

Making a social media profile

1. Choose a user name that is the same as or close to your library name. Use the website <https://namechk.com/> to see if your preferred name is available on multiple social media sites.
2. Choose images that are consistent with your other online pages and brand so your social media accounts are recognizable.
3. The profile picture is usually small. Choose something that is recognizable in a small size, such as your logo.
4. Utilize the large background photo available on many platforms.
5. Make sure your profile is complete, including information about the library, location, hours, and your website.

Columbus Metropolitan Library has a very consistent online presence. See below for examples from their website, Facebook, and Twitter pages.

Here is the front page of the library's website:
<http://www.columbuslibrary.org/>

The library logo is prominent and has a consistent shade of orange.

The screenshot shows the top portion of the Columbus Metropolitan Library website. At the top right, there are links for "Locations", "My Account", and "Apply for a Card", along with social media icons for Facebook, Twitter, Pinterest, Instagram, and YouTube. The main header features the library's logo and name, "COLUMBUS METROPOLITAN LIBRARY", in white on an orange background. Below this is a navigation menu with "Home", "Reads", "eBooks", "Research", "Services", and "Events". A search bar is located below the navigation, with a dropdown menu for "Catalog" and a search button. The main banner area features a large image of a woman reading, with a circular logo for "NEW AMERICANS NEIGHBORHOODS" overlaid. To the right of the image is a text box for "Share Your Heritage Day" with details about the event on Saturday, July 18, from 11 a.m. to 4 p.m. at WOSU@COSI.

This banner promotes the "BE A HERO READ" Summer Reading Club 2015, running from May 30 to August 1. It features two cartoon superheroes: "Wonder Hero" and "Captain Read". The text includes the hashtag #SummerReadingClub and the website @ColumbusLibrary.

This banner promotes "READING BUDDIES" with the text "Help your student be a better reader. Learn more about Reading Buddies." It features illustrations of a green dog and a yellow cat sitting inside a yellow box labeled "READING BUDDIES".

This banner promotes the "GREAT LIBRARIES create" campaign. It features the text "GREAT LIBRARIES create" in large, stylized letters, with "SUPPORT OUR CAMPAIGN" and a "Donate" button below.

This banner promotes "WE'RE BUILDING NEW BRANCHES!" with the text "Doing Business with the Library >>". It features illustrations of a blue truck and a yellow excavator, and a "Learn More >>" link.

Current library campaigns are prominent and are used again on social media pages.

The Facebook page is named Columbus Metropolitan Library, which clearly ties it with the physical library. (<https://www.facebook.com/columbuslibrary>)

The cover photo uses the same images from the campaign on the website.

Library logo is used as the profile picture.

The screenshot shows the Facebook page for Columbus Metropolitan Library. The cover photo is a vibrant blue and yellow graphic for the 'BE A HERO READ SUMMER READING CLUB 2015' campaign, featuring two superhero characters: Captain Hero and Wonder Words. The text on the cover photo includes 'Columbus Metropolitan Library' and the dates 'MAY 30 - AUGUST 1'. Below the cover photo are buttons for 'Sign Up', 'Like', 'Message', and a menu icon. The profile picture is a red square with a white stylized leaf logo. The 'About' section is visible, showing a map of the library's location in Columbus, Ohio, and contact information: '(614) 645-2275' and 'http://www.columbuslibr...'. The 'Page Info' tab is highlighted in the left sidebar.

Information about the library is provided. More information is available in the Page Info tab.

The library's Twitter name is @columbuslibrary, which works well with the shorter format of Twitter but is still recognizable as the library.
(<https://twitter.com/columbuslibrary>)

Create Libraries campaign that was present on the website is used again for the background photo.

Home Notifications Messages Search Twitter

Columbus Library
@columbuslibrary
At Columbus Metropolitan Library, our purpose is to inspire reading, share resources and connect people.
Columbus, OH
columbuslibrary.org
Joined December 2008

1 Follower you know

157 Photos and videos

TWEETS 5,420 FOLLOWING 7,531 FOLLOWERS 18.4K FAVORITES 122 LISTS 2

Tweets Tweets & replies Photos & videos

Columbus Library @columbuslibrary · 2h
Thank you! RT @TamajamOH: Support @columbuslibrary #GreatLibrariesCreate and donate at my fundraising page: donate.greatlibrariescreate.org/tamajam.

Columbus Library @columbuslibrary · 3h
Grab your cape, call your friends & set into action! Start a fundraising team today fir #greatlibrariescreate ow.ly/PERTO

Columbus Library @columbuslibrary · 22h
Study says reading aloud to children, more than talking, builds literacy edsources.org/2015/study-say...

Columbus Library @columbuslibrary · 1d
Be a hero and sign up for Summer Reading Club. There's still time. [#summerreadingclub ow.ly/PEjCT](http://ow.ly/PEjCT)

Information about the library is filled out in the profile section including a link to the website.

The library's logo is used again as the profile picture. Even when it is this small it is recognizable.

The Twitter theme color has been changed to orange (which makes links orange) to mirror the library's brand and other online pages.