

CFB Social Media Work Group History

(Below “we” refers to the previous working group members)

When the CFBs gather—whether virtually or in person—the topic of projects we can work on collectively comes up often. During a CFB conference call in the fall of 2016, Andrea Lewis (MD) suggested that social media is a viable project the CFBs could work on together. Josephine Jones (CO), Kate Lentz (RI), Andrea, and Mary Russell (NH) gathered for preliminary discussions late that year, with Kim Anderson (MT), Sarah Lawson (VA), and Julianna Robbins (formerly CA) joining later.

The premise: Social media could be a great vehicle for highlighting the Centers for the Book network, while keeping the effort simple and customizable. We acknowledge that not all centers engage in social media in the same way and that some may opt out of this effort entirely should it move forward.

The idea: Create a series of images with text that highlights authors, literature, books, and literary history/events that could be used in conjunction with anniversaries, celebrations, historic dates, and deadlines related to our work with the LOC. A CFB might choose to use some, none or all of the images available.

- We acknowledged that this is not an original idea. The American Library Association, National Poetry Foundation and others create celebration and anniversary images for social media that organizations can use. We felt it would be best not to focus our efforts on creating images for these same high visibility celebrations.
- We agreed that a good place to start may be things like publishing/book history, literary heritage, LOC history and programs, and CFB deadlines like Letters About Literature, as well as popular hashtags like #OTD/#BOTD/#TBT (“On This Day,” “Born on this Day,” “Throw Back Thursday”). We want to highlight things that as many CFBs as possible would be able to use should they choose to do so.
- We would need to get a sense of whether it would be helpful to create images formatted for more than one social media platform. Would creating all in a square format work or would some prefer header style, etc.
- We want to think about ways to create these images so that some might engage social media followers beyond a “Like.” This might be as simple as posing a “Who’s your favorite...” question, or we might come up with other engagement strategies.

The working group made it to the stage of beginning to compile a possible list of history/events/celebrations to include in this effort, and also created several mock up images (see below). While these ideas and the images were shared at the 2017 Idea Exchange for input/feedback, this is where the effort lost momentum and did not move forward.

SAMPLE IMAGES FROM 2017

