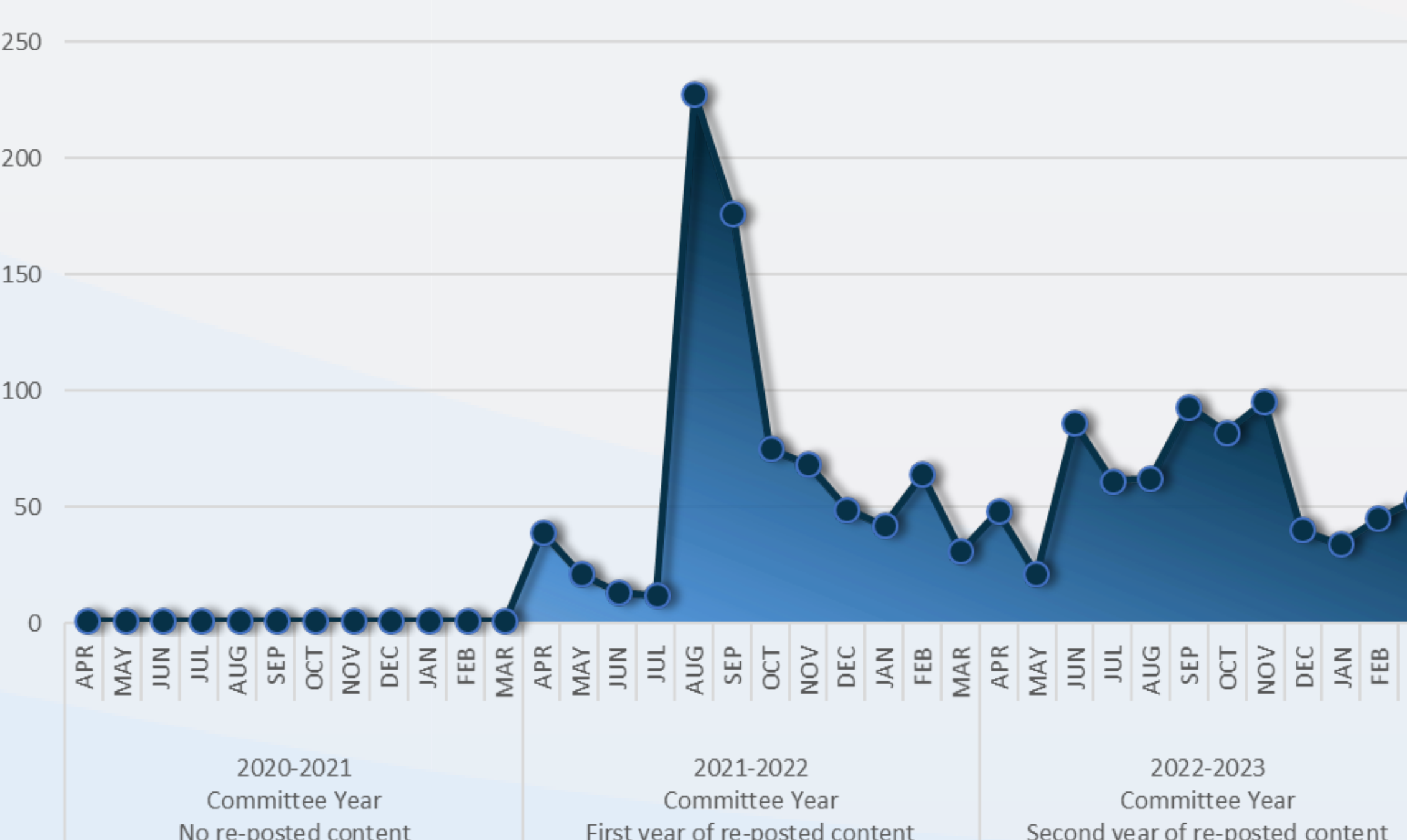
FACEBOOK PAGE REACH

The estimated number of people who saw any District 8 Facebook content per month.



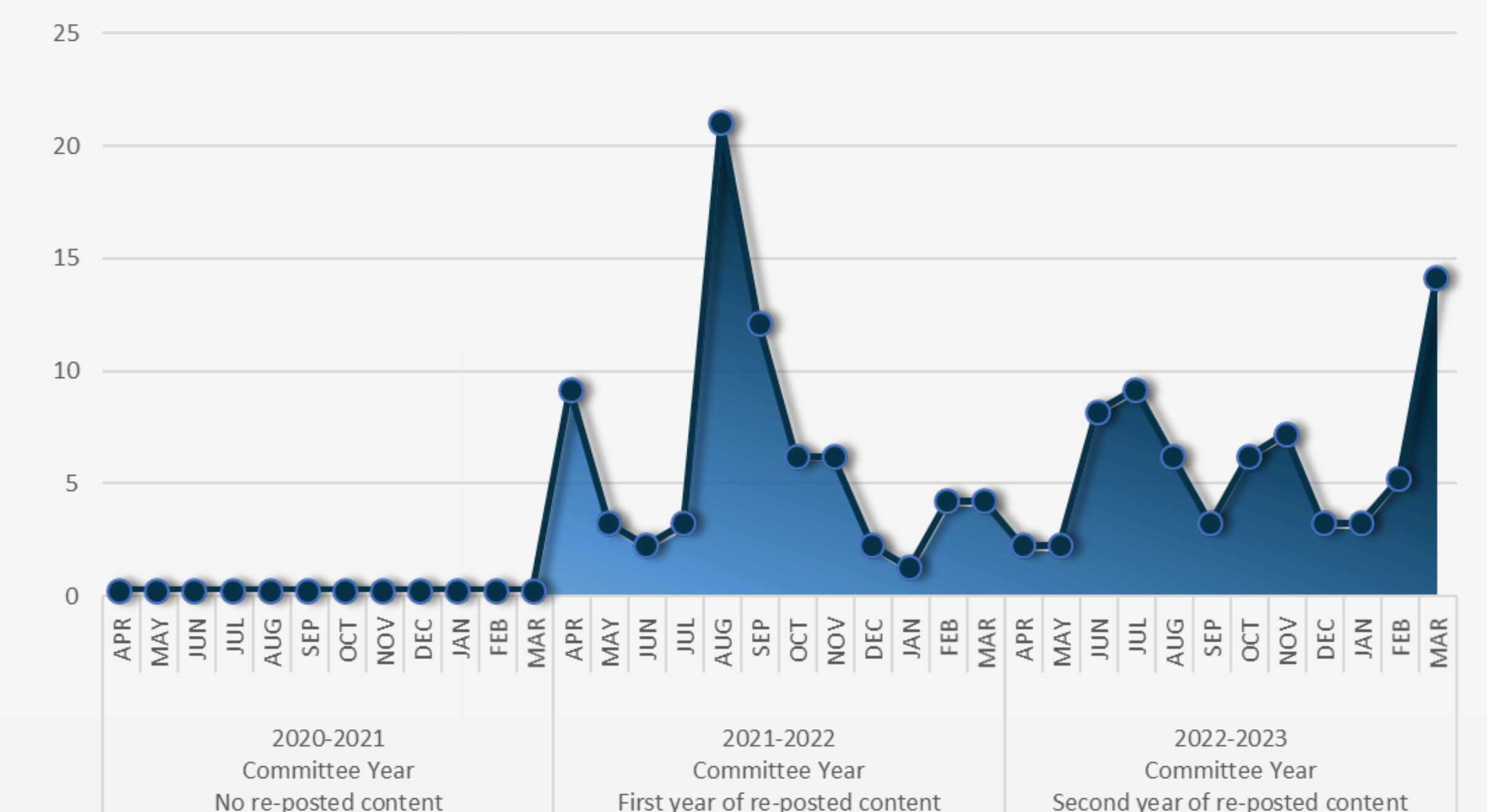
FACEBOOK PAGE LIKES

The number of "likes" the District 8 Facebook page received per month.



FACEBOOK PAGE NEW LIKES

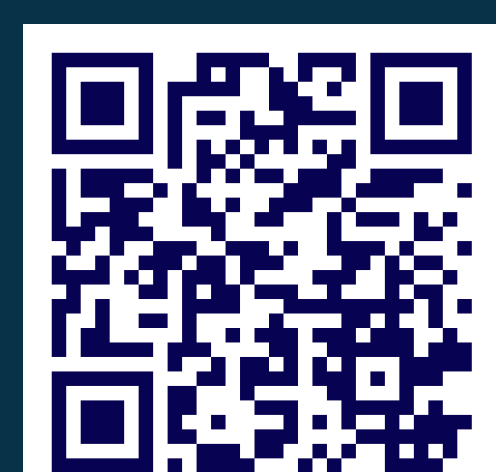
The number of new "likes" the District 8 Facebook page received per month.



TLA District 8

★ Favorites • 8h • 🌐

"I like seeing what other libraries in District 8 are doing. You sharing helps increase interaction with their posts" says one respondent in a recent informal poll. Well, we like you too! Thanks for your support!



TLA District 8

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