

What Makes Library Social Media Posts More Engaging?



Which social media platforms does your library use?

1. Facebook



2. Instagram



3. WhatsApp



4. X (Twitter)



5. LinkedIn



6. TikTok



**7. We don't use social
media yet**

How confident are you about promoting your library on social media?

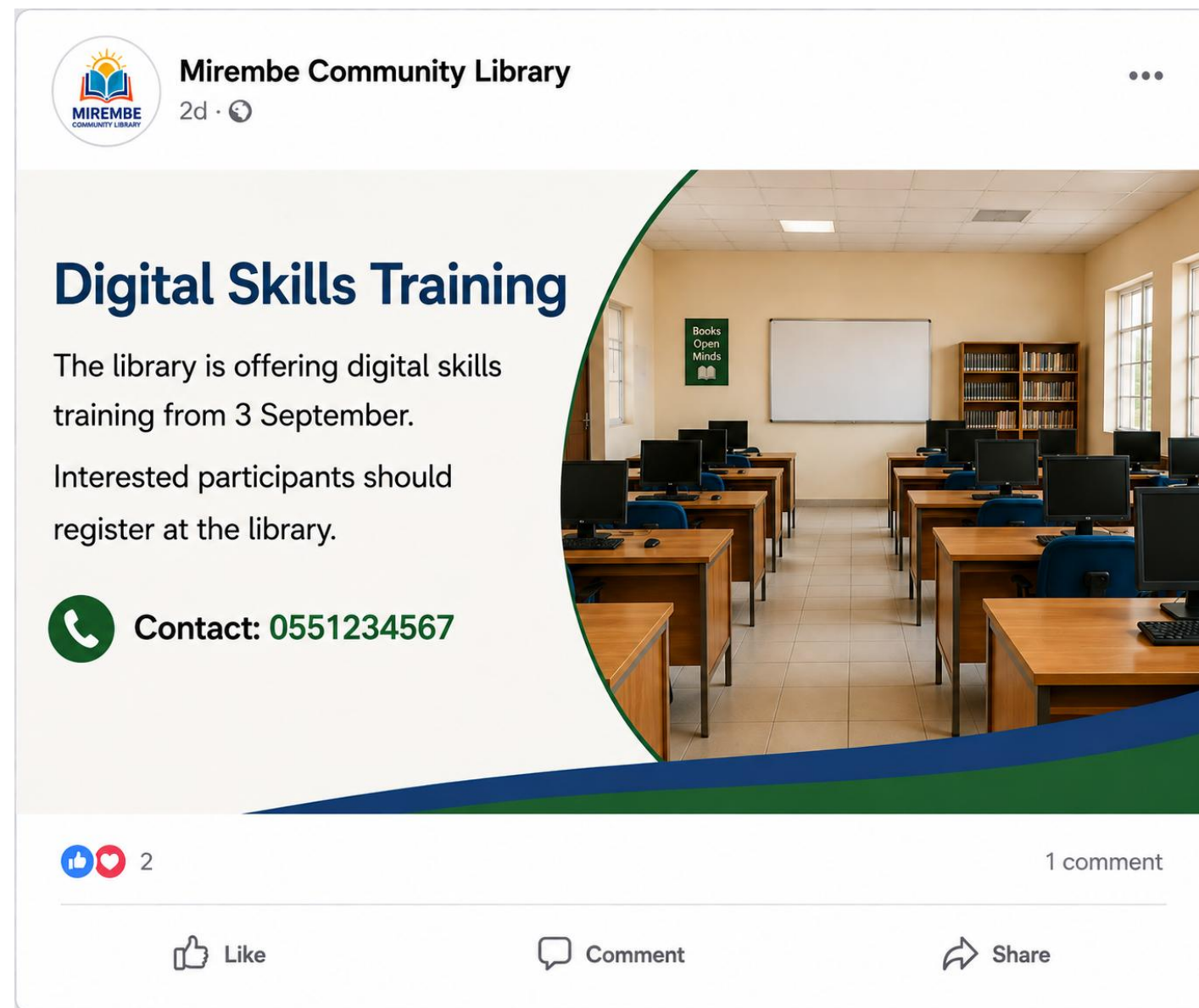
A. Very confident 😄

B. Somewhat confident 😊

C. Still learning 😐

D. I rarely post 😞

Which example is better?



Example 1



Example 2

Why is Example 2 better?

Starts With a
Benefit

Simple, Friendly
Language

Essential Details
Included

Clear Call
to Action

The image shows a Facebook post from the Mirembé Community Library. The post is for a digital skills training session. It includes a header with the library's logo and name, a main text block with a benefit, a section with essential details (start date, time, and beginner-friendly status), and a clear call to action at the bottom. The post also features a photo of three people using a laptop and a quote bubble. The bottom of the post shows engagement metrics like likes, comments, and shares.

Mirembé Community Library 2d · 🌐

📱 **Want to use WhatsApp, email and online banking with confidence?**

Join our **FREE** Digital Skills Training at **Mirembé Community Library!**

📅 Starts: 3 September

🕒 Tuesdays & Thursdays, 2:00 pm

👥 Beginners welcome

📞 **Register today at the library or call 0551234567.**

MIREMBÉ COMMUNITY LIBRARY

45 likes · 7 comments · 12 shares

The Power of Images



Example 1



Example 2

Post Checklist



**Benefit
Clear?**



**Easy to
Read?**



**Essential
Info?**



**Call to
Action?**

Practice

Write a Facebook post that includes:

- ✓ **A benefit**
- ✓ **Essential information**
- ✓ **A call to action**

 Want more people to notice — and join — your library's training programmes.

Join us tomorrow for the next **Virtual Learning Circle for African public librarians** where we'll explore practical ways to promote library training on social media and create posts that catch attention and encourage people to take action.



**Thursday,
27 August 2026**



**14:30 – 15:30
UTC+2**



Online via Zoom



**For African public
and community
librarians**



Register now:

https://us02web.zoom.us/webinar/register/WN_nJYIRK29SsO2qm4LpkFqPA#/registration



⇒ See you tomorrow! 🙌