



# Heart It: Instagram Your Way to a Successful Library Social Media Presence



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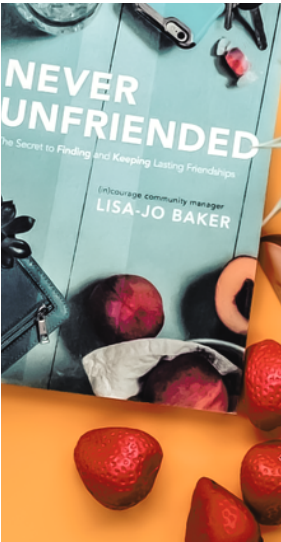
### know the platform posts, stories, and reels

Posts, stories, and reels each serve different functions and are utilized differently.

Posts - Permanent on your Instagram grid.

Stories - Displayed for 24 hours before disappearing. Can be highlighted (permanently saved) above your grid.

Reels - Short videos edited with various soundbites or music. They are also permanently on your page in a separate tab.



### know the platform be inspired by other accounts

Inspiration can come in many forms when you're creating content for Instagram. Viewing similar accounts can help you with your own ideas.

Following other library accounts and publisher accounts can provide you with plenty of bookstagram-worthy inspiration.

When looking for other accounts, follow those that have an appealing aesthetic that you can emulate.

### know the platform consider the aesthetics

Instagram is a very visual platform. The aesthetics of your Instagram will make a difference in whether people want to follow your account. Visually appealing images can attract a stronger following.

Consider how to balance creating unique content while keeping a visual cohesiveness from post to post.

Make posts visually intriguing with color and texture, while maintaining a consistent color palette.



### grow followers increase awareness with giveaways

Giveaways are a great way to increase traffic and raise awareness of your account among your student body.

In a giveaway, create requirements such as tagging friends, liking your profile, liking your post, or saving your post. This helps increase your follower number by creating a buzz around your Instagram.

One great way to get items for giveaways can be to ask for donations from campus departments or local businesses.



### grow followers tag others in your posts

Tagging relevant accounts in your post can help broaden your Instagram reach. This could include campus accounts, authors, or others who may engage with or share your content.

Other accounts can be tagged in posts, stories, and reels.

If any of your posts, stories, or reels feature one of your students, tag them for increased engagement.

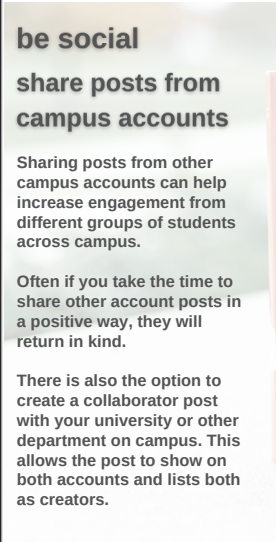


### grow followers relevant and authentic content

The key to engaging with your audience is to include content that is relevant to them.

Posting relevant content, such as mentioning a campus event or a pop culture reference, helps lend authenticity to your profile. It lets your audience know that you understand them and the content they engage with most.

People gravitate to those pages that relate well to them and their interests.

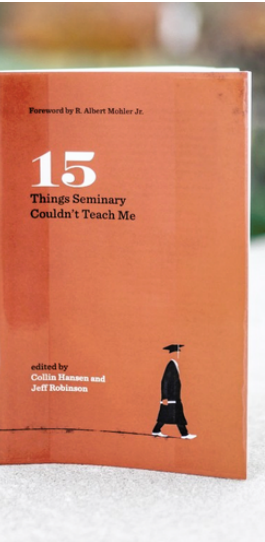


### be social share posts from campus accounts

Sharing posts from other campus accounts can help increase engagement from different groups of students across campus.

Often if you take the time to share other account posts in a positive way, they will return in kind.

There is also the option to create a collaborator post with your university or other department on campus. This allows the post to show on both accounts and lists both as creators.



### be social interact with followers

Interaction with your followers is key to relating to them and giving them an opportunity to interact in return.

Asking questions in posts, replying to student comments, liking student comments, and including interactive elements within stories are all great ways to engage with your followership.

You can think of your Instagram as an ongoing conversation, not merely pushing out information.



### be social hire a student worker

The best thing you can do to help engage and relate to students is to hire a student to run your Instagram!

This student doesn't need to be an expert in social media. They just need to know what will catch students' attention and provide relevant content.

Students know what other students enjoy seeing. Taking advantage of that perspective is a great way to create an Instagram account that truly reaches students.

