

'ALWAYS THERE' SOCIAL MEDIA TOOLKIT

'Always there' content simply means the stuff you post regularly so that you stay top of mind with your audience.

Tips for creating 'always there' content:

1. **REUSE:** The easiest way to keep up with the demand of being 'always there' is to use existing conversations or pop culture references. Look for trends, hashtags or campaigns where you can attach your message to easily.
2. **REPEAT:** Frequency is key to 'always there' content. Post it regularly and repeat themes or ideas so that your audience will come to know what to expect from you.
3. **REMAIN RELEVANT:** If the content means something to your community, they will engage with it. Create content that your audience values rather than just 'promote' to them.

'Always there' examples:

London Zoo Twitter @zslondonzoo

Why it works: Simple but engaging images that can be linked into existing hashtags. Can be post multiple times throughout the week with very little effort. Relatable, conversational tone.





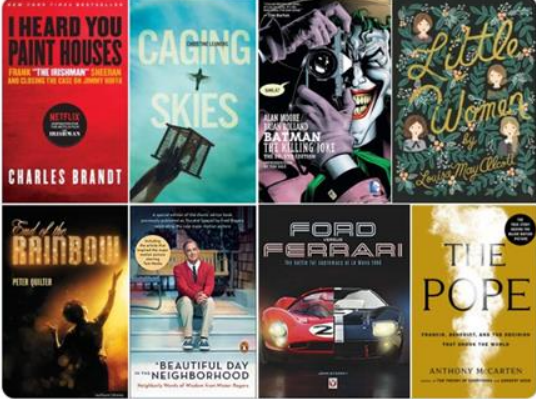


Brooklyn Public Library Instagram @bklynlibrary

Why it works: Consistent visual identity and language. Linked to existing social conversations around national/international holidays. Talking directly to audience needs and interests. Can be pre-planned and posted regularly throughout the year.



Creating value checklist

Ask yourself 'does this content provide my audience with one of these three things?'

<p>✓ entertainment</p> <p><i>Content that is fun, quirky or even a bit silly that will leave your audiences smiling.</i></p>	
<p>✓ informative</p> <p><i>Content that gives your audience something that they can use (even if it's just a piece of information that makes them feel a bit smarter).</i></p>	<p> Toronto Public Library @torontolibrary</p> <p>Almost time for the #Oscars ! ! Here's a list of the nominated movies & books that inspired them: ow.ly/kXxe50ycjC9</p> 
<p>✓ responsive</p> <p><i>Content that is appropriate right now. Either it taps into a trend, or something in the news or even just a conversation that's going on in public. The key here is to do it quickly before it becomes 'old-news'.</i></p>	<p> NYPL The New York Public Library 18 February at 07:00 · 🌐</p> <p>Happy Random Acts of Kindness Day! We are lucky and witness kindness each day at the Library. Here are some of our heartwarming stories.</p>  <p>NYPL.ORG Random Acts of Kindness at the Library From the Bronx through Manhattan to Staten Island, staff members at The...</p>