

# A Guide to Facebook for Libraries

---

**Zoe Vatter**  
**Peace Library System**  
**2016**

## ***Contents***

Getting Started .....	3
My library already has a Facebook page but I can't access it.....	3
Signing Up .....	3
Creating a Page .....	4
Basics .....	8
Adding Social Media Links to the Website.....	8
Add a Cover Photo .....	10
Edit your "About" section .....	11
Adding Hours.....	13
Create Page Username.....	14
Page Overview .....	15
Like, Comment, Share .....	16
Tab Overview .....	16
Page .....	17
Posts.....	17
How to Post.....	17
Scheduling Posts.....	18
What to Post .....	19
Library Aware.....	19

Followers.....	20
Messages .....	21
Turn Off.....	22
Notifications .....	22
Insights .....	23
Pages to Watch .....	24
Publishing Tools.....	26
Settings .....	26
Other Notes .....	27
Useful Links.....	27
Help.....	27
Tips.....	27

## Getting Started

### *My library already has a Facebook page but I can't access it.*

Unfortunately if a former library manager had already set up a page and it was linked to a personal account you cannot gain access so please follow the sign up steps below to create a new page. Part of Facebook set up steps includes claiming any old pages – however, if your library's page does not show up as a duplicate in this section after creating a new page, go to the old page and report as a duplicate so that it will be replaced with the new page. Part of the set up process includes setting up a personal account for the library (a “dummy” account) to prevent the likelihood of this happening again.

### Signing Up

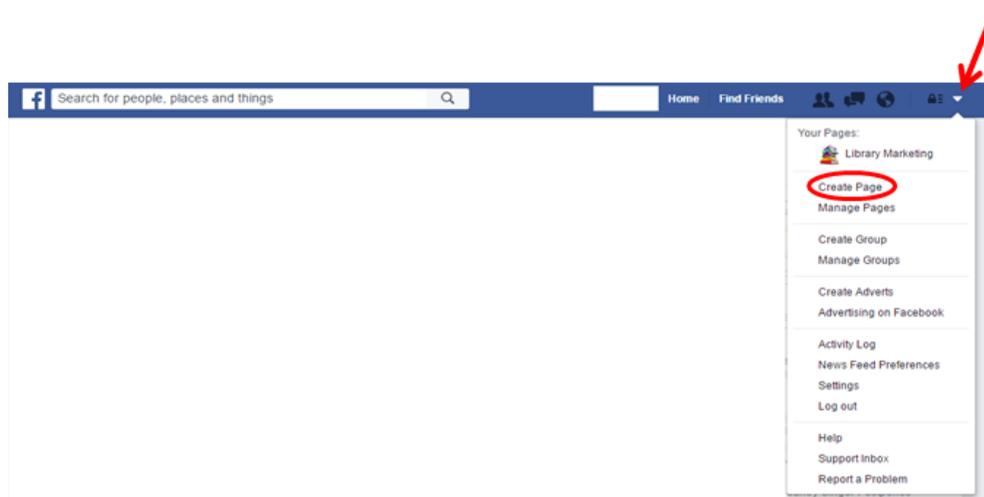
1. The first step is to go to <http://facebook.com> where you will find the following page. Do not sign in with your personal account if you have one. Create a new account using the sign up fields and the library's information to create a library profile.

**Why?** This prevents the page we are going to create from being attached to a personal account therefore will mitigate any chances of being locked out of the account.

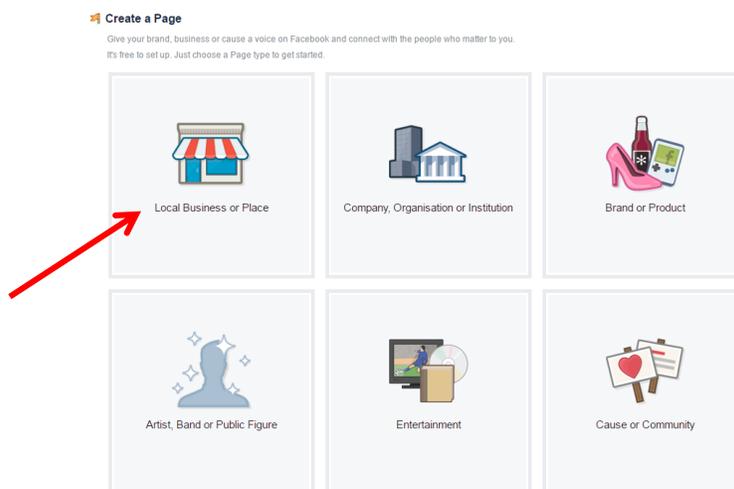
2. At the email address used a confirmation email will be sent. Press the link to finish setting up your account.

## Creating a Page

1. Next once the account is created it is time to create the page. In the top right hand corner next to the lock is an arrow. Click this and then “Create Page.” You do not want to create a group as pages are more accessible and are meant for community organizations.



2. Local Business or Place > Select Library from drop down and fill in your library information. Click “Get Started” to continue.



3. Next fill in the **About** fields.
  - a. Add additional categories – to search begin typing. Try “Community Centre” or any others you feel fit your library and the service offered.
  - b. Include a description of the services offered and city/town location.

- c. Then add your website link. It is highly recommended to make an easy Facebook address – try to use the same as the first part of your web address (before the .ab.ca).
- d. Select “Yes” to the final two questions.
- e. Press “Save Info” to continue.

### Set up Library Marketing

1 About
2 Profile Picture
3 Add to Favourites
4 Claim
5 Preferred Page Audience

Add categories, a description and a website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

Library ✕

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

\*Tell people what your Page is about..

Website (e.g. your website, Instagram, Twitter or other social media links)

Is Library Marketing a real establishment, business or venue?  
This will help people find this establishment, business or venue more easily on Facebook.

Yes  No

Will Library Marketing be the authorised and official representation of this establishment, business or venue on Facebook?  
This is a legally binding statement regarding the authenticity and representation of this Page.

Yes  No

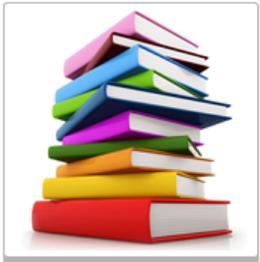
Need help?

Skip
Save Info

4. Now it's time for a profile picture! This can be changed at any time. I recommend using an image of the library. Then press “Next” to continue to the next page.

### Set up Library Marketing

1 About
2 Profile Picture
3 Add to Favourites
4 Claim
5 Preferred Page Audience

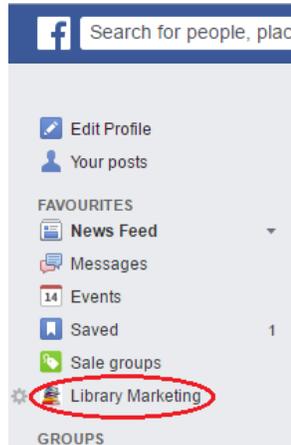


Upload from  
computer

Import from  
website

Next

5. The next option if you select it will make your page appear in the left sidebar of your profile log in page – this makes it easy to get to so I recommend turning it on. To do so just press the green “Add to Favourites” button.



6. The next page is important if your library previously had a Facebook page. This will list any that Facebook feels may be the same as yours. If any match check “Claim” and “I am authorized to represent these Pages.”
- a. If none of these pages match just simply press “Skip.”

 A screenshot of the 'Set up Library Marketing' page, specifically step 4: Claim. The page has a progress bar at the top with five steps: 1 About, 2 Profile Picture, 3 Add to Favourites, 4 Claim (highlighted), and 5 Preferred Page Audience. Below the progress bar is a paragraph of text: 'Library Marketing may have duplicate Pages on Facebook. You'll become the admin of Pages you claim, which means you can merge them together and manage your Facebook presence from one place. Claim these Pages if they belong to you:'. Below this text is a list of four library pages, each with a location pin icon, the page name, the number of likes, and a 'Claim' checkbox. The pages are: 'Market Harborough Library' (4 Likes(s)), 'New York Public Library - Jefferson Market', 'Market Bosworth Library', and 'Kevin's Toys & Library - Market! Market!' (2 Likes(s)). At the bottom left, there is a checkbox labeled 'I am authorised to represent these Pages.' At the bottom right, there are two buttons: 'Skip' and 'Claim Pages'.

7. This is one of the most important steps, choosing your target audience. This is one of the strengths of social media – being able to connect directly with the people you want. This can be changed at any time in the settings of the page.

- a. **Location** As a library an important factor is location. So set your location and choose a distance around depending upon how broad of an area your library serves. I recommend “everyone in this location” as people do not always reset their living locations on Facebook right away and a great audience for the library is newcomers to town.
- b. **Age** This is less important as the library is for everyone. So set the age minimum to 13 (this is the minimum age of a Facebook user). 65+ is the maximum age setting.
- c. **Gender** Set to all.
- d. **Interests** This is great for finding users and having Facebook suggest the page to people. Things like “books” and “reading” are great and can even be narrowed down by genre. Add as many as you want, tailored to the services like “Colouring Books” if you offer an adult colouring night. The “Browse” feature is very useful and after you select a few Facebook will have suggestions.
- e. **Languages** Leave blank or change if English will not be the main language used on the page.

**Set up Library Marketing**

1 About 2 Profile Picture 3 Add to Favourites 4 Claim 5 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations Everyone in this location

Canada

Grande Prairie, Alberta + 40 km

Include Add locations

Add Bulk Locations...

Age 18 - 65+

Gender All Men Women

Interests Search interests Suggestions Browse

Languages Enter a language...

The page set up is now complete! Your page is now live. Facebook will guide you through some basic functions of the page.

## Basics

### Adding Social Media Links to the Website

After the creation of your social media accounts please either email Emma Stewart with a link to your page for her to put it on your website or follow these steps to put it up yourself. It is very important that you have a link on your website to social media – this will help people who Google search and find the website first.

1. Go to: <https://developers.facebook.com/docs/plugins/page-plugin>

Facebook Page URL:

Tabs:

Width:

Height:

Use Small Header

Adapt to plugin container width

Hide Cover Photo

Show Friend's Faces

Preview:  Peace Library Syste...  Liked 168 likes

[Get Code](#)

2. Enter your Facebook page URL (this can be found by just simply going to your page and copying the address in the address bar).
3. Delete anything in the Tabs section.
  - a. However, you may put “timeline” if you wish to have your Facebook activity update here.
4. Width and Height – these values can be changed, recommended is width 275 and height 70.

5. Then choose the options by selecting and deselecting checkboxes to create the button you prefer to. The button refreshes with each change in real time.
6. Once you are happy with it press "Get Code"

Javascript SDK **Iframe** ✕

**Step 2:** Place this code wherever you want the plugin to appear on your page.

```

<iframe src="https://www.facebook.com/plugins/page.php?
href=https%3A%2F%2Fwww.facebook.com%2Fpeacelibrarysystem&tabs&width=275&height=70
&small_header=true&adapt_container_width=true&hide_cover=true&show_facepile=false
&appId" width="275" height="70" style="border:none;overflow:hidden"

```

7. Click IFrame and copy the whole code.
8. Go to your website content editor and create new "Side Content"
9. In the body section click source and paste your code. Do not paste it in the box without pressing source or it will only appear as text.

**Body:**

Source

Format Font Size A B I U abc X<sub>2</sub> X<sup>2</sup>

<iframe allowtransparency="true" frameborder="0" scrolling="no" src="//www.facebook.com/plugins



10. If you click off from Source you will see  in the body box. That is fine. Enter a title, select "no" to Display Title. Enter which side you wish the button to display on and where. Save when complete.

**Title: \***

**Display Title: \***

Should the title of this side content piece be displayed?

**Block Location: \***

**Block Weight: \***

Optional. On the side panel, the heavier items will sink and the lighter items will be positioned nearer the top.

Show summary in full view

Now you will see a Facebook button on the homepage prompting users to like the page and is clickable to get to the page.

---

### *Add a Cover Photo*

What is a cover photo? This is the picture that goes behind the profile picture. It adds extra personalization to the page.

To add a cover photo press the camera icon where it says “Add a Cover” then “Upload image.” Once an image is uploaded it can be dragged by clicking and holding over the image and moving it up, down or side to side.

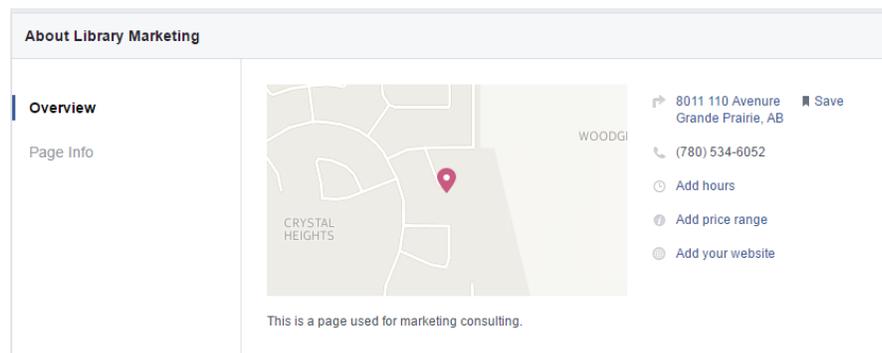


This is what the page will look like after adding one:



### *Edit your “About” section*

Click the “About” tab to get started editing. Here you can edit your website and description, add location information and hours of operation. The hours of operation is a great tool because Facebook makes it easy for viewers of your page to see if the library is open right now, or when the library will next be open.



This is what you will see when you view the overview. This information can be edited in the Page Info section.

PAGE INFO	
Category	Local Businesses: Library
Name	Library Marketing
Subcategories	Library
Username	Create Page @username
Address	8011 110 Avenue, Grande Prairie, Alberta T8V 3R4
Start date	Enter your start date
Hours	+ Enter hours of operation
Release Date	+ Enter a release date
Short description	This is a page used for marketing consulting.
Impressum	Input Impressum for your Page
Long description	Write a long description for your Page
Price range	+ Enter price range
Parking	+ Enter type of parking available
Phone number	(780) 534-6052
Email address	Enter your email address
Website	Enter your website
Official Page	Enter the official brand, celebrity or organisation your Page is about
Facebook Page ID	883909235052506

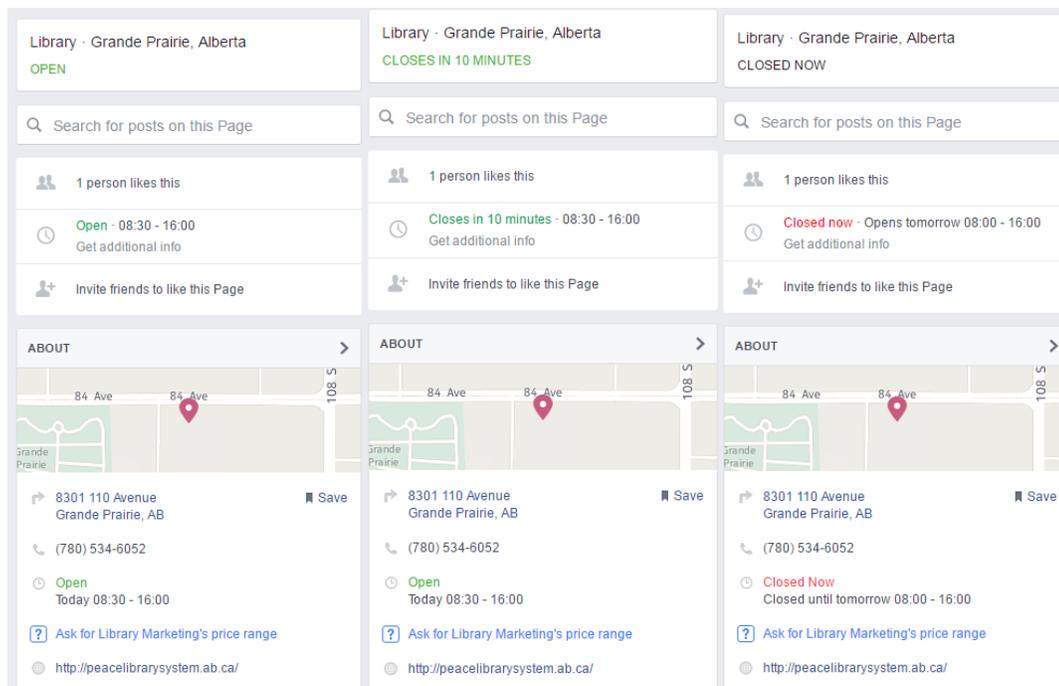
Address

8301 110 Avenue, Grande Prairie, Alberta T8W 6T2 [Edit](#)

Links that are blue just need to be clicked on to add but if something has already been entered and you wish to edit anything just hover your mouse over the section and an Edit button will appear.

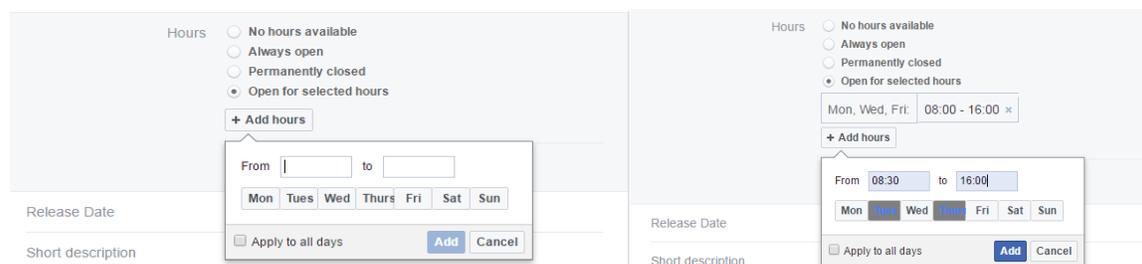
## Adding Hours

It is important to add the branch hours here so that visitors to your page can see when the branch is open. This is what viewers of your page will see (depending on time of day)



These notify when you are open, offers a warning when close to closing, also provide information when you are about to open and finally when the branch is closed. This provides easy reference for anyone viewing your page so it's important to update these and keep them up to date.

This can be done in the "About" section by clicking "Add hours." Click the days of the week that have the same hours and enter the times in 24hour format, then Add. Do not add hours on days you are closed as Facebook automatically does this for you. Only add the hours the branch is open. You will need to enter different hours on different days individually.



## Create Page Username

**You must have 25 page likes before Facebook will allow you to create one however the prompt will appear from the creation of the page – ignore until you have 25 likes.** If you do not have 25 likes you will receive a “This page is not eligible for a username” error message.

When the Page has 25+ likes you are able to create a username to do so:

Either under your page name you will find a prompt to Create Page @username or under the Page Info section in Settings you will see a Create Page @username section.

This makes it easy to advertise and promote the page. It makes the page easier to find. The username you pick will appear after the “https://facebook.com/” so a patron would just simply have to add the page name afterwards to find the page rather than searching. So for my example I would inform users to go to @librarymarketing1 and they would then go to <https://facebook.com/librarymarketing1>

Create Page username
×

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.



Library Marketing

@librarymarketing1

**Username** 17 / 50

@librarymarketing1
✓

Need help? Get tips on [choosing a username](#).

Cancel
Create Username

## Page Overview

The screenshot shows the Facebook page for Peace Library System. At the top, there are navigation tabs: Page, Notifications, Insights, Publishing Tools, Settings, and Help. The cover photo features a quote by Jorge Luis Borges: "I have always imagined that paradise will be a kind of library." The page has 171 likes and 44 post reach. A dropdown menu is open over the 'Like' button, showing options like 'View as Page Visitor', 'Add To Favorites', 'Create Event', 'Edit Page Info', 'Invite Friends', 'Write a Review', 'View Insights', and 'Create a Page'. The main content area shows a post about reading world history through YA fiction, with a link to a website and a collage of book covers.

The main page as displayed above has several key features you will notice on your page – the “Like” button, this is the engagement button visitors will use to follow your page. Beside it in the ellipses is a few options, with the exception of “View as Page Visitor” all these functions can be found in the main tabs. “View as Page Visitor” is useful if you wish to easily switch to public view to see exactly how visitors view the page, ensuring everything is how you want it.

## Like, Comment, Share



Under posts from other pages there are three buttons – Like, Comment and Share.

**Like** expresses your agreement or by hovering your mouse over it “reactions” appear and you can express a different emotion. Patrons can do this on your posts so is a great way of gauging reactions.

**Comment** is pretty straightforward – allows you to write a comment in reply.

**Share** this allows you to post the post onto your own Page to share with your audience as well.

The small box in the right hand corner should have your page image so you are responding as your page not the profile account it is linked to. If it is incorrect click and select the right account.

## Tab Overview



There are 5 main tabs for managing and editing the content on your Page and 2 others for settings and help. This section will just provide a summary of what is contained in each. Each has its own section in which the functions are discussed in further detail.

- **Page** this is the main page for your Facebook page. From here posts can be created and an overview of the page provided, similar to what your patrons will see.
- **Messages** if you have messages turned on in the settings (the default is on) any communication will appear here.
- **Notifications** any activity will appear here with a red number icon if there is anything new. This includes new page likes, comments or mentions.
- **Insights** this houses the main analytic tools for a Facebook page. This is excellent for gauging success of posts, tracking page likes and seeing how other pages are doing and their successes.

- **Publishing Tools** this is an overview of your posts, including basic analytical tools. Here any scheduled posts, drafts and advertisements will appear.

On the “Page” and “Publishing Tool” pages posts can be created and scheduled.

## *Page*

### *Posts*

#### *How to Post*

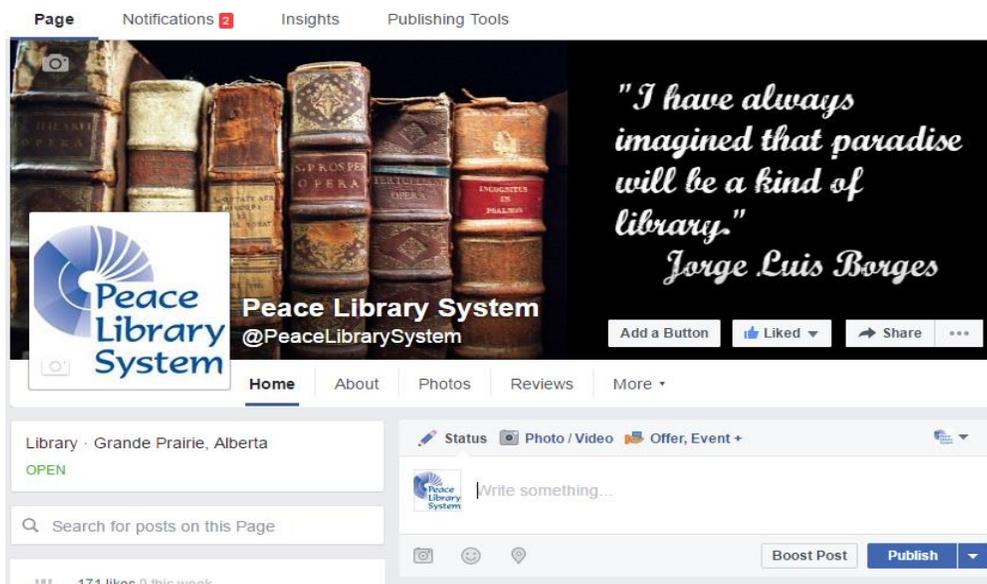
Posts can be created on the main Page page or in the Publishing Tools.



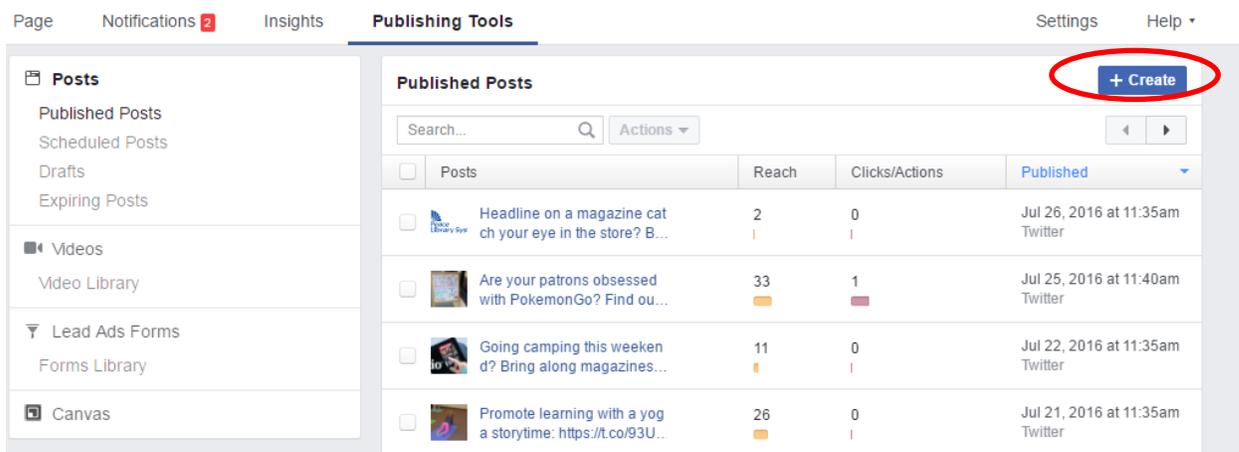
For creating a post on the Page field – simply click into the box with “Write something...” and type your post. A post can be composed of text, link, photo, or video. There is also a section to create an event or advertisement in the “Offer, Event +” tab. There are additional options along the bottom – add a photo, feeling or location.

**Boost Post** – this is a paid service that can be used for any important events or if you would like to reach a broader audience, for example gaining more followers.

**Publish** – next to Publish you can see an arrow. Pressing this will give you other options for when to publish the post. You can schedule it for a later date, backdate (not recommended) and save draft. Saved drafts and scheduled posts will appear in the Publishing Tools tab.



To create a post in the Publishing Tools tab pressing “+ Create” in the top right corner will open the same box as found on the main Page tab.



## Scheduling Posts

Consistency is important with social media but if you find yourself short of time or would like to schedule multiple posts for the same event Facebook has a great built-in tool. After creating a post

### Schedule Post

#### Publishing Schedule

##### Publication

Select a date and time in the future for when you want your post to publish.

7/26/2016 2:18PM UTC-06

#### Distribution Schedule

Stop News Feed Distribution

Cancel Schedule

simply click the arrow besides “Publish” > “Schedule”

Simply enter the date and time you would like it to be posted and then “Schedule.”

The Distribution Schedule will set a date when you wish your post to disappear off your News Feed. This is not recommended as even for events it's great for people to scroll back and see what types of programs the library puts on. This may be useful for job postings though, if you are using the Page for this as well.

### *What to Post*

The following is just suggestions of what to post, it is recommended to take a look at what other libraries in the Peace Library System and across the province and beyond are posting for ideas!

- New in the Branch – people, books, even fixtures!
- Photos/videos of events or of anything of interest
- Sharing posts from other libraries
- Encourage interaction through asking questions or soliciting comments
- Event announcements
- News – what is new with the library? New hours? New face? Membership fees?
- LibraryAware – share print items online as well.

Posts do not tend to stay on a person's News Feed for long, so for important events and upcoming news it may be prudent to post it about 2 – 3 times over a 3 – 4 week period so information is not lost. It does not hurt to do it more. Scheduling posts will make this easier. For example for an event – post a few weeks before, a week before, the day before and/or day of to remind people.

### *Library Aware*

Using LibraryAware is easy with social media. Simply add the account under the “Admin” tab > “Account Management” > “Social Accounts.” Follow the prompts to allow authorization for LibraryAware to post. For more on sharing a post to social media please reference the LibraryAware guide.

libraryAware Welcome, Zoe Vatter Peace Library System My Profile Help Log

Promotions Newsletters Subscribers Reports Admin

[Admin](#) > Social Accounts

**Account Management**

- Basic Settings
- Content Availability
- Organization Access
- Social Accounts**
- Opt-In Page Configuration

E-Resources

Image Management

System Activity

Template Management

Widget Settings

**Social Account Management** ⓘ  
Add or remove Twitter and Facebook accounts for promotion posts.

**Facebook Settings**

- Authorize LibraryAware to post to your Facebook pages.

Currently Authorized Facebook Pages

Peace Library System

## Followers

Followers or “Likes” on the page are your audience.

These will be the people reached by your posts. The best ways to get started is to announce it on your website and add onto your print material. Also encourage people to share your posts – this will gain more exposure.

“Like” contests are also great. Add an incentive like a giveaway for following a few steps. This engages readers of the Page and will expand your presence on Facebook.

**High Prairie Municipal Library**  
22 February · 🌐

Dr. Seuss  
Facebook contest:  
In celebration of Dr. Seuss's Birthday (March 2nd), we are holding a contest!  
To win a Dr. Seuss prize pack here is what you need to do:  
1. "Like" our Facebook Page(not just the post)  
2. "Comment" by filling in the blank from the quote below.  
3. "Share" our post

Write the missing words from this Dr. Seuss book quote in your comment:  
"I know it is wet and the sun is not sunny, but we can have \_\_\_\_\_"

All people who follow the three steps and have the correct quote answer will be put into a draw to be held on March 2nd. Good luck!



11 Top comments

24 shares

**High Prairie Municipal Library** Thanks to everyone who participated in our contest. We did the draw today and the winner is - Amber Lee Gautreau. Congratulations Amber, you can stop in and pick up your prize at the Library.  
Like · Reply · 2 March at 12:41

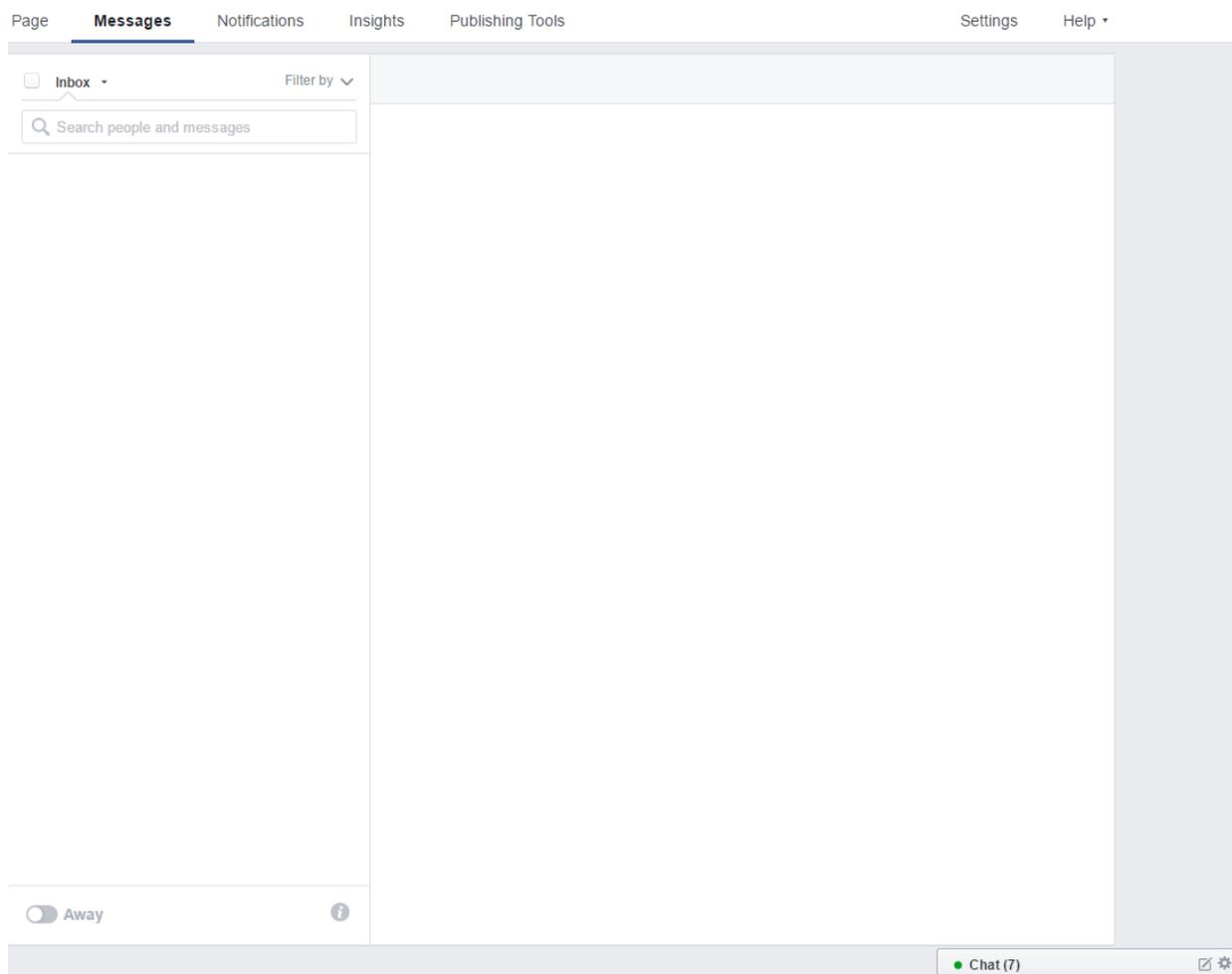
**High Prairie Municipal Library** Great to see responses already! Just a reminder that you need to also Like our High Prairie Municipal Library Page as well 😊  
Like · Reply · 1 · 22 February at 11:48

[View 18 more comments](#)

## Messages

Page **Messages** Notifications Insights Publishing Tools Settings Help ▾

If you can monitor your page daily or several times a day this is a tool to leave on for instant conversations with patrons. However, if you are planning on only checking the page a couple times a week or would rather patrons contact you by telephone or email, this can be turned off in Settings.



Messages will appear in the message tab or in the chat box in the right hand corner.

Typically replies within a few hours  
Message Now

Facebook will also advise visitors to your page with how long it takes to reply on the left side where the map and information is located. If messaging is turned on please check your page daily or several times a day. It is a good practice.

## Turn Off

To turn off messaging simply go to Settings > General > Messages > Edit and unselect the checkbox.

The screenshot shows the Facebook Page Settings interface. At the top, there are navigation tabs: Page, Messages, Notifications, Insights, Publishing Tools, Settings (highlighted), and Help. The left sidebar contains a list of settings categories: General, Messaging, Post Attribution, Notifications, Page Roles, People and Other Pages, Preferred Page Audience, Apps, Instagram Adverts, Featured, Page Support, and Activity Log. The main content area displays various settings with their current status and an 'Edit' link for each. A red arrow points to the 'Messages' setting, which is currently set to 'People can contact my Page privately.' The other settings include: Favourites (Page is not added to Favourites), Page visibility (Page unpublished), Page verification (Page has not been verified), Visitor posts (Anyone can publish to the Page, Anyone can add photos and videos to the Page), Reviews (Anyone can review the Page), News Feed audience and visibility for posts (The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off), Tagging ability (Only people who help manage my Page can tag photos posted on it), Others tagging this Page (People and other Pages can tag my Page), Country restrictions (Page is only shown to people in Canada), Age restrictions (Page is shown to everyone), Page moderation (No words are being blocked from the Page), Profanity filter (Set to strong), and Similar Page suggestions (Choose whether your Page is recommended to others).

## Notifications

The screenshot shows the Facebook Page navigation tabs: Page, Messages, Notifications (circled in red), Insights, Publishing Tools, Settings, and Help.

Any activity by other people will appear on this page. Clicking on a notification will bring you to the post so you can view in more detail and react if necessary.

On the left hand side is a brief overview – selecting any of the options will filter the notifications. Here we have 2 comments and 4 shares that have not been seen. Clicking Comments will bring us to any comments made on the page.

Requests may sometime have a notification beside it – this is someone requesting more information on the Page.

Page **Notifications** Insights Publishing Tools Settings Help ▾

**Notifications** 2

All  
Likes  
Comments (2)  
Shares (4)  
Other

Activity  
Requests

Get More Likes See Likes

**Boost Your Page for \$67**  
Reach even more people in Grande Prairie  
[Promote Page](#)

Invite Friends  
Share Page

**Let People Find Peace Library System**  
Use a Get Directions button to lead them directly to 8301 110 Street.  
[Promote Local Business](#)

**Get Clicks to Your Website**  
Get the people you care about to visit your website  
<http://www.peacelibrarysy...>  
[Promote Website](#)

**All Notifications**

Select All | Clear Selection [Mark All as Read](#)

**JULY 15**

 Kerri Danner mentioned Peace Library System in a comment. [🔗](#)  
Jul 15

**JULY 14**

 Vera Boettger likes your link: "Is your child a fan of graphic novels?..."  
Jul 14

**JULY 5**

 Savanna Municipal Library shared Peace Library System's link. [🔗](#)  
Jul 5

**JUNE 23**

 Sharon Lavoie and Doug Olafson like Peace Library System.  
Jun 23

**JUNE 21**

 Shortgrass Library System likes your link: "Eat up! 5 public libraries' successful..."  
Jun 21

**JUNE 9**

 Shortgrass Library System shared Peace Library System's link: "Great collection o..."  
Jun 9

**JUNE 6**

 Shortgrass Library System and Parkland Regional Library shared Peace Library Sy...  
Jun 6

 Yellowhead Regional Library likes your link: "Our congratulations to the 2016 Alberta..."  
Jun 6

## Insights

Page Messages Notifications **Insights** Publishing Tools Settings Help ▾

Insights is the Facebook analytical tools for monitoring how your page and posts are doing and monitor any interaction with the page. This guide will not go into much detail into this section, however, it is worth checking on and monitoring posts which have high engagement and reach (the two right hand columns). There is a legend of what each bar colour means right above. Things to watch are conveniently laid out in the top six boxes, with the 5 most recent posts above.

Page Notifications **Insights** Publishing Tools Settings Help

**Overview**

- Promotions
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- People
- Local
- Messages

**Page Summary** Last 7 days Export Data

Results from Jul 20, 2016 - Jul 26, 2016 Organic Paid

**Actions on Page** July 19 - July 25

We don't have data to show you this week.

**Page Views** July 19 - July 25

1  
Total Page Views ▼80%

**Page Likes** July 19 - July 25

We don't have data to show you this week.

**Reach** July 19 - July 25

99  
People Reached ▲18%

**Post Engagements** July 19 - July 25

5  
Post Engagement ▼29%

**Videos** July 19 - July 25

We don't have data to show you this week.

**Your 5 Most Recent Posts**

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/26/2016 11:35 am	Headline on a magazine catch your eye in the store? Borrow it on			2	0	<a href="#">Boost Post</a>
07/25/2016 11:40 am	Are your patrons obsessed with PokemonGo? Find out more abo			33	1	<a href="#">Boost Post</a>
07/22/2016 11:35 am	Going camping this weekend? Bring along magazines usina Zinio			11	0	<a href="#">Boost Post</a>

### Pages to Watch

One great function of Facebook Insights is the ability to watch how other pages are doing. Follow other libraries in the PLS region or anywhere. The far right column is an easy way to see how successful posts have been.

**Pages to Watch**  
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) ■ Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Grande Prairie Public Lib...	2.2K 	▲0.5%	5	27 
2  Peace River Municipal Li...	715 	▲2.3%	10	76 
3  High Prairie Municipal Li...	402 	0%	1	1 
4  High Level Municipal Libr...	187 	0%	3	9 
YOU 5  Peace Library System	171 	▲0.6%	5	0 

**Suggested Pages to Watch**

+  Grande Prairie Regional ... Learn, Explore, Research	654 			<a href="#">Watch Page</a>
+  Montrose Cultural Centre MCC is home to the Grande Prair...	590 			<a href="#">Watch Page</a>

[See More Suggested Pages](#)

If you see that a particular page has done well and you are curious about what they have been doing so well – click on the name and a pop-up will appear with the top page posts. This is a great way to get ideas on what type of posts have been working for other libraries and implement on your own page.

This week's top posts from Peace River Municipal Library

**Peace River Municipal Library**  
July 26 at 3:33pm · 🌐

Oh this is a good one --- what did you get? I got Historical Fiction.



**What Type Of Book Reflects Your Personality?**  
When it comes to your personality, are you a little bit of a thrill seeker like a great Mystery Series or are you lost in your own Galaxy like the Science Fiction Novel? Take the quiz and find out what genre of book reflects your...  
BOOKISHBUZZ.COM

👍 2      5 Comments

Like   Comment   Share

**Peace River Municipal Library**  
July 23 at 3:00am · 🌐

## Publishing Tools

Page Messages Notifications Insights **Publishing Tools** Settings Help ▾

Publishing Tools are discussed in detail in the **Posts** section of this guide.

## Settings

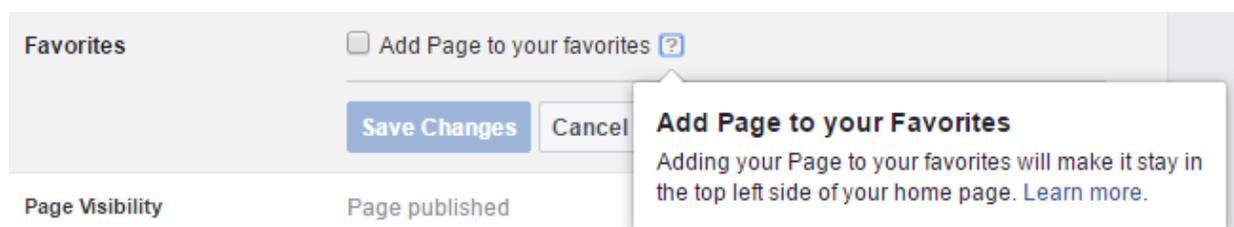
Page Messages Notifications Insights Publishing Tools **Settings** Help ▾

Most of your settings were set up when doing the initial set up process but if you feel the need to change anything this is the place to do so.

Page Notifications Insights Publishing Tools **Settings** Help ▾

<b>General</b>	<b>Favorites</b>	Page is not added to Favorites	Edit
Post Attribution	<b>Page Visibility</b>	Page published	Edit
Notifications	<b>Page Verification</b>	Page is not verified	Edit
Page Roles	<b>Visitor Posts</b>	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit
People and Other Pages	<b>Reviews</b>	Anyone can review the Page	Edit
Preferred Page Audience	<b>Audience Optimization for Posts</b>	The ability to select a preferred audience and restrict the audience for your posts is turned off	Edit
Apps	<b>Messages</b>	People cannot contact my Page privately.	Edit
Instagram Ads	<b>Tagging Ability</b>	Other people can tag photos posted on my Page.	Edit
Featured	<b>Others Tagging this Page</b>	People and other Pages can tag my Page.	Edit
Page Support	<b>Country Restrictions</b>	Page is visible to everyone.	Edit
Activity Log	<b>Age Restrictions</b>	Page is shown to everyone.	Edit
	<b>Page Moderation</b>	No words are being blocked from the Page.	Edit
	<b>Profanity Filter</b>	Set to medium	Edit
	<b>Similar Page Suggestions</b>	Choose whether your Page is recommended to others	Edit
	<b>Post in Multiple Languages</b>	Ability to write posts in multiple languages is turned off	Edit
	<b>Comment Ranking</b>	Most relevant comments are shown for my Page by default.	Edit
	<b>Content Distribution</b>	Downloading to Facebook is allowed.	Edit
	<b>Download Page</b>	Download Page	Edit
	<b>Merge Pages</b>	Merge duplicate Pages	Edit
	<b>Remove Page</b>	Delete your Page	Edit

Any of these can be modified by simply selecting Edit on the right hand side. This will bring up a box to edit the fields. For each setting where it is not immediately apparent about what it does will have a little icon with an “?” – hovering over with your mouse or clicking will bring up more information.



## ***Other Notes***

- Consistency and keeping on top of it. If your library is going to have a social media page it is vital that you keep it up, posting at least once per week.
- Also lesser known sites are fine – just make sure it is linked on all your other social media pages and the website.
- Tons of resources for ideas and more tips – just have to google “[social media] for libraries” if the medium exists someone has written a post about it!
- Pay attention to your statistics try to grow them!
- Word of the day – Pick a day of the week – encourage interaction “use it in a sentence” “replace a word in a book title”

## ***Useful Links***

### *Help*

Any questions not covered in this Facebook has a great help community.

<https://www.facebook.com/help/>

### *Tips*

[Facebook Tips for Libraries](#)