

# #InstaAwesome

## The Keys To Success on Instagram

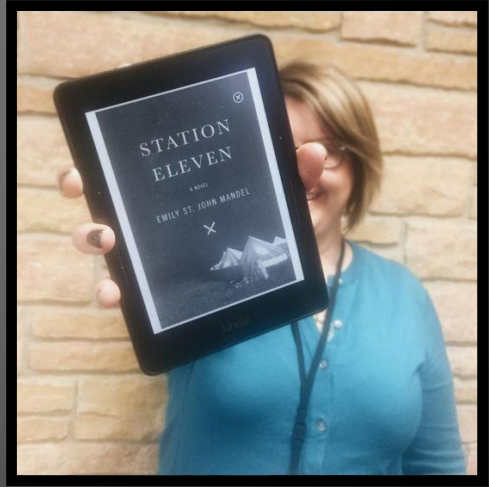


# Team Approach





# Team Approach



# Scope and Guidelines



People - The human side of HCL, including staff, patrons and volunteers

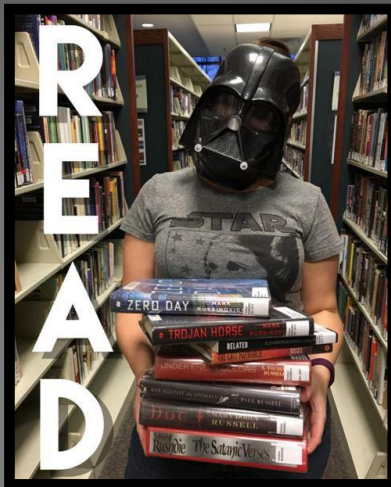


# Scope and Guidelines



Places and Spaces - Artful photos of spaces or unique building features

# Scope and Guidelines



Local Take and Participation -  
How the HCL branches participate in  
local and global #hashtag events  
and initiatives

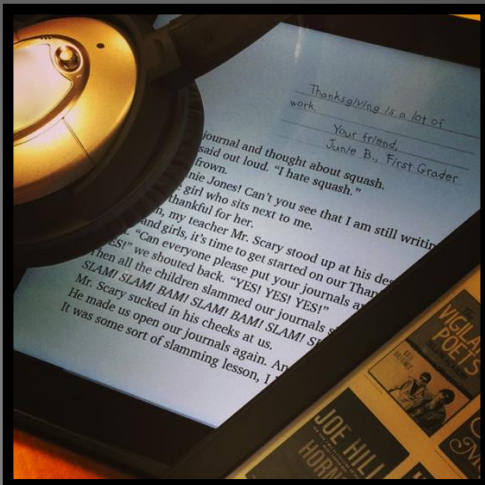
# Scope and Guidelines



Events and Programs - Especially photos depicting audience engagement. Limit to one Instagram post per event.



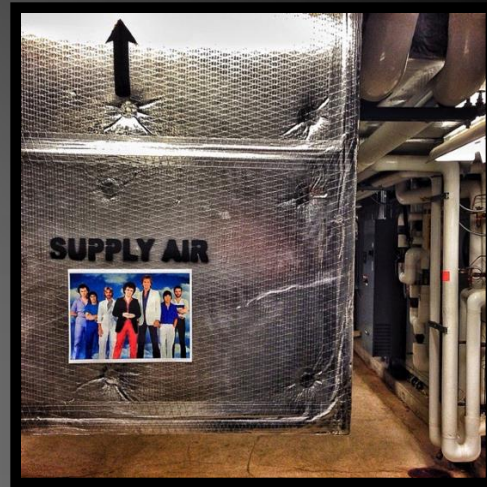
# Scope and Guidelines



Resources and Services -  
Examples of what the library  
offers in person and online

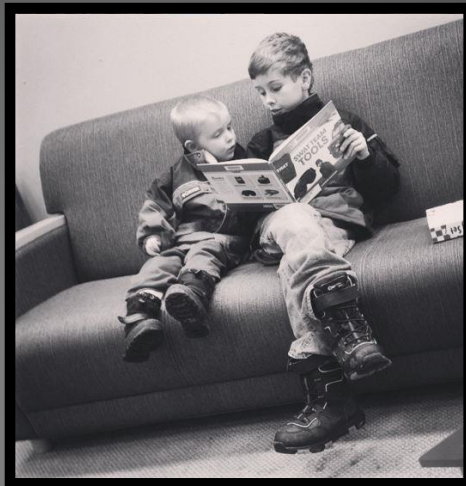
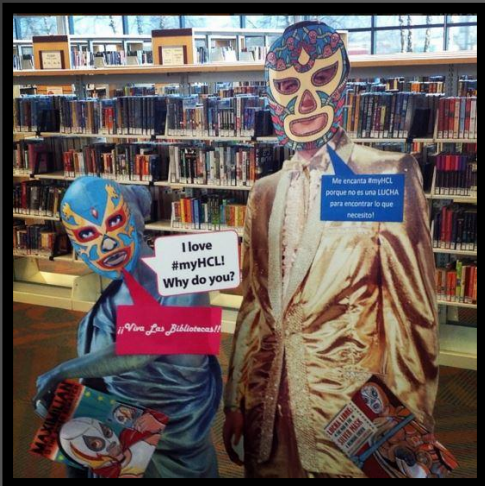


# Scope and Guidelines



Behind the Scenes - the secret spaces of HCL.

# Scope and Guidelines



Contests and Questions -  
Planned, system-wide or social  
media events developed to increase  
patron engagement



# Scope and Guidelines



Reposts (Instagram posts by patrons)- A great way to find action shots and shots of kids.

# Scope and Guidelines



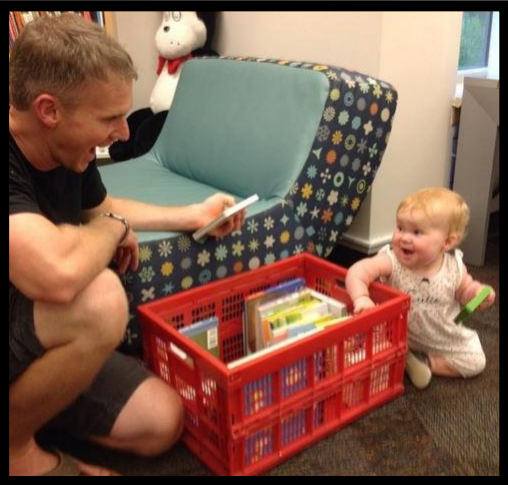
15.  
You who think I find words for everything,  
and you for whom I write this,  
how can I show you what I'm barely  
coming into possession of, invisible luggage  
of more than fifty years, looking at first  
glance like everyone else's, turning up  
at the airport carousel  
and the waiting for it, knowing what nobody  
would steal must eventually come round—  
feeling obsessed, peculiar, longing?

## Images to Avoid -

- Non-library events or things outside the library
- Book displays, Bulletin boards, Posters
- Text-only, non-images
- HCL Friends only events and programs



# Keeping it Sustainable



# Keeping it Sustainable



shereader  
Roosevelt Library

FOLLOW

13 likes

28w

shereader So I just discovered myself on the Homework Help handout for @hclib -- yes I knew they were taking pictures, but I had no idea when and where they would use the images #worksurprises

unky\_weaz You're famous!

♥ Add a comment... ○○○





# Keeping it Sustainable



43 likes

36w

hclib Come find the library's booth at Pride today! #hclpride ^hw #Repost @library\_nerdette with @repostapp. ...


Great day working the booth at #tcpride! So much love and acceptance to be had! #lovewins #lovemyjob #librarylove @hclib

♡ Add a comment...



# Keeping it Sustainable



 queenie\_von\_curves



hclib  
Hennepin Coun...

FOLLOWING

92 likes

25w

hclib Yes, seriously 😊

#MinneapolisCentralLibrary ^br

...

#Repost @queenie\_von\_curves ...

Seriously #hennepincountylibrary? #petpoo

#thingsyoufindinalibrary #libraryfun

#12yearoldboyhumor

jaersh 🍷

brimbanklibraries 😊

davpublib Awesome.

sfplbookarts Perfect!

lloyddiane9 hahaha



Add a comment...





# Keeping it Sustainable



hclib  
Hennepin Coun...

FOLLOWING

41 likes

12w

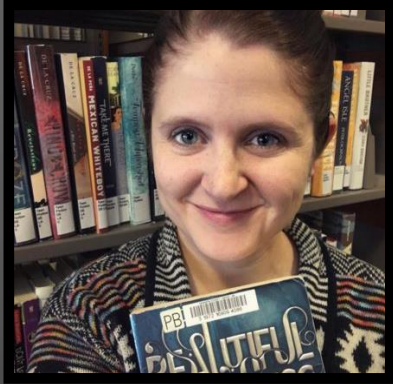
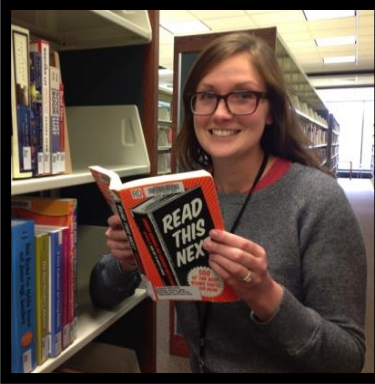
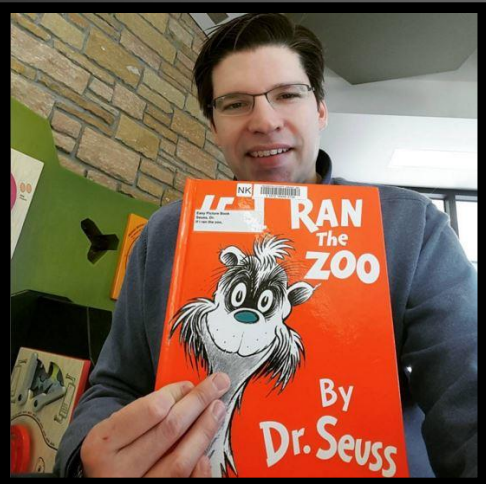
**hclib** The Young People's service at Minneapolis Public Library started in 1938 in a corner of one of the open shelf rooms. In 1947 it expanded to a specially designated room for 15 to 20-year-olds. That year, the library's first television set (pictured) was placed in the room, becoming one of its most popular features. Despite the success of directly serving teens, the demands for space at old Main led to discontinuation of the service and repurposing of the space in 1958. When the Central Library opened in 1961 there was no YA space. That changed in 2006, when Teen Central opened in the new (current) [#MinneapolisCentralLibrary](#). ^bd [#HCLhistory](#) [#tbt](#) [#throwbackthursday](#) [localwisejobs](#) Wonderful



Add a comment...



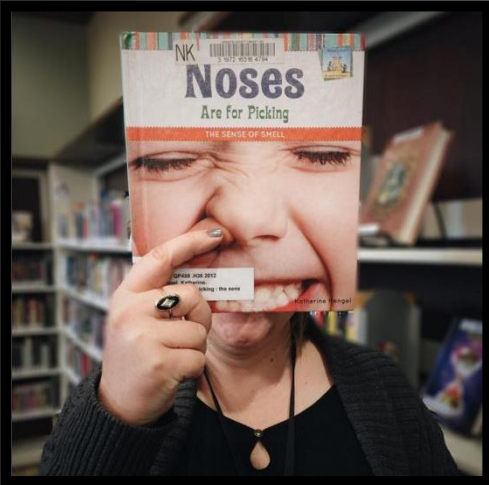
# Instagram Coaches



Did you do the Instagram post today? Great image of the six word memoir. Can you add to the caption? I think people would really like to hear the story behind this photo. Is this a display at the library? Can others come to write their own? Was this found in a book? Let me know if you want any help. I did edit the caption to include your library's hashtag. Thanks for doing Instagram!



# Coaching



# Anatomy of a Post



hclib  
Roosevelt Library

45 likes

13w

hclib Play at the #RooseveltLibrary! When parents and children #PlayTogether, they're building important background knowledge. Playing with creative open-ended building materials is a great way to build math, science and engineering capacities for your child. #STEM #WHPthelittlethings ^br & ls

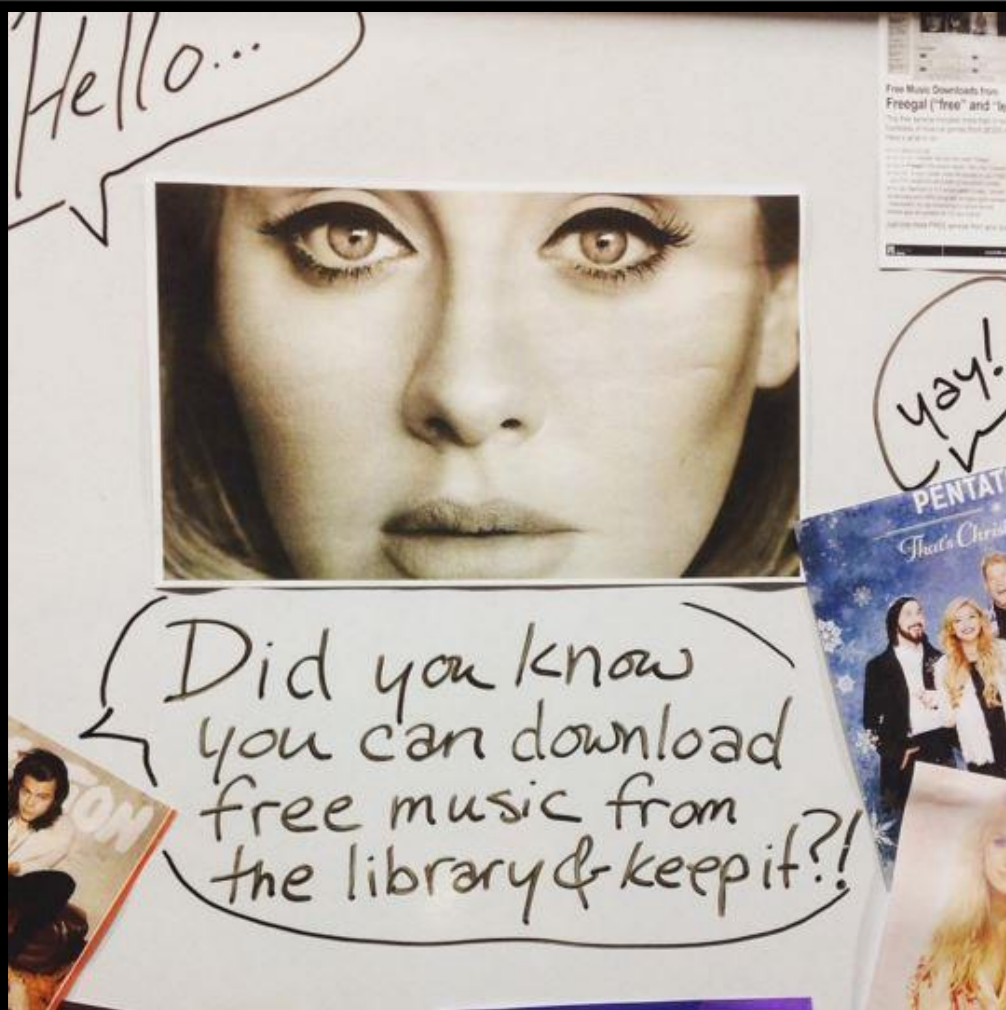


Add a comment...





# Anatomy of a Post



**hclib**  
Plymouth Library

**FOLLOWING**

60 likes

9w

**hclib** Hello...get FREE music to download and keep forever! Go to hclib.org, click on the website tab, and search for "Freegal." #hennepincountylibrary #plymouthlibrary #mpls #library #librariesofinstagram ^jvk jv

**princetonpl** Oh nooooo, now the song is in our heads, again! ;o)

**marylizmpl** I did NOT know that. Cool!

**everyday\_artseeker** Yoooo that's awesome !!!!

♡ Add a comment...



# Tools- Instagram

[www.hclib.org](http://www.hclib.org)



BEFORE



AFTER



Hennepin  
County  
Library



# Tools- Hipstamatic

[www.hclib.org](http://www.hclib.org)



BEFORE



AFTER



AFTER



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# Tools- PicTapGo

[www.hclib.org](http://www.hclib.org)



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# Tools- Layout and Other Collage Apps





# Tools- VSCO

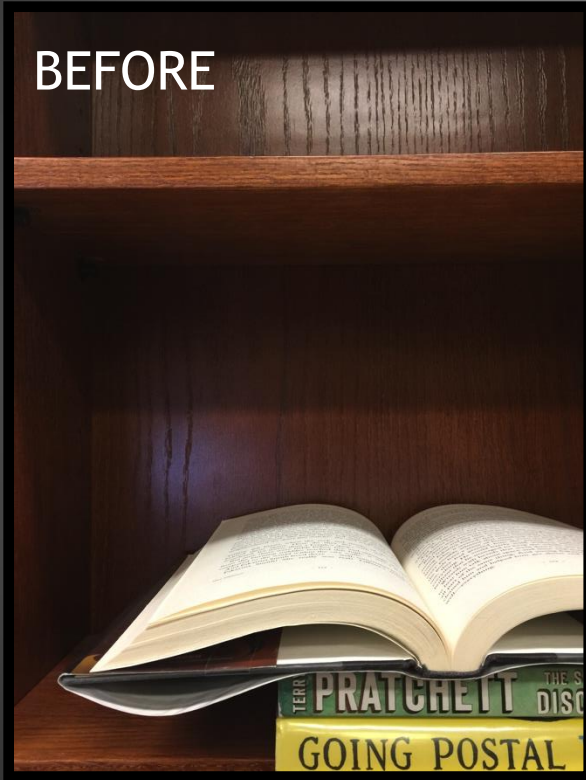
[www.hclib.org](http://www.hclib.org)



Hennepin  
County  
Library

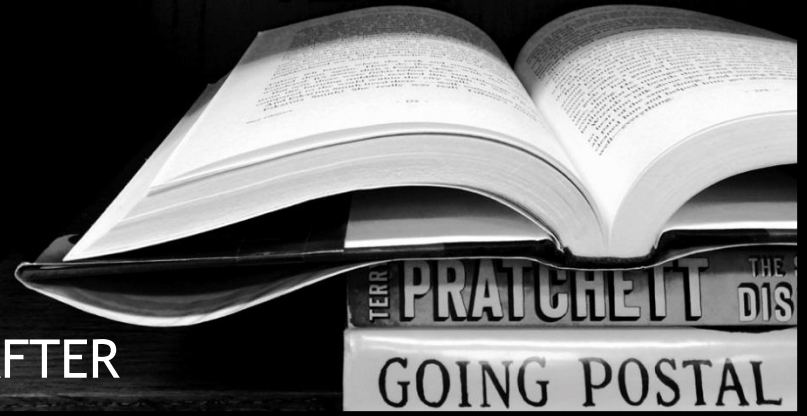
# Tools- VSCO & Over

BEFORE



The trouble with having an open mind, of course, is that people will insist on coming along and trying to put things in it.  
- Terry Pratchett

AFTER





# Tools- VSCO & Big Lens



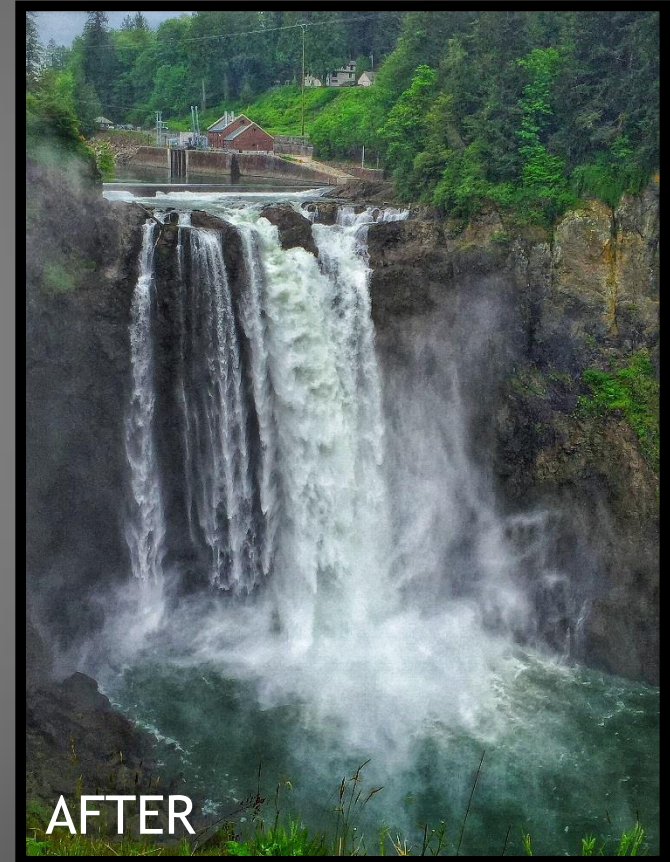
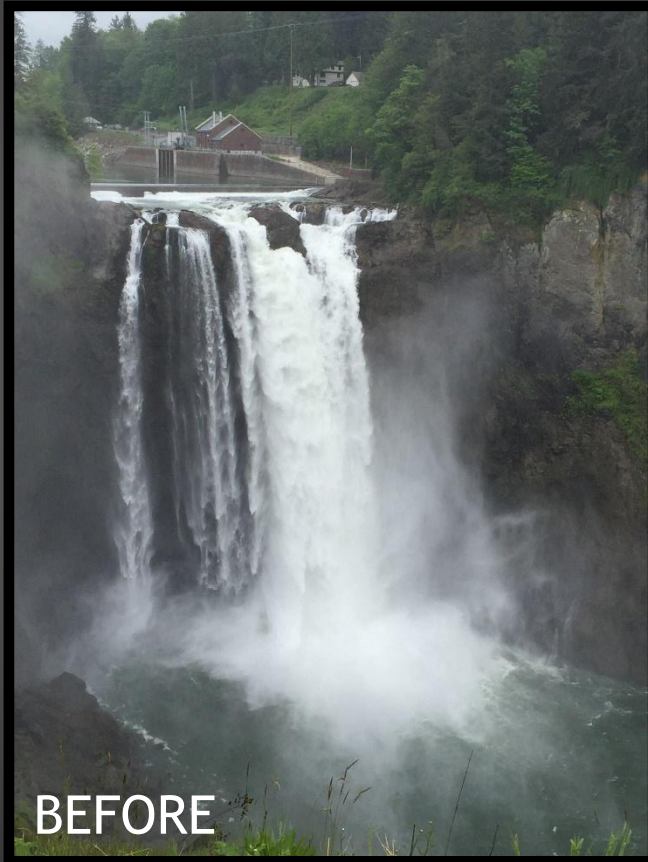
BEFORE



AFTER

# Tools- Snapseed

[www.hclib.org](http://www.hclib.org)



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Library





# Video - Boomerang

[www.hclib.org](http://www.hclib.org)



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***UP, UP, AND AWAY***

# Video - Tempo

[www.hclib.org](http://www.hclib.org)



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**Library**





# Video - Stop Motion Studio

[www.hclib.org](http://www.hclib.org)



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# Video - Stop Motion Studio

[www.hclib.org](http://www.hclib.org)



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# Video - Hyperlapse

[www.hclib.org](http://www.hclib.org)



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# Video - Tempo

[www.hclib.org](http://www.hclib.org)



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# #Questions?



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