Working to connect health resource libraries with consumers through Facebook in a multihospital health care system

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Development and marketing
- Contacted Social Media department to define goals
- Social Media created template for Aurora Libraries Facebook page
- Library staff added as page administrators
- Aurora Libraries’ page administrators added contact information, mission statement, photos and links
- Invited family and friends to “like” our page
- “Find Us on Facebook” added to Aurora Libraries intranet site
- Article on corporate intranet announced Aurora Libraries Facebook presence

What we have learned
- Concise, plain language posts are preferred by the public
- Short posts are necessary due to Facebook posting restrictions and mobile screen viewing
- Linking to multimedia, such as YouTube, creates interest
- Unique postings may generate more interaction
- Per user feedback, post no more than twice a week
- Facebook is not anonymous, so users may be less likely to publicly interact

Staff commitment
- Initial setup
  – Four hours
- Ongoing weekly maintenance
  – Monitoring news for content, one hour
  – Writing weekly postings, one hour

Measuring success
We understand that our fans may not want to reply or post comments on our wall due to medical privacy concerns, so we do not use Facebook’s “interactions this week” statistics to measure success. We prefer to measure success on an increasing fan base and continue to develop outreach strategies to achieve this goal.