#InstaAwesome

The Keys To Success on Instagram
Team Approach
Team Approach
People - The human side of HCL, including staff, patrons and volunteers
Places and Spaces - Artful photos of spaces or unique building features
Local Take and Participation - How the HCL branches participate in local and global #hashtag events and initiatives
Events and Programs - Especially photos depicting audience engagement. Limit to one Instagram post per event.
Resources and Services - Examples of what the library offers in person and online
Behind the Scenes - the secret spaces of HCL.
Contests and Questions - Planned, system-wide or social media events developed to increase patron engagement
Reposts (Instagram posts by patrons)- A great way to find action shots and shots of kids.
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
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_wcaz You're famous!
Keeping it Sustainable

hclib: Come find the library's booth at Pride today! #hclpride #lw #Repost @library_nerdette with @repostapp.

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

@queenie_von_curves

Fiction

Pet - Poo

24

92 likes

hclib Yes, seriously 😊
#MinneapolisCentralLibrary ⬤br ⬤
...
#Repost @queenie_von_curves ⬤...
Seriously #hennepincountylibrary? #petpoo
#thingsyoufindinalibrary #libraryfun
#12yearoldboyhumor

jaesh 🤓
brimbanklibraries 😊
davpublib Awesome.
sfplbookarts Perfect!
lloydiane9 hahaha

Add a comment...
Keeping it Sustainable

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. #HCLhistory #tbt #throwbackthursday 
localwisejobs Wonderful
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

[Image of a man and a child playing with colorful plastic toys on a table.]

hclib
Roosevelt Library

45 likes

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 & Is
Did you know you can download free music from the library & keep it?!
Tools - Instagram

BEFORE

AFTER
Tools - Hipstamatic

BEFORE

AFTER

AFTER
Tools - PicTapGo

BEFORE

AFTER

AFTER
Tools- Layout and Other Collage Apps
Tools- VSCO

BEFORE

AFTER
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
Tools- VSCO & Big Lens

BEFORE

AFTER
Tools - Snapseed

BEFORE

AFTER
Video - Boomerang
UP, UP, AND AWAY
Video - Tempo
#Questions?

Becky Rech  
brech@hclib.org  
Twitter: @shereads

Heather Wambach  
hwambach@hclib.org  
Twitter: @hevwm