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A viewer wants to know if her library should have separate social media accounts for her teenage audience. It's a great question. I'm going to share some pros and cons. And spoiler alert, my cons list is longer in this episode of the library marketing show. Hi everyone. I'm Angela Hursh from Super Library Marketing.com head on over there and hand over your email address. I'm not going to do anything with it except send you a notification every time I post a video or an article. You can sign up for those in the bottom left corner of the website. And we're going to start today's episode with kudos, which is going to High Plains Library District. I'm going to put a link to this down below. It is a very simple post that they put on Facebook, but I loved it. Basically, it's a meme of Taylor Swift at the Grammys. I think, I'm not really sure, but they used it in a way that promotes the library. It's funny. It's a great use of humor, and it promotes their summer reading program, which I think is just brilliant and awesome. So I just wanted to give them a shout out. Check out the post below. Great job, High Plains Library District. All right, it's time to get into today's topic, which is teen accounts on social media. A viewer wrote in and asked they have a new teen librarian who wants to start a an Instagram account just for teens, and this library marker wanted to know if that was a good idea, so I've got pros and cons to help you make the decision. Let's start with the pros. Pro Number one is that you can do tailored content on a social media channel that is specifically made for teens in your community. You can post about teen events, obviously. You can do book recommendations that are tailored towards your community's teen reading audience. You can talk about volunteer opportunities. You can do pop culture. You can share funny gifts or memes. You can take advantage of trends in a way that you can't on your regular or all inclusive social media channels. The second reason to do this is that it starts to create that lasting connection that we want to create with teenagers, so that they associate the library with a safe space. And Pro Number three, now this might not apply to all libraries, but it does to this library in particular, they have a new teen librarian with a new idea. I hate to squash people's ideas early in their careers or even early in their time in an organization. So having your teen librarian start an Instagram just for teens gives them a sense of power. Helps them to kind of get to know their teen audience even better. Teaches them about looking at data, if they don't know that, looking at insights, adjusting content accordingly. So it's a great career opportunity for your teen librarian. All right. Now here's the list of cons, and I warned you that they were longer, so I'm going to try to just quickly run through them. Con number one is it's just really a challenge to maintain a separate account. That means you have to spend more time on creating content, on scheduling, on moderation, on data analysis. So keep that in mind. Con number two, and this one, really hits home with me. It takes time to build an audience on a social media platform. So I started a new Instagram for my company, NovelList. I think we started it in December, and we only have 75 followers so far, and I'm recording this in May. So it takes a lot of time to build an audience, and I want to make sure that you manage the expectations of whoever is running that account that they know is going to be a while before they have a pretty healthy following. Con number three, I wonder if Instagram is the right place to message teens. Teens are using a lot of different social media

platforms, but if you look at recent studies. It's mainly Tiktok, Snapchat, go figure and Discord. So I'm not certain that Instagram is the right space. In this instance, make sure that you're really researching what platforms your targeted audience is hanging out at. And con number four is has to do with staff turnover. Really, if your teen librarian leaves or changes jobs within your organization, who's going to take over that social media account? If there's been a lot of work that's put into it, you'll want someone who can do that. The next person who takes that job might not be as willing. So I'm curious if your library has had separate social media accounts targeted at different audiences, and what your experience with that has been, I think that will really help this viewer make that decision. So let us know what you think about separate social media accounts down in the comments, and that is it for today's episode of the library marketing show, but you can keep learning on. My channel, I've got lots of videos, hundreds of videos with tips for library marketing. If you're interested in learning more, click on this next video and I will meet you there.