A collection of social media promotions that have successfully highlighted the collections of New Hampshire’s libraries.

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Disclaimer: These social media posts were curated from those sent to me for this specific project or gathered via a variety of NH libraries’ social media platforms. If you see a post from your library that you prefer to not be included in this slideshow, please let me know.
Using common & consistent hashtags like the ever popular #BookFaceFriday to highlight specific books in the collection.

Dover Public Library | Poor, little Carrie can only afford low-grade caviar for lunch. Boohoo! "Poor Little B**** Girl" – #JackieCollins #BookFace #BookFaceNH #BookFaceFriday
Photos of popular displays (if the display is popular, the photo will likely resonate as well).
Using common & consistent hashtags like #Triviatusday to highlight areas of the collection.
Using common & consistent hashtags like the ever popular #bookfacefriday to highlight specific books in the collection,
Highlighting carefully crafted and highly used reading lists (if the reading list is popular, the photo of the reading list will likely resonate as well).
Reminding followers that the library has popular, new films in the collection. (And using video!)
Using common & consistent hashtags like the ever popular #bookfacefriday to highlight specific books in the collection.

Dover Public Library | Liz and Denise weren't getting along so we decided to tie them together until they played nice. #parenting101 #bookface #bookfacenh #bookfacefriday Amity & Sorrow - #peggyriley
Using online, trendy booklists with eye-catching images to highlight books on the list that are in the collection.
Highlighting a variety of new books in the collection to reach a broader audience.
Using common & consistent hashtags like the ever popular #bookfacefriday to highlight specific books in the collection.
Using video and fun captions to highlight new books in the collection.

(Portsmouth Public Library | Even the books are getting excited for summer. All released today. #startyoursummerreadinglist #tuesdaystreetdate #librarylife)
If your followers love the author, they’re likely going to love any post having to do with the author. (And taking advantage of this to highlight other authors in the collection!)
Connecting books in the collection with local author talks and other local happenings.
USING COMMON & CONSISTENT HASHTAGS LIKE THE EVER POPULAR #BOOKFACEFRIDAY TO HIGHLIGHT SPECIFIC BOOKS IN THE COLLECTION.

Dover Public Library | When that dame walked into the room I just knew she was asking for trouble. I couldn't stay away, though. She lived in a city of secrets and I wanted one. #bookface #bookfacenh #bookfacefriday "City of Secrets" - Kelli Stanley
Using common & consistent hashtags like #Triviatuesday to highlight parts of the collection. And connecting with current events.
Highlighting as many new books as possible and always, always mentioning the “smell of new books” in some capacity.
Highlighting different item formats in the collection for a trendy theme.
USING COMMON & CONSISTENT HASHTAGS LIKE THE EVER POPULAR #BOOKFACEFRIDAY TO HIGHLIGHT SPECIFIC BOOKS (OR MAGAZINES OR ANY OTHER FORMATS!) IN THE COLLECTION
Introducing new staff faces with their favorite titles in the collection.
Promoting hot, new audiobooks for road trips (using video)!

Portsmouth Public Library | Planning a road trip? We have a great collection of audiobooks here for you. You can search our collection through our website. Link in profile. #portsmouthnh #roadtrip #publiclibrary #seacoastnh
Using common & consistent hashtags like the ever popular #BookFaceFriday to highlight specific books in the collection.
Using online, trendy booklists with eye-catching images to highlight books on the list that are in the collection.
Highlighting new books by actually listing title/author and encouraging/enabling followers to place holds.
Highlighting themed collections by connecting to a themed day, week, or month.
USING COMMON & CONSISTENT HASHTAGS LIKE THE EVER POPULAR #BOOKFACEFRIDAY TO HIGHLIGHT SPECIFIC BOOKS IN THE COLLECTION.

Dover Public Library: She came to visit in the winter and now it's almost summer. It's possible she may have REALLY outstayed her welcome... #BookFace #BookFaceFriday #BookFaceNH "The Winter Guest" - Pam Jenoff
Highlighting new books by revealing them via live video on Facebook!
Highlighting staff favorites from the collection by curating Pinterest boards.
Getting people as excited about your collections as you are!
Using common & consistent hashtags like the ever popular #BookFaceFriday to highlight specific books in the collection.

Dover Public Library | Max came into work looking quite different that day. Was it his hair? The insanely white t-shirt? Perhaps it was the fact that he kept shading his eyes from the light. No. That wasn’t it either, his coworkers decided. There was something decidedly different about his face. “Did you maybe get plastic surgery or something...?” one of the more forward librarians asked. He gave a large, sparkly smile followed by a couple laughs. “My dear, I am over all the gossip. Those are ‘Stories I Only Tell My Friends’.” #BookFace #BookFaceNH #BookFaceFriday #RobLowe
Highlighting new books by listing titles/authors as seen in an original photo. (And for extra likes, include a dog.)
Highlighting themed collections by connecting to a themed day, week, or month (and using video)!

Concord Public Library | What are you making for the big game? Find snack inspiration at #concordpubliclibrary #superbowl #superbowlsunday #game #snacks #footballfood #cookbook #pizza #bacon #bbq #concordnh #newhampshire
Highlighting staff recommendations & reviews of titles in the collection while taking advantage of common & consistent hashtags like #FRIDAYREADS.