

Libraries For life Campaign

Sample Social Media Posts



This message is brought to you by academic and public libraries in Nova Scotia.
Nova Scotia is part of Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq.
We are all treaty people.

Libraries are for learning

Suggested Facebook & Instagram post:
Calling all life-long learners! Are you looking for study spaces, Free WiFi, research materials, assistance or at-home learning? Look no further, libraries support your life-long learning. Visit us [insert link] today! #LibrariesForLife #NovaScotia

Photo taken prior to COVID-19 pandemic

Suggested Tweet:
Calling all life-long learners! Are you looking for study spaces, Free WiFi, research materials, assistance or at-home learning? Look no further, libraries support your life-long learning. Visit us [insert link] today! #LibrariesForLife #NovaScotia

Suggested hashtags:
#LibrariesForLife
#NovaScotia



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Libraries are for health & wellness

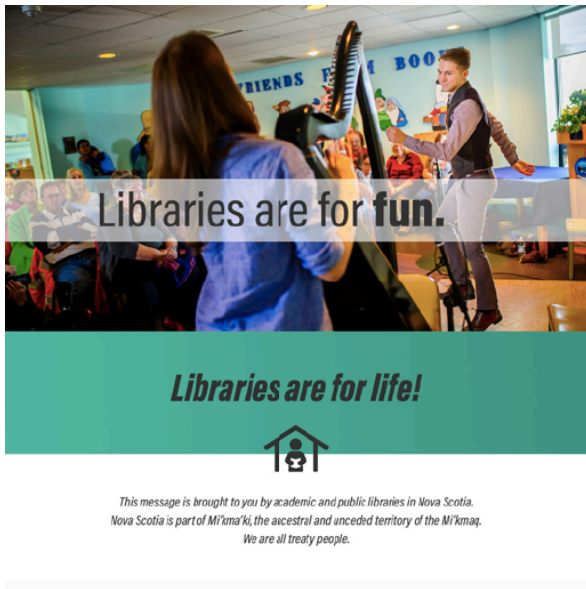
Suggested Facebook & Instagram post:
Whether you're looking for reliable, trustworthy health information or community connections, libraries support your good health and overall wellness. Come explore today, visit [insert link] #LibrariesForLife #NovaScotia

Photo taken prior to COVID-19 pandemic

Suggested Tweet:
Whether you're looking for reliable, trustworthy health information or community connections, libraries support your good health and overall wellness. Come explore today, visit [insert link] #LibrariesForLife #NovaScotia

Suggested hashtags:

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#NovaScotia



Libraries are for fun

Note: feel free to add your own fun programming ideas that relate to your library!

Suggested Facebook & Instagram post:

Looking for endless entertainment? Libraries have got you covered—from YA book clubs, free movies, toe tapping tunes and creative kids programming, your local library offers fun at your fingertips. See you soon [insert link] #LibrariesForLife #NovaScotia

Photo taken prior to COVID-19 pandemic

Suggested Tweet:

Looking for endless entertainment? Libraries have got you covered—from YA book clubs, free movies and creative kids programming, your local library offers fun at your fingertips. See you soon [insert link] #LibrariesForLife #NovaScotia

Suggested hashtags:

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#NovaScotia



Libraries are for communities

Suggested Facebook & Instagram post:

*Do you feel that? Whether it is welcoming spaces, advice or social connections, libraries are the heartbeat of Nova Scotia's communities. We can't wait to see you, visit us at [insert link] 📖❤️
#LibrariesForLife #NovaScotia*

Photo taken prior to COVID-19 pandemic

Suggested Tweet:

*Do you feel that? Whether it is welcoming spaces, advice or social connections, libraries are the heartbeat of Nova Scotia's communities. We can't wait to see you, visit us at [insert link] 📖❤️
#LibrariesForLife #NovaScotia*

Suggested hashtags:

#LibrariesForLife
#NovaScotia



Libraries are for democracy

Suggested Facebook & Instagram post:

Option 1: Do you have questions about municipal elections and voting? Your library has answers. Libraries support and promote democracy and create spaces for curious minds to explore ideas. Learn more at [insert link] #LibrariesForLife #NovaScotia

Photo taken prior to COVID-19 pandemic

Option 2: The foundation of library service is built on democracy. Whether it is equal and free access to information, spaces, and materials, or creating safe spaces for curious minds to explore ideas, libraries promote and protect democracy in all forms. Learn more [insert link] #LibrariesForLife #NovaScotia

Photo taken prior to COVID-19 pandemic

Suggested Tweet:

Option 1: Do you have questions about municipal elections and voting? Your library has answers. Libraries support and promote democracy and create spaces for curious minds to explore ideas. Learn more at [insert link] #LibrariesForLife #NovaScotia

Option 2: The foundation of library service is built on democracy. Whether it is equal and free access to information, or creating spaces for curious minds to explore ideas, libraries promote and protect democracy in all forms. Learn more [insert link] #LibrariesForLife #NovaScotia

Suggested hashtags:

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Tips for success

1. Include your own URL. Use <https://tinyurl.com/> (or another tool of your choice) to shorten and track your URL.
2. Promote YOUR library—add in your own programming details, unique collection options or community events.
3. Hashtags help your posts appear in searches. Use popular hashtags in your community to reach your local followers. The possibilities are endless! Here are some examples of popular hashtags:

#librariesofinstagram #booklover #librarylove #eastcoast #visitnovascotia

4. Including a COVID-19 health disclaimer on Twitter used up many valuable characters, if you receive any negative comments, you can reply with:

Hi [@name] thank you for caring about your community. These photos were taken prepandemic. Our library is following all the recommended health guidelines, you can learn more here [link to more information].