

Social Media Made Simple

Tips, Tools & Tricks for Libraries of Things



Presented by Aneka Rao, Income and Partnerships Manager



Learning Outcomes

- Create posts that get attention and “positive” engagement
- Identify 1–2 social-platforms to focus on
- Use free tools (or free tiers) to help with creation of visuals, schedule posts, and measure basic impact
- Develop a simple workflow for creating and posting content for you and rest of team/ volunteers
- Understand how to reuse and repurpose content for impact

Quick Poll

How many of
you post to
social media at
least once a
week?





Why Social Media matters:

Choosing the Right Social Media Platform

Selecting the appropriate social media platforms is crucial for your outreach.

Consider your audience and goals to ensure you're effectively reaching and engaging your target community.

Who is your audience?

What platforms do they use?


How much time do you have?

What do you want to accomplish?

Post Writing Framework

- **Hook**
- **Message**
- **Visual**
- **Call to Action**
- **Bilingual**

Examples:



The image shows a woman with long brown hair, wearing a purple hoodie, holding a red electric weed burner. She is standing in front of a chalkboard. The chalkboard has colorful drawings and text, including "NEWPORT", "Open 10-4 Mon-Sat", "pairsun everyday", "Thursday", and a speech bubble that says "BENTHYG IT!".

remake_newport

remake_newport We're excited to announce that Remake Newport now has an electric weed burner available for loan! If you're looking for an eco-friendly solution to manage weeds in your garden, this tool is perfect for the job.

At RE:MAKE Newport, we're committed to making tools like this more accessible and affordable for our community. Check out our lending library and borrow what you need to get your garden looking great without the hassle of purchasing expensive tools.

<https://remakewport.benthyg.cymru/product/2069>
#SustainableLiving #WeedBurner #LendingLibrary #benthygcymru #ecofriendly #gardeningtools

37 w

welshstitchwitch Maxims, you are so cool 🍷

37 w Reply

3 comments from Facebook

Liked by borrowdontbuy and 34 others

22 March

Add a comment... Post

lore/tags/benthygcymru/?hl=en-gb



benthyg
Wales, UK



benthyg Bilingual post - English below 🇬🇧 Ymunwch â ni i ledu'r mudiad benthyg! Erwch un eitem hoffech chi ei fenthyg yn lle prynu? Rhannwch isod!

[#LlyfrgellPethau](#) [#CymruGynaliadwy](#) [#EconomiGylchol](#)
[#BenthygNidPrynu](#) [#BenthygCymru](#)

Join us in spreading the borrowing movement! What's one item you'd love to borrow instead of buy? Share below!

[#LibraryOfThings](#) [#SustainableWales](#) [#CircularEconomy](#)
[#BorrowDontBuy](#) [#BenthygCymru](#)

Edited · 6w · See translation

[View insights](#)

[Boost post](#)



Examples:



remake_newport

remake_newport This 86 year old Teddy came into our repair cafe feeling a bit deflated! 🥲🥲
Luckily our sewing team were able to rush him into our teddy bear hospital and following some pretty major surgery they have fully revived him! 😊👍👉👈

It was National Teddy Bear Day this week and we see that John Lewis have launched a teddy bear repair service.

We wanted to let you know that we also have a teddy bear repair service, but at ours it's pay as you feel and you get a cuppa and a chat with our lovely volunteers! 🍵

Edited · 12 w

welshstitchwitch I was surprised at the condition of his fur for such an old gentleman. ❤️
12 w Reply

10 comments from Facebook

♥️ 💬 🗑️ 📌

Liked by **repaircafewales** and 98 others
11 September

😊 Add a comment... **Post**

Key Tips & ideas for creating and using images

- Use natural light whenever possible; shoot near a window
- Ensure items are reasonably clean etc.
- Ensure photos are clear and in focus
- Shoot both portrait & landscape formats for various platforms
- Take multiple shots for later flexibility if you can

Ideas for images/ videos

- Item “in action” with or without a person in the photo/ video
- A person onsite “borrowing item/ bringing it back”
- Staff/ volunteers prepping for busy day of borrowing –inc. pile of items
- Borrower review screenshot next to item borrowed/ item in action
- Staff/ volunteers doing maintenance/ PAT testing items
- Lot open and ready to welcome borrowers
- New item alerts
- Special offer alerts

Always ask permission!

Always ask peoples permission prior to taking photograph/ video footage and get permission to use in marketing materials and online social media etc.

Top Tip:

Develop a “content pool” or bank of visuals/text to draw from



Top Tip:

**Build content creation into your
daily routine**

Examples



llanilot



llanilot 🌟 Visitor Success Story from Red Kite Caravan Park! 🌟

We had a lovely visitor pop into the Library of Things this afternoon. They are staying with [@redkitecaravanholidays](#) for a few weeks and were in desperate need of a wheel chair to borrow. They heard about the 'Library of Things' and popped in to see if we were able to help. They were overjoyed when they saw not one, but two wheel chairs available! 🥰

We are genuinely happy that we could help them out on this occasion and make their visit more comfortable and enjoyable! 🧡

[#RedKiteCaravanPark](#) [#CommunitySupport](#) [#llanibraryofthigns](#)
[#AccessibilityMatters](#) [#HappyGuests](#)

72w



4 likes

July 23, 2024

Examples



**HOW TO HAVE AN
ANTI-CAPITALIST
CHRISTMAS**

Examples



Creating/ using a content Calendar



Free and low-cost tools to save time

- Scheduling tools like Buffer and Hootsuite
- Analytics tools to measure engagement and reach
- Content creation tools such as Canva and Adobe Spark



 **benthyg and diwrnodshwmaesumae**
Wales, UK

 **benthyg** Diwrnod Shwmae Su'mae Hapus! 🇬🇧
Pan ti ond yn piciaid allan am dorth o fara... a st

Wrth ymweld â'ch Llyfrgell Pethau leol heddiw...
dddefnyddio'r Gymraeg! Benthyg – mae e jest b

Happy Shwmae Su'mae Day! 🇬🇧

When you just pop out for a loaf of bread... and

When visiting your local Library of Things today,
using Welsh. Borrowing, it's just what we do!

[#ShwmaeSumae25](#) [#Shwmae](#) [#ShwmaeSumae](#)
[#BenthygCymru](#)[#DiscoverWales](#) [#WelshLangua](#)
[#LanguageLearning](#) [#Cymru](#)

8w See translation

 **angharad_griff_** @bledd_wms 🇬🇧

8w 1 like Reply

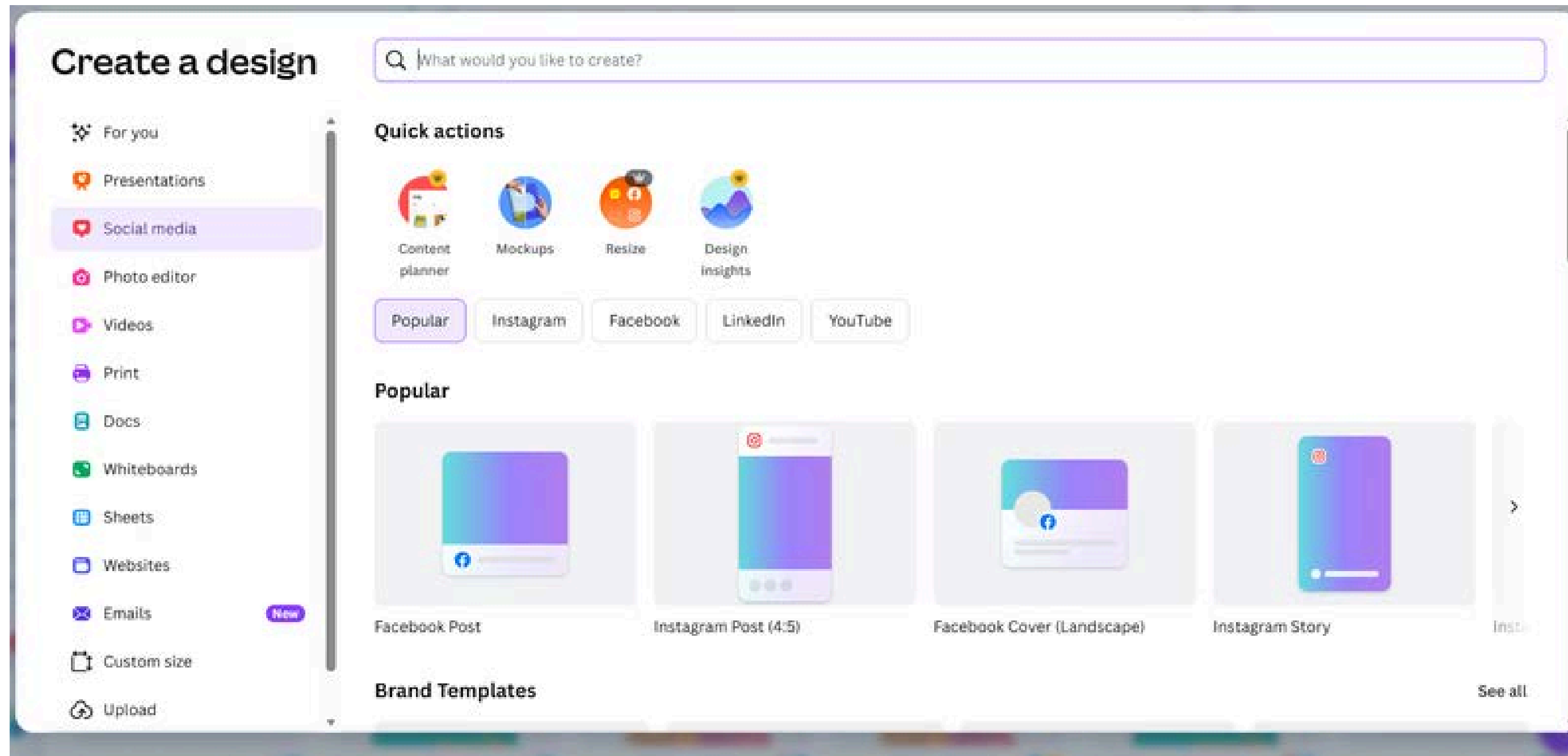
[View insights](#)

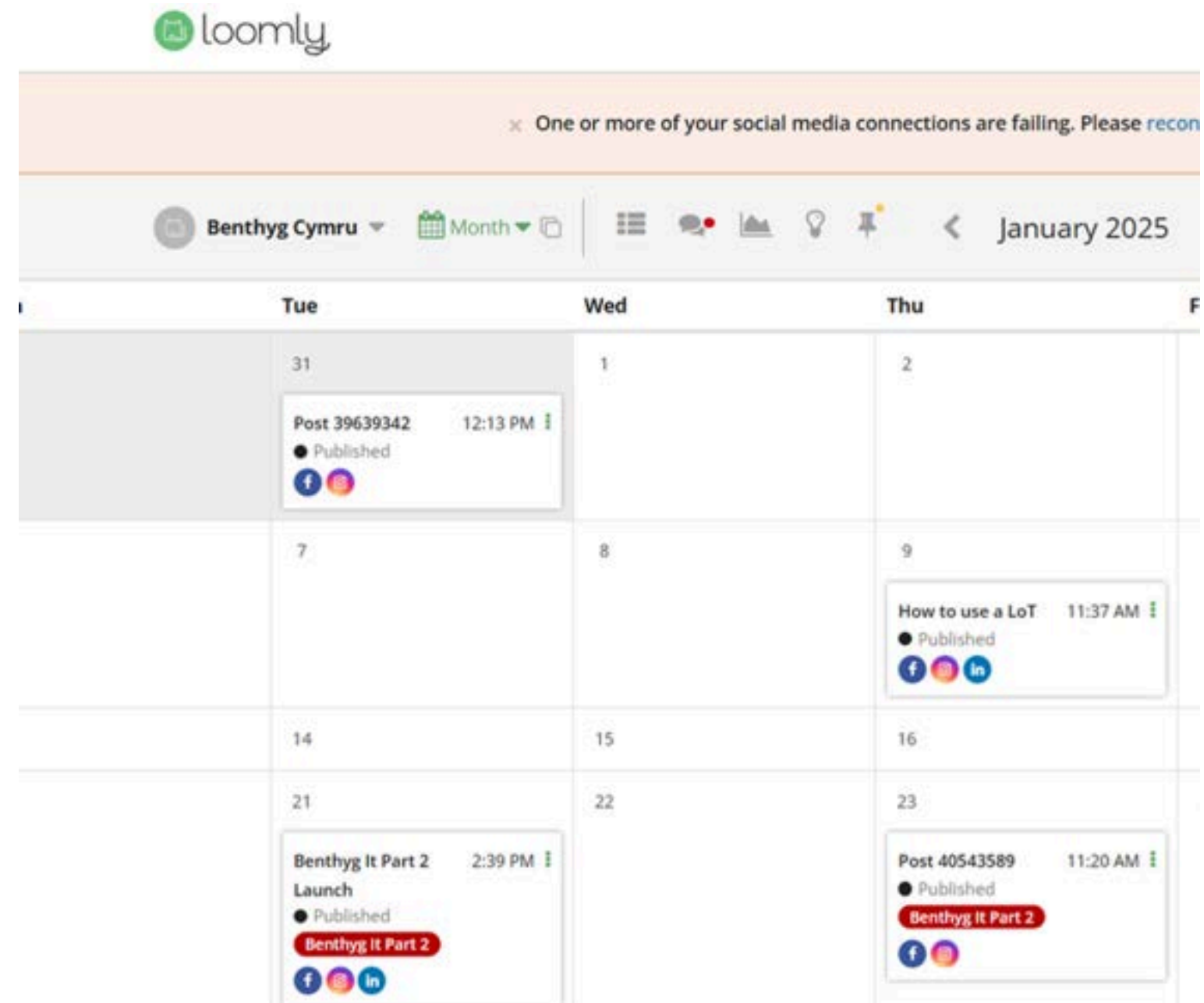
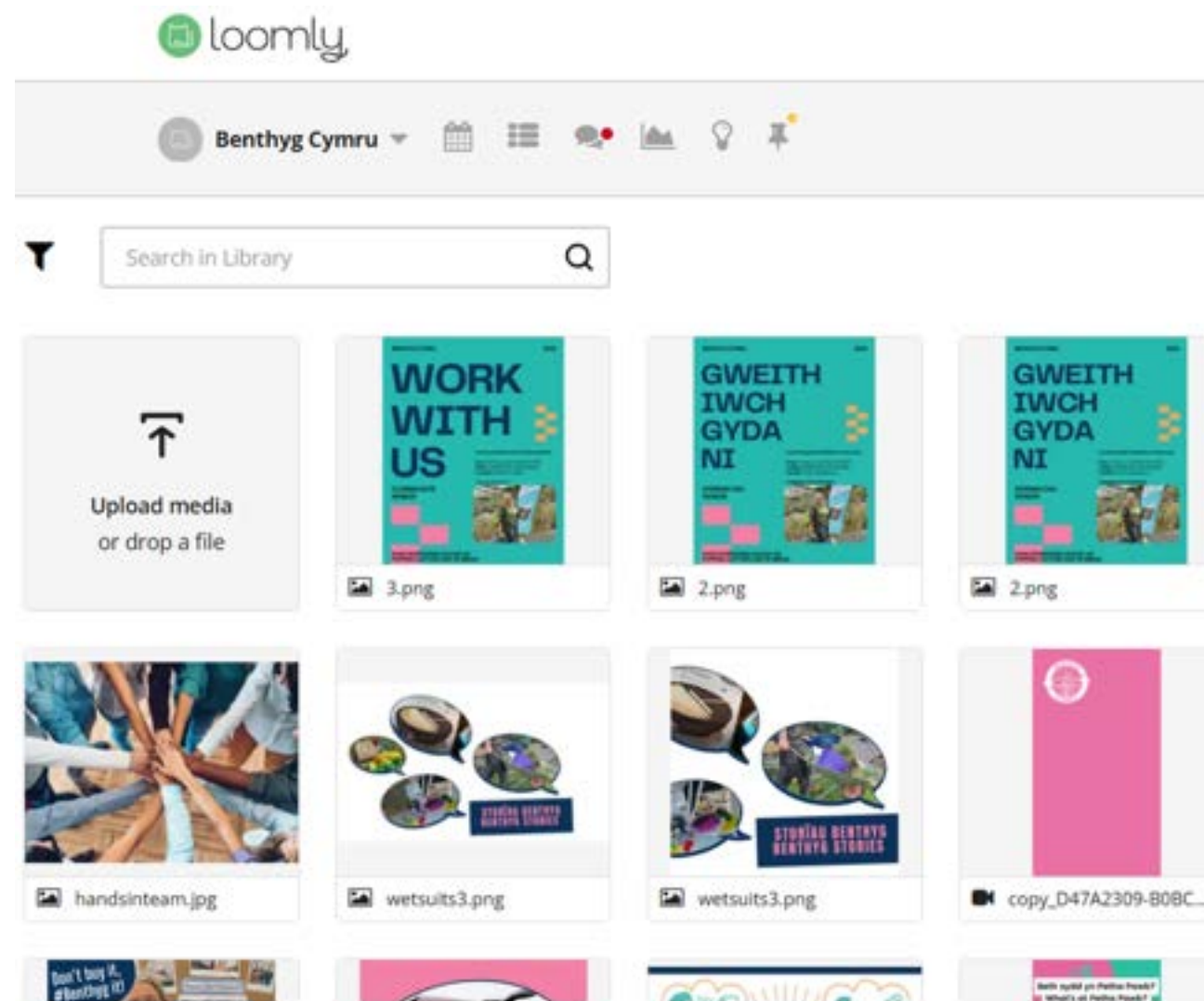
 Liked by [angharad_griff_](#) and 19 others

October 15

Making Content



Scheduling



Social Media Workflow

Planning

Organize your content to ensure timely posting.

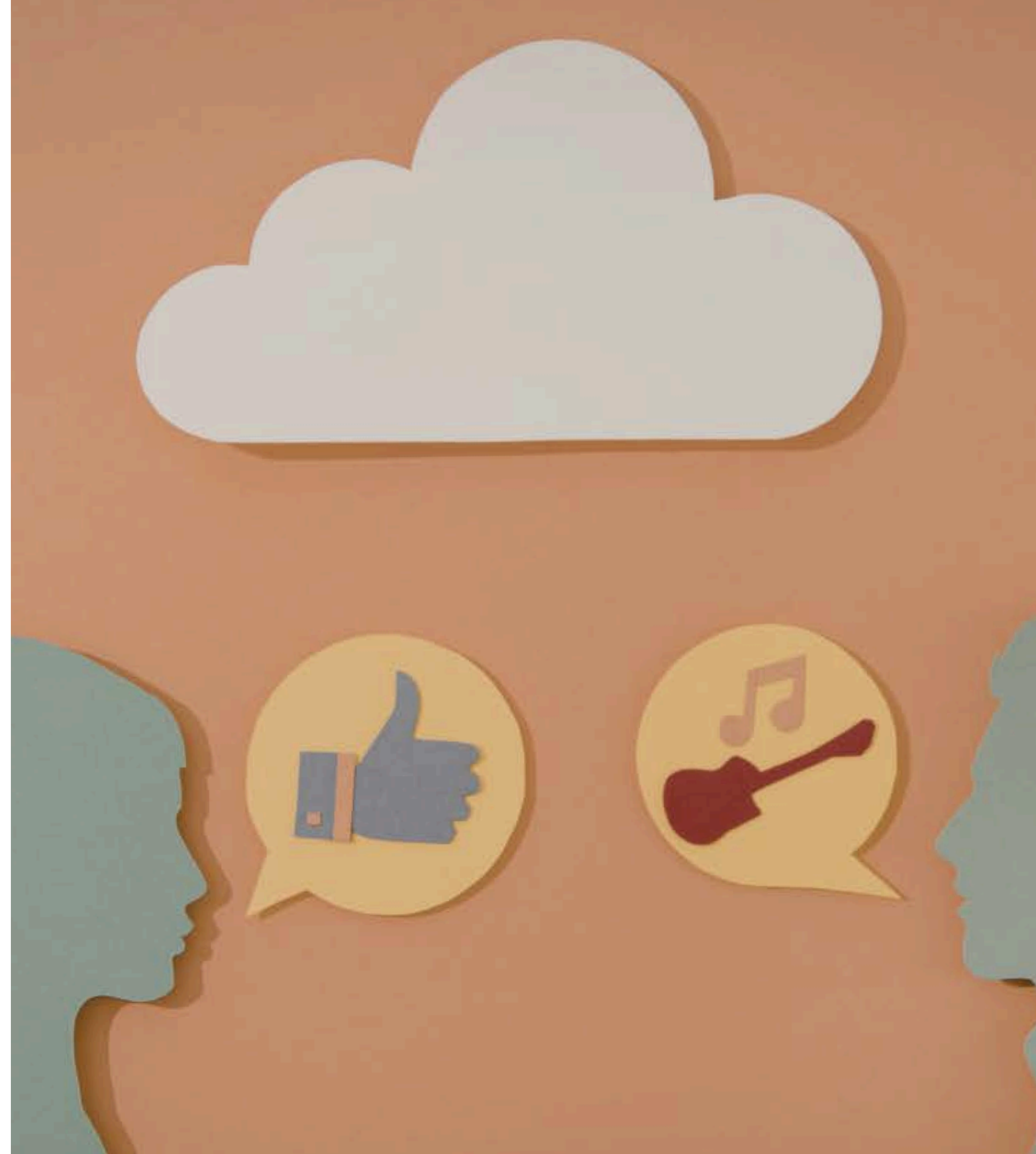
Scheduling

Use tools to automate posts and **save time**.

Community Engagement

Building relationships through interaction with your audience online

- Respond to comments and messages promptly
- Host engaging online events for your community
- Encourage user-generated content to foster participation



Measuring impact and making it sustainable

Ask: What's one change you'll make to your workflow starting next week?



Tools

Insights
Review performance results and more.

Facebook

Overview

- Plan
- Results
- Audience
- Benchmarking
- Content
 - Overview
 - Content
- Ads
- Earnings
 - Earnings

Weekly plan 2 days left [See full plan](#)

Set your business up for success by completing recommended tasks.

Complete at least 5 tasks to finish this plan.

3 of 7 tasks completed Weekly goal

- Publish one ad 0 / 1
- Publish 3 posts on Instagram 2 / 3
- Publish 5 stories on Facebook 4 / 5

Performance [Customise view: Business](#)

13 November 2025 - 10 December 2025

Views

Views **6.6K** ↑ 30.6%

From followers **56.1%** ↓ 11.5%

From non-followers **43.9%** ↑ 19.9%

Viewers **2,050** ↑ 54.1%

Interactions

Content interactions **135** ↑ 45.2%

From followers **95** ↑ 46.2%

From non-followers **40** ↑ 42.9%

Visits

Follows

Follows

fb.com/latest/insights?business_id=938370656631265&asset_id=514007918941170

Social Media Best Practices

Keeping Up

To maximize your impact, it's crucial to **be consistent** with posting and actively engage with your audience.

Don't stress! Social media is only one part of communicating with your audience.

Q&A's

Recap and Key Takeaways

Recap of key points -

- **Be consistent – post regularly**
- **Engaging images**
- **Get help! Recruit volunteers to support with social media**
- **Build content creation into your daily tasks**

Diolch

Thanks for your participation today – we hope you found it useful

We will be sharing slides and recording via the member resources section of our website

You can get in contact with us at info@benthyg-cymru.org

We welcome suggestions for other workshops!