

# **ENGAGING WITH PATRONS ON SOCIAL MEDIA: RESOURCES**

## Inspiration

[Library Marketing Book Club](#)  
(Facebook Group)

[Libraries & Social Media](#)  
(Facebook Group)

[Check Your Shelf](#)  
(Librarian news email from Book Riot)

[Super Library Marketing](#)

[RA For All](#)

## Writing Social Media Posts

[Social Message Optimizer](#)

[How to Write for Social Media](#)

## Accessibility

[Creating an Accessible Instagram Account](#)

[Princeton's Social Media Accessibility Guidelines](#)

[Kapwing Subtitles](#)

## Tools

[Creator Studio](#)

[Hootsuite](#)

[Canva](#)

[Using Zoom to Stream on Facebook Live](#)

[Instagram Live: A Step-by-step Guide](#)

[Social Media Image Sizes 2021](#)

[Twitter Hashtags](#)

[Hashtag Analytics 101](#)

[Phone Photography 101](#)

[Social Media Image Alt Tags](#)

[Gender Inclusive Social Media](#)