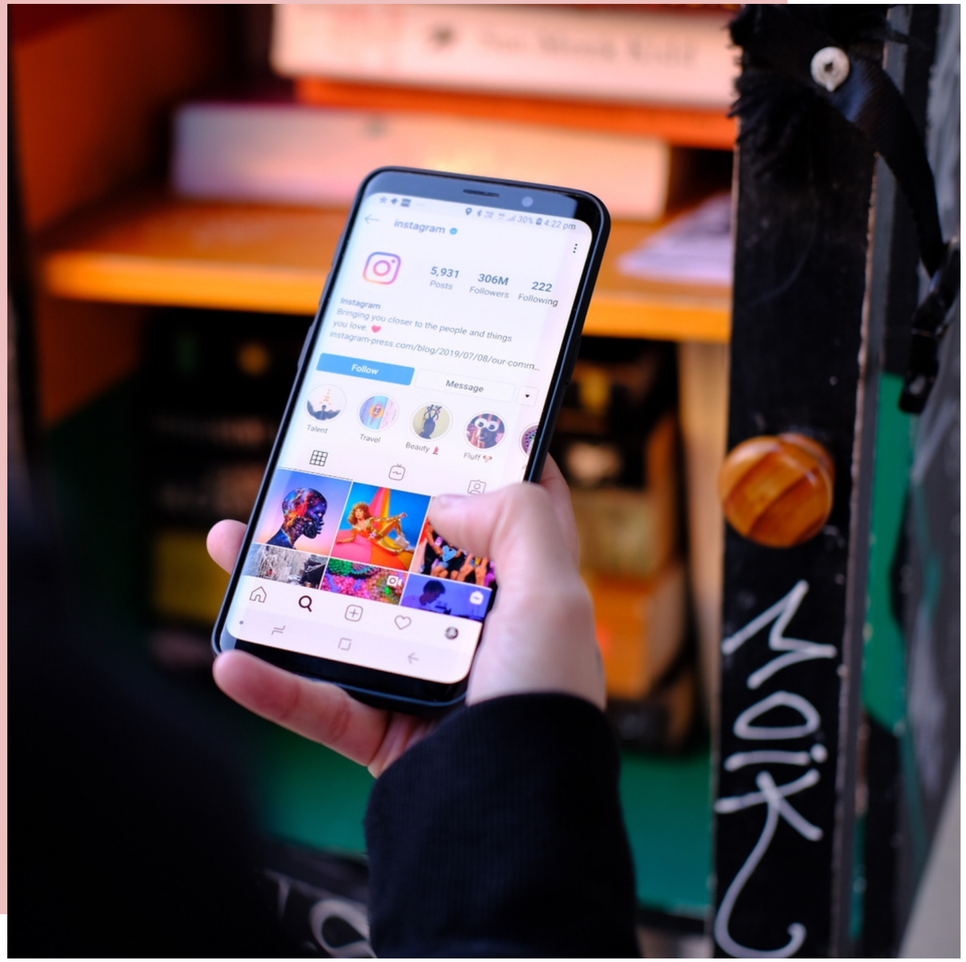
MARCH 01, 2024

The Journey of a Library Instagram

A presentation by Halton Libraries



Today's Presentation

MAIN TOPICS

- About us
- Creating our Instagram
- Photos vs. Reels
- Top tips and what we've learnt along the way
- Content creation
- Questions

Lorna Hulme

DIGTIAL DEVELOPMENT OFFICER

I am the strategic officer for all things digital including implementing new technologies, online resources and developing digital learning opportunities for adults and children through a range of targeted programmes and initiatives. I have over 7 years' experience in this field. My professional goal is to expand on the fantastic role that Halton Libraries play in supporting the needs of the local community in Runcorn and Widnes



Izzy Ashley

LIBRARY OUTREACH ASSISTANT

I started working at Halton Libraries in June 2021 as one of our Library Information Assistants before becoming an Outreach Assistant in December 2022. I do consider this my first 'big-girl' job. The main aspect of my role is to promote the library and engage with Halton residents to highlight our wonderful resources and the benefits of our service, whether that be out and about in the community or digitally through social media. I love my job and I've certainly grown more passionate about the work of libraries since starting. My biggest aim is to change the out-dated perception of libraries and to be involved in helping our libraries maintain their important position in a modern society



Creating Our Instagram

First post in November 2021

Started posting on a regular basis in 2022 but within the last 12 months we have been experimenting with different styles of content.

New Intentions

Initial aim was to reach a different and younger demographic and to showcase a different side to Halton Libraries and libraries in general.

Content

What we have:

Promotion of stock and resources

What we do:

Events (including to promote upcoming events) though this is less frequent compared to other content styles, good to post on stories

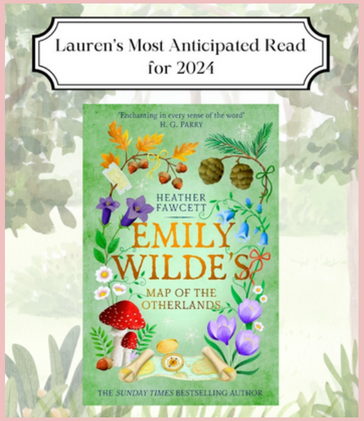
Who we are:

Library staff feature a lot more heavily in photos and reels, show a different side to us

Photos













- Book covers - tag in authors
- Outreach selfies
  - Pictures of people in general
- New Books
- A good way to still include other members of staff who don't want to be on camera
- Are edited to the best of my ability
- Canva

Reels - Funny (hopefully?)





Reels - Book Recs





Reels - Staff Focus





Editing a Reel

Canva

Easy to use, simple editing, good design, Canva PRO

CapCut

Best for more complex editing, adding audio, captioning videos

Top Tips

Try new things

Take to time to search through Instagram/TikTok to see what is popular and trending

Screen recording

Use your phone or laptop to screen record a video with audio you want. Then use CapCut to extract audio.

Recording equipment

Tripods, microphones and ring-lights can be somewhat inexpensive on Amazon

Get staff involved

You can still include staff who don't want to be on camera

Any questions?

Thank you for listening

Any questions?

