

Bookface & Beyond

Creating Engaging Content for Social Media

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Mastics-Moriches-Shirley Community Library

Sara Roye, Public Relations Specialist
Mastic-Moriches-Shirley Community Library

““ Designing on Facebook is like building your home at the base of a volcano. ””



-Anonymous

Why are we on social media?

- To connect with our patrons
- To build & maintain a positive image
- To share information about programs & services.



Direct Paths Don't Work!

Expectation:



Mastics-Moriches post. Published by Sara Roye

Are you interested in potential Thursday? <http://bit.ly/...>

Affordable

MMS.EV

262 people reached

Like

Prep Finish

Get help

160 people reached

Like

Mastics-Moriches post. Published by Sara Roye

Love the music of the 1960s! Hall of Fame Inductee, Mike Busch tonight at 7:30. Register: <https://tinyurl.com/mmsclandscapephotography>

341 people reached

Like

Mastics-Moriches-Shirley Community Library
Published by Sara Roye [?] · July 26, 2017 · 🌐

Long Island Landscape Photography with Great South Bay Images/Mike Busch tonight at 7:30. Register: <https://tinyurl.com/mmsclandscapephotography>

Long Island Landscape Photography

Long Island Landscape Photography

👍 **Get More Likes, Comments and Shares**
Boost this post for \$10 to reach up to 760 people.

341 people reached

Donna Porter-Evans, John Henrich and 7 others

2 Shares

Like Comment Share

Performance for Your Post

341 People Reached

13 Likes, Comments & Shares ⓘ

11 Likes	9 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

20 Post Clicks

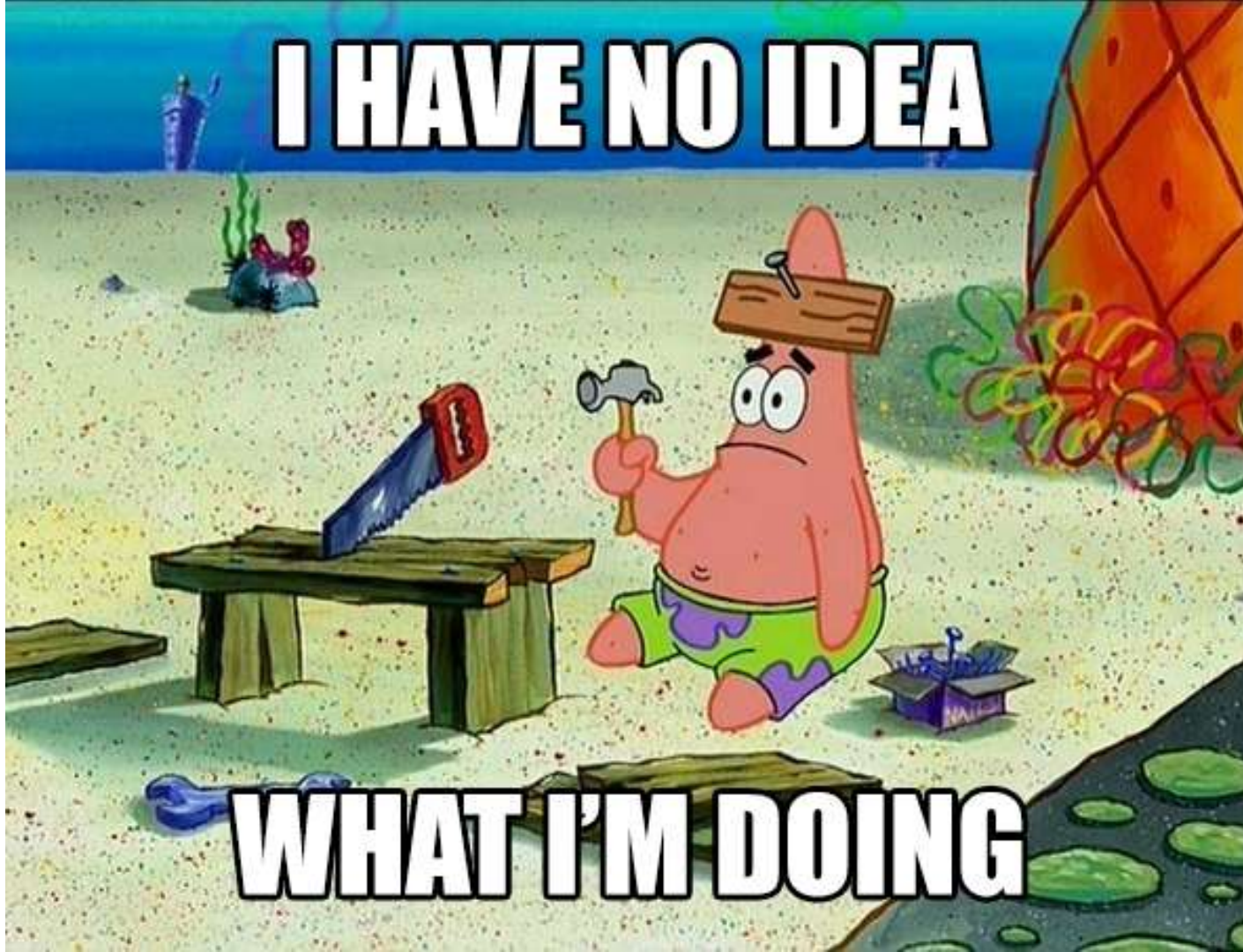
1 Photo Views	6 Link Clicks	13 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

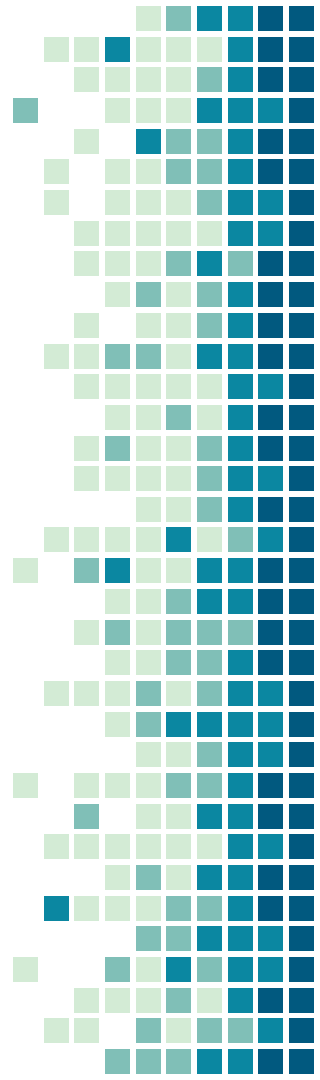
I HAVE NO IDEA



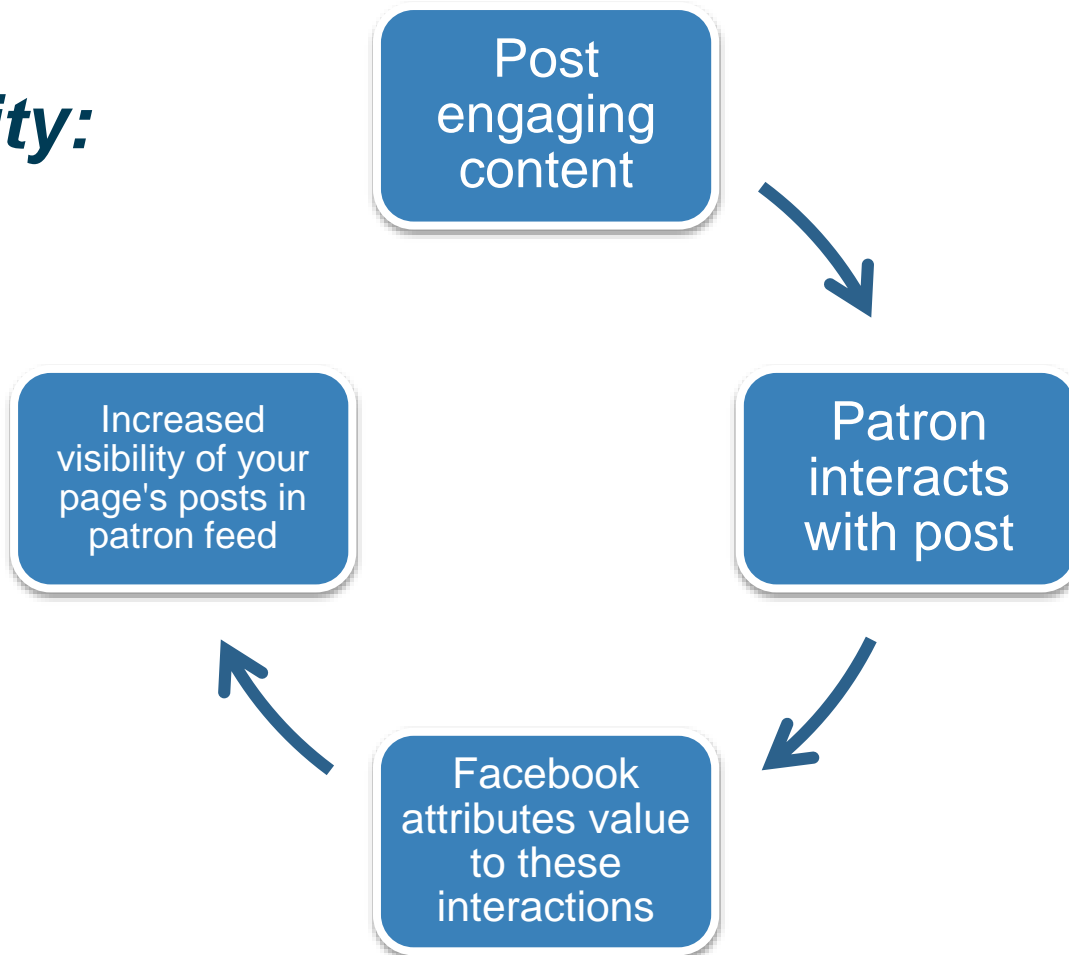
WHAT I'M DOING

Reality

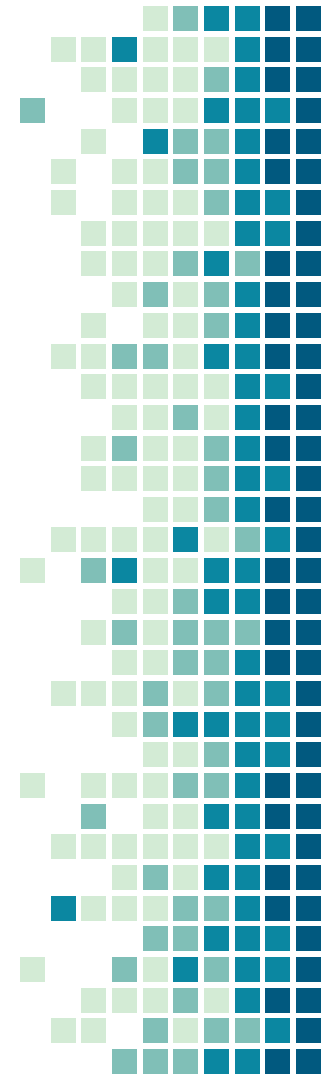
- Facebook's algorithm favors posts that users want to see
- It determines this, in part, by measuring their engagement with the poster
 - Likes
 - Comments
 - Shares
- *“Sign up for this program” style posts*
 - are generally low engagement
 - *equate to “hard selling”*



Reality:



What is Engaging Content?



Created Content

Original content that you produce
and lives on your platform

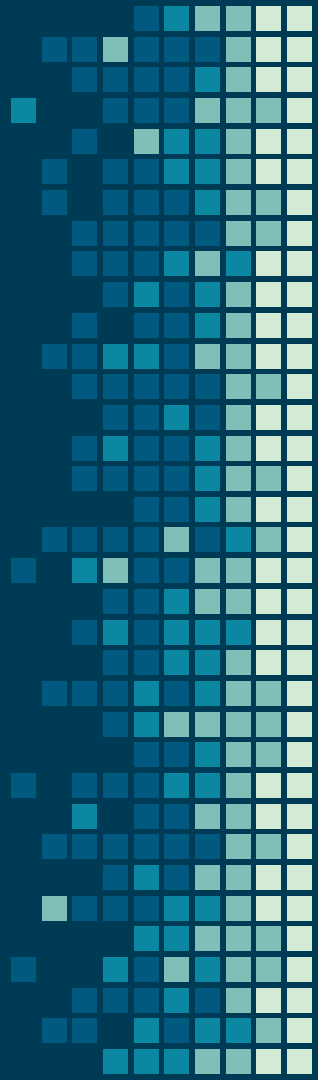
VS.

Curated Content

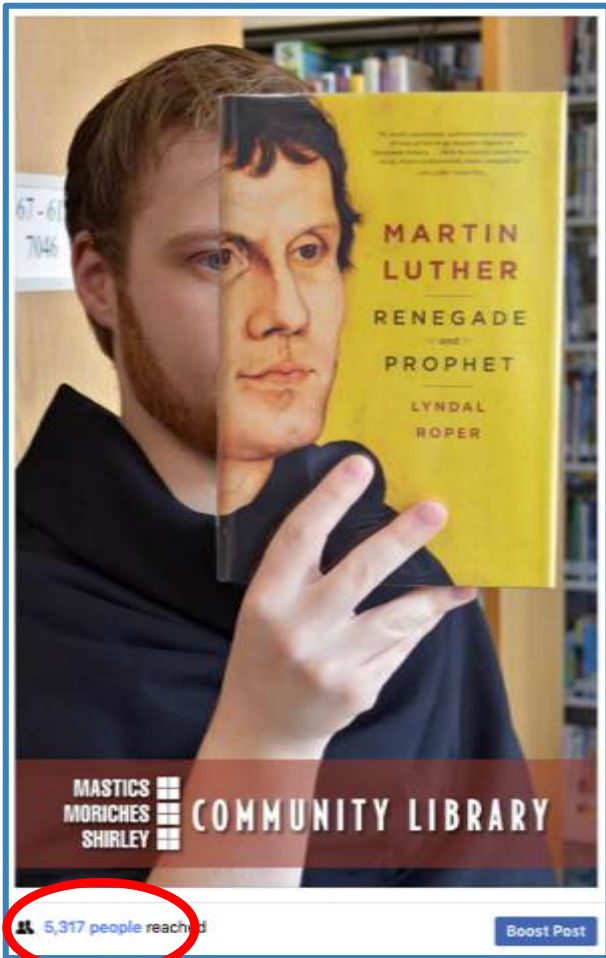
Relevant information that you have gathered
and shared from another source

Created Content

The stuff you make



#bookface





Mastics-Moriches-Shirley Community Library
Published by Sara Royce [?] · August 11, 2017 · 🌐

#bookface #bookfacefriday Disney Hyperion
#afieldguideforheartbreakers



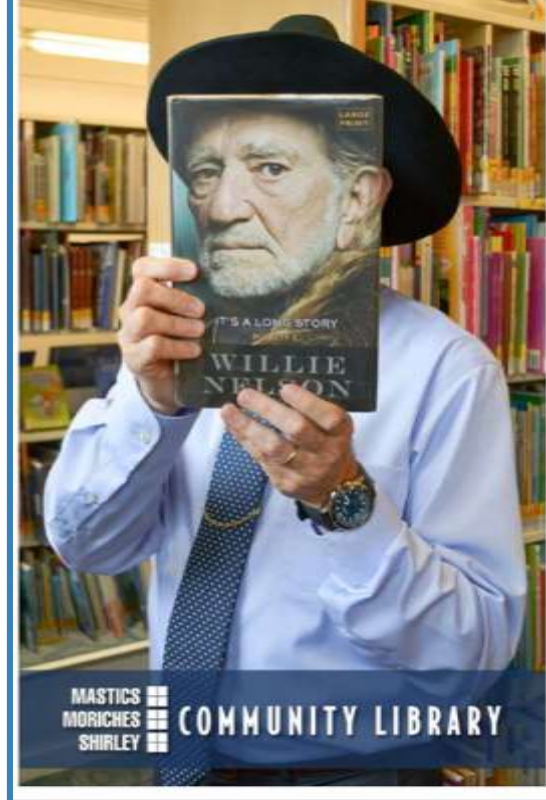
MASTICS MORICHES SHIRLEY COMMUNITY LIBRARY

1,462 people reached

Boost Post

Mastics-Moriches-Shirley Community Library
Published by Sara Royce [?] · September 8, 2017 · 🌐

#bookface #bookfacefriday Willie Nelson



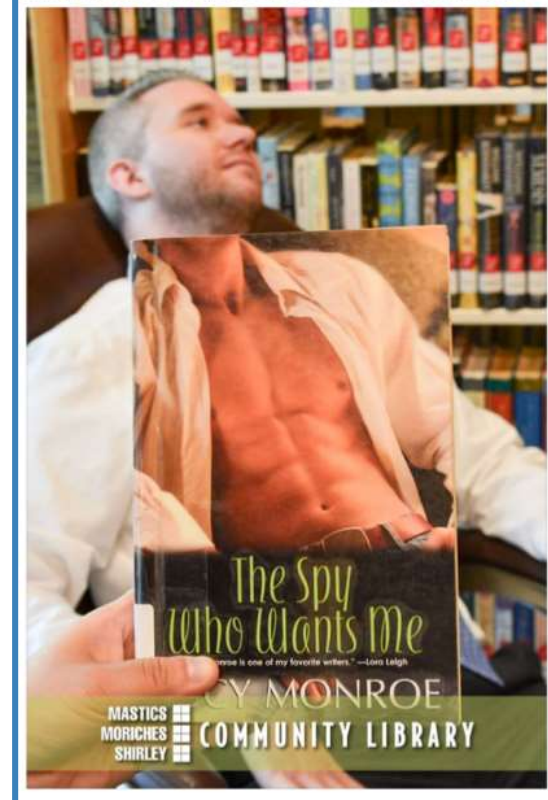
MASTICS MORICHES SHIRLEY COMMUNITY LIBRARY

2,319 people reached

Boost Post

Mastics-Moriches-Shirley Community Library
Published by Sara Royce [?] · October 6, 2017 · 🌐

Looking for your next romance novel? Find our newest releases here:
<https://tinyurl.com/yb7wzqvz> #bookface #bookfacefriday Lucy Monroe

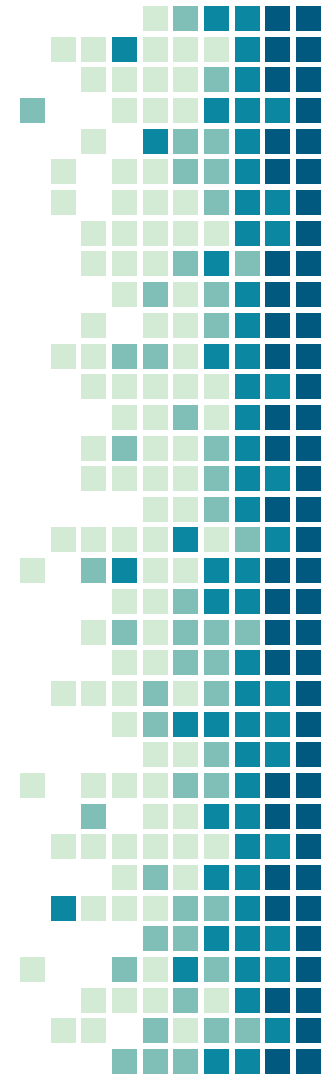


MASTICS MORICHES SHIRLEY COMMUNITY LIBRARY

1,784 people reached

Boost Post

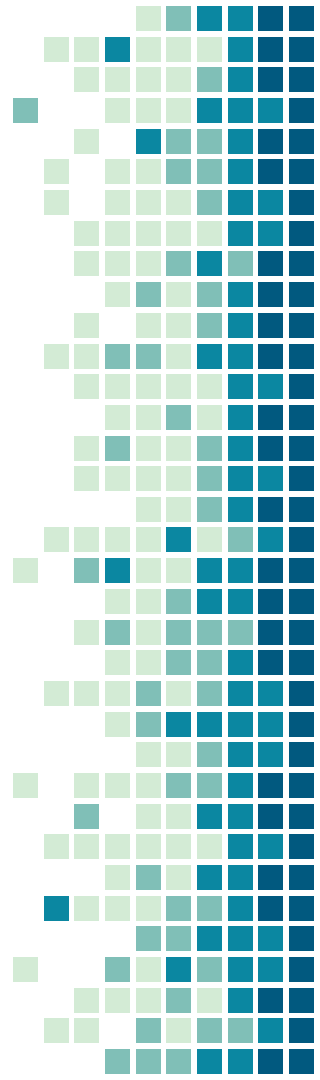
**...but wait,
there's more!**





Local History

- Why is this created content?
 - Tell an interesting story
 - Tie-in to event, program or theme
- #WBW #TBT #FlashbackFriday
- Everyone enjoys nostalgia
- Feature your library's story



4,046 people reached [Boost Post](#)

[Like](#) [Comment](#) [Share](#)

Fred Wesemann, Bill Nagle and 83 others [Top Comments](#)

17 Shares

Write a comment...

Walter Daniels I still go past the building almost every day I remember when we used to go there and play the pinball machines...and Addie was behind the counter Great memories in those years gone by we never knew how good we had it
[Like](#) · [Reply](#) · [Message](#) · 1w

[View previous replies](#)

Mastics-Moriches-Shirley Community Library Vito Tullo maybe he'd be willing to come in and tell the story to one of our librarians as part of a local history project? We like to record those memories so they are not lost.
[Like](#) · [Reply](#) · [Commented on by Sara Royce](#) (7) · 1w

[View more replies](#)

Richard Westhoff I remember it well. The building is still there but the racetrack is gone. It is located across the street from the Hispanic market on Montauk Hwy in Mastic.
[Like](#) · [Reply](#) · [Message](#) · 2w

[3 Replies](#)

Phyllisa Lacy Fleming-Bender Thank you for the history lesson. Keep it coming.
[Like](#) · [Reply](#) · [Message](#)

Mastics-Moriches-Shirley Community Library You're welcome! Thank you for the feedback. We will be sharing a post every Wednesday #WSW (Way Back Wednesday) or search Facebook for our hashtag: #mmscllocalhistory.
[Like](#) · [Reply](#) · [Commented on by Sara Royce](#) (7) · 1w

Joseph Salvatore DeLuca Where was this located?
[Like](#) · [Reply](#) · [Message](#)

Mastics-Moriches-Shirley Community Library A block west of Herkimer on Montauk Hwy in Mastic.
[Like](#) · [Reply](#) · [Commented on by Sara Royce](#) (7) · 1w

Vee Gardella That was where we hung out, loved that place
[Like](#) · [Reply](#) · [Message](#) · 2w

Christopher Gawarecki The days before section 8.
[Like](#) · [Reply](#) · [Message](#) · 1w

Holly Skorpanich-Sena Wish it was still like that!
[Like](#) · [Reply](#) · [Message](#) · 2w

Stephan Bigora OMG I remember that, wow where did all those yrs. go?
[Like](#) · [Reply](#) · [Message](#) · 1w

Craig Conaughty I haven't forgotten that place.
[Like](#) · [Reply](#) · [Message](#) · 1w

Leigh Judy Joanna Ennis Samantha Joan Grandpa and Aunt Joan hung out here. Barbara Jean Berliner Dalley Debra Burgio McCann
[Like](#) · [Reply](#) · [Message](#) · 1w

Virgilio Vaden That is cool thanks
[Like](#) · [Reply](#) · [Message](#) · 1w

Barbara Addie Awesome love local history
[Like](#) · [Reply](#) · [Message](#) · 2w

Emily Garza Profeta WOW
[Like](#) · [Reply](#) · [Message](#) · 2w

Lori Arias Very cool!
[Like](#) · [Reply](#) · [Message](#) · 1w

Write a comment



Mastics-Moriches-Shirley Community Library

Published by Sara Roye [?] · March 23 at 9:34am · 🌐

March is Women's History Month, and we've collected some of our favorite photographs from the library's local history collection to celebrate.

#mmscllocalhistory



👤 1,049 people reached

Boost Post

330 Views



Like



Comment



Share



Elizabeth Horbal, Richard Oldham and 19 others

Top Comments ▾

6 Shares



Mastics-Moriches-Shirley Community Library

Published by Sara Roye [?] · August 17, 2017 · 🌐

No fancy glasses required. Folks have been making simple pinhole cameras to safely watch #solareclipses since Gemma Frisus' De Radio invented the technique in 1544. This slightly more recent #TBT story shows how it's done. <http://time.com/3737424/solar-eclipse/>
Instructions here: <https://www.jpl.nasa.gov/.../pr.../how-to-make-a-pinhole-camera/>



How to Watch the Solar Eclipse Like a 1960s School Kid

You'll need a sharp knife, a cardboard box and a crew cut

TIME.COM

 **7,100 people** reached

Boost Post



Like



Comment



Share



Elizabeth Horbal, Donna Porter-Evans and 62 others

Most Relevant ▾

79 Shares



Mastics-Moriches-Shirley Community Library

Published by Sara Roye [?] · October 19, 2017 ·



From our [#localhistory](#) collection: George Vonne (Shirley sales representative) with his family, circa 1952. [#TBT](#) [#ThrowbackThursday](#)



1,597 people reached

Boost Post



Like



Comment



Share



Elizabeth Horbal, Krystal Brand and 6 others

2 Shares



Mastics-Moriches-Shirley Community Library

Published by Sara Royce [?] · June 15, 2017 ·

#TBT Your Community Library first opened its doors 42 years ago this week (June 14, 1975). We were housed in two portable classrooms on William Floyd School District property. Our current building was opened in March of 1982. #floydstrong #mmsclhistory



Local residents in the William Floyd School District got some long-awaited but welcome news this week when it was revealed that the area's first community library would officially open its doors this Saturday.

In a companion matter, the library board also indicated that the budget that will be presented to district residents next week will carry a projected tax rate decrease of 68 cents per \$100 assessed valuation, and could go even lower than that when final figures are available.

The library's opening has been anticipated since mid-Winter, when the delivery of two portable classrooms, purchased by the school district for use as temporary quarters, was expected. However, cold weather and other factors delayed that delivery until early Spring.

As a result of the delay, the library's opening date has been moved back to a number of occasions, from the initial February estimate, to early May and finally, mid-June. School district voters in William Floyd authorized the library, and

selected a five-member board of trustees to oversee the project. According to Library Director J. Robert Verway, a 2700-sq-ft temporary site officially opened its doors at 9:30 a.m. on June 14. The facility will initially operate on a 10-hour work basis, between 10:30 a.m. and 8 p.m. on Monday, Wednesday, Friday, and from 10 a.m. until 4 p.m. on Tuesday, Thursday, Saturday. Evening hours have been included as an attempt to allow working people a chance to use the library.



GETTING READY for the library opening, June 14, members of the local Lions Club put the building's first face on...

Verway indicated that the library will offer a variety of services, including, of course, the lending of books, periodicals, records and is now moving to add cassette to their lending program and art reproductions, as well as special programs for children and senior citizens. Also available will be reference

Delay hearing on the bridge

5,424 people reached

Boost Post



Like



Comment



Share



John Henrich, Donna Porter-Evans and 81 others

Most Relevant

26 Shares



Mastics-Moriches-Shirley Community Library

Published by Sara Royce [?] · October 12, 2017 ·

Here's a bit of library history unearthed by local history librarian, Caroline Curtin. This mimeographed copy of the library newsletter was sent out 35 years ago this month. Does anyone remember getting one like this? #TBT #ThrowbackThursday

MASTICS-MORICHES-SHIRLEY COMMUNITY LIBRARY

NEWSLETTER # 12

OCTOBER 1982



THE FIRST SIX MONTHS in the new Library has been a most gratifying experience for the Trustees and the Staff--thanks to all of you who have used and supported your Library. So many people have had so many nice things to say about the new building that we are unashamedly quite proud. We know that you share the pride we feel since this is in every sense your Library. It is your use and support that made it all possible!

Our community now has the most modern public library in Suffolk County, with the most up-to-date services available. Now that there is room, we will be adding many books to the library's collection this year. (We welcome your suggestions!) And, as always, we will stress efficient, economical, personalized and friendly service.

VIDEOCASSETTES--such as Star Wars, On Golden Pond, Fantastic Voyage, Woody Allen's Bananas, NFL films, and a variety of Walt Disney titles--are available in VHS format. A videocassette may be borrowed by an adult cardholder for three days. If the one you want is not in, it may be reserved.

A complete list of the videocassette collection may be viewed at the circulation desk. New titles are being added monthly.



NEW TRUSTEE of the Library is Carol Thomas of Mastic. She was appointed on October 4, 1982 to replace Robert Graziani who resigned because he was moving from the District. Ms. Thomas is a lifelong resident of the community and was President of William Floyd High School's first graduating class. She teaches at the Moriches Elementary School, earned a Masters Degree in Special Education from Adelphi, and was Secretary of FISH for seven years. Ms. Thomas is married and the mother of three daughters.

Ms. Thomas joins the following who comprise the Community Library's Board of Trustees: Lee J. Stevens - President; Phyllis Siano - Vice President; Stuart Bossert - Clerk; and Virginia LaPanza. The Board meets on the fourth Monday of the month at 9:00 P.M. in the Library. The meetings are open to the public.

THE TRUSTEES OF THE LIBRARY PROUDLY ANNOUNCE THE INAUGURATION OF AN ANNUAL PERFORMING ARTS SERIES. LOOK INSIDE FOR FURTHER DETAILS.

1,969 people reached

Boost Post



Mastics-Moriches-Shirley Community Library

Published by Sara Royce [?] · July 4, 2017 · 🌐

58 years ago the Smith Point Bridge was opened to the public with great fanfare and thousands in attendance! Up until July 4, 1959 the only way to the beach was the Smith Point Ferry. #mmsclhistory #TBT



VOL. 18, NO. 4

LONG ISLAND'S FASTEST GROWING COMMUNITY

JUNE-JULY, 1969

BRIDGE UNITES SHIRLEY AND FIRE ISLAND



The mainland's first highway link with Fire Island, the \$2,500,000 Smith's Point Bridge, was dedicated July 4 amid a crowd of New York and Suffolk County government officials and some 4,000 residents of eastern Long Island. Ceremonies began at 2 P. M. on the north bridge plaza, with cars lined up for two miles along William Floyd Parkway, and approximately 1,000 persons crowded around the speakers' stand. The dedicatory program was climaxed and the 1216-foot span opened for public use with the cutting of the ribbon by two polio-stricken children, Charles Ancona, 7, and his sister Rose, 6, of Shirley.

Turn to pages 6-7 for complete picture story of the Opening Day ceremonies.



Shortly after the two aerial photos, above, were taken on Opening Day, July 4, an estimated 4,000 people

(1959 cars) drove across the bridge to Fire Island. Bridge is 1216 feet long, cost \$2,500,000.

See Picture Story of Shirley-Bohach Store Opening, pages 4-5

Performance for Your Post

11,339 People Reached

609 Reactions, Comments & Shares

395 Like 111 On Post 284 On Shares

33 Love 15 On Post 18 On Shares

1 Haha 0 On Post 1 On Shares

25 Wow 12 On Post 13 On Shares

51 Comments 12 On Post 39 On Shares

104 Shares 104 On Post 0 On Shares

1,135 Post Clicks

433 Photo Views 0 Link Clicks 702 Other Clicks

NEGATIVE FEEDBACK

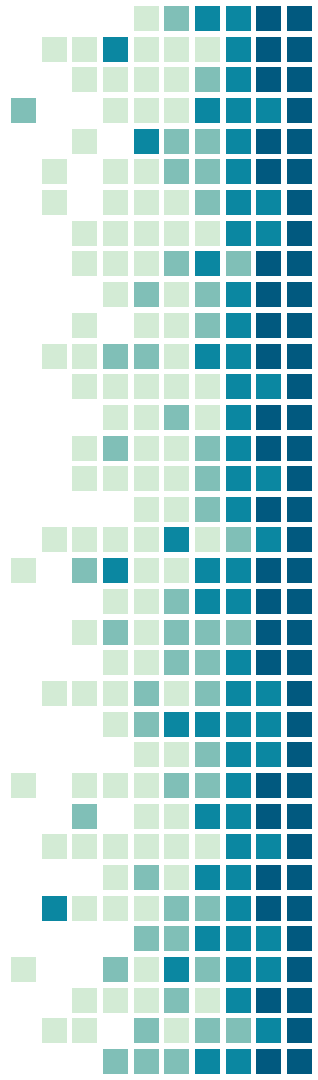
8 Hide Post 2 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Videos

- A Facebook video receives, on average, 135% more organic reach than a photo
(Socialbakers, 2015)
- Facebook's Newsfeed algorithm places a lot of weight on videos
(SEO.com, 2016)
- Social video generates 1200% more shares than text and images combined
(wordstream.com, 2018)



MASTICS
MORICHES
SHIRLEY



COMMUNITY LIBRARY

STAR WARS DAY

SATURDAY, MAY 13



Mastics-Moriches-Shirley Community Library

Published by Sara Royce [?] · May 1, 2017 ·

Calling all Star Wars fans! Join us Saturday, May 13th for an epic Star Wars celebration. Check out this time-lapse video of Yoda coming to life on our 3D printer! This Yoda will be one of several Free raffle prizes given away on May 13th! Event details:

<https://www.communitylibrary.org/images/.../starwars-day17.pdf>



5,391 people reached

Boost Again

Recent Activity

Boosted on May 02
Audience: Star Wars Day
By Sara Royce · Completed

View Results



35

1 Comment 25 Shares

Performance for Your Post

0 People Reached

2,098 Video Views

58 Reactions, Comments & Shares

55 Like	32 On Post	23 On Shares
3 Love	3 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
25 Shares	25 On Post	0 On Shares

0 Post Clicks

0 Clicks to Play	0 Link Clicks	0 Other Clicks
---------------------	------------------	-------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Organic Reach

- The # of people who saw your unpaid post
- also called “EARNED” engagement

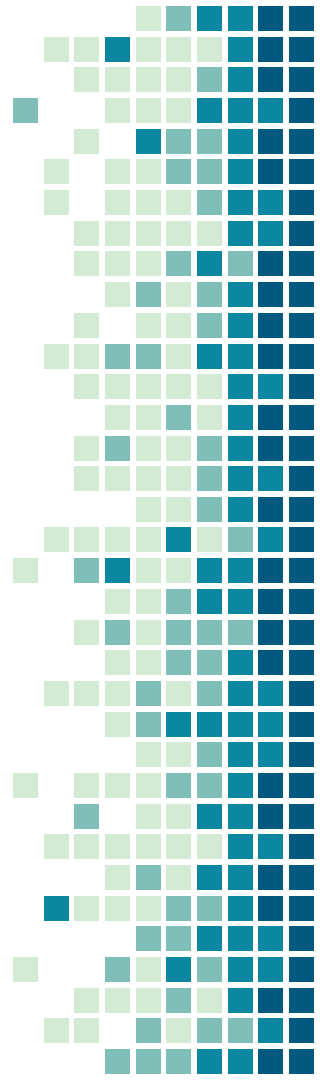
VS.

Paid Reach

- boost posts (no substitute for quality content)

Segmenting Your Audience...

- is using one or more demographic trait to identify your target customer
- is about knowing your audience
- gets you the most from your advertising dollar





Mastics-Moriches-School Library
Published by Sara Royce

To celebrate the library's "Summer with Us" by Sarah Gross wrote this amazing sound ON as you watch some #mmsclsummer https://www...



"Summer with Us" by
01:33

"Summer with Us" by
COMMUNITYLIBRARY.ORG

8,091 people reached

Recent Activity

Boosted on Jul 19
Audience: Families with grade school kids
By Sara Royce · Completed

134

Like

You targeted men and women, ages 20 - 65+ who live in 5 locations, and have 6 interests.

Location - Living In:
United States: Manorville, Mastic, Mastic Beach, Moriches, Shirley New York

Age:
20 - 65+

People Who Match:
Interests: Motherhood, Reading, Fatherhood, Parenting, Parent or Family, Job title: Stay-at-home parent, Generation: Baby boomers (US), Generation X or Millennials, Home Composition: Young & hip, Demographics > Home composition > Grandparents, Demographics > Home composition > Working women or Family-based households, Moms: Demographics > Moms > Stay-at-home moms, Moms of preschool kids or Demographics > Moms > Moms of grade school kids and Parents: Parents (All)

Hide full summary

This promotion ran for 4 days.

Your total budget for this promotion was \$10.00 USD.

You targeted men and women, ages 20 - 65+ who live in 5 locations, and have 6 interests.

Show full summary

This promotion ran for 4 days.

Your total budget for this promotion was \$10.00 USD.

2,265 **1,342** **\$10.00**
People Reached (Y) Engagements Total Spend (Y)

Actions | People | Countries

Video Views **1,342**

Link Clicks **77**

Comments **7**

Shares **7**

Creating a Winter Children's Display

5,224 people reached

Boost

Recent Activity

Boosted on Jan 17

es 21 - 65+

was **\$16.00**

\$16.00

Total Spend (%)



5,224 people reached

Boost Unavailable

Recent Activity

ORGANIC
REACH

PAID
REACH

View Results

158

28 Comments 9 Shares

Like

Comment

Share

9
Shares

400 Post Clicks

49
Clicks to Play

NEGATIVE FEEDBACK

0 Hide Post

0 Report as Spam

Insights activity is reported in the time





Hashtags

As Inspiration



Mastics-Moriches-Shirley Community Library

Published by Sara Roye [?] · August 26, 2017 · 🌐

Happy National Dog Day! We asked library staff to snap a #bookface photo of their dogs to celebrate. Post a pic of your pooch in the comments! <http://www.nationaldogday.com/>



👤 1,659 people reached

Boost Post



Like



Comment



Share



👤 Donna Porter-Evans, Charlie Kuil and 32 others

Most Relevant ▾



Mastics-Moriches-Shirley Community Library

Published by Sara Roye [?] · July 29, 2017 · 🌐

You can't judge a book by its cover. #sharkweek #reading



👤 977 people reached

Boost Post



© Mastics-Moriches-Shirley Community Library

**Use our
special
STAR WARS
Snapchat
filter**



**TODAY
ONLY!**



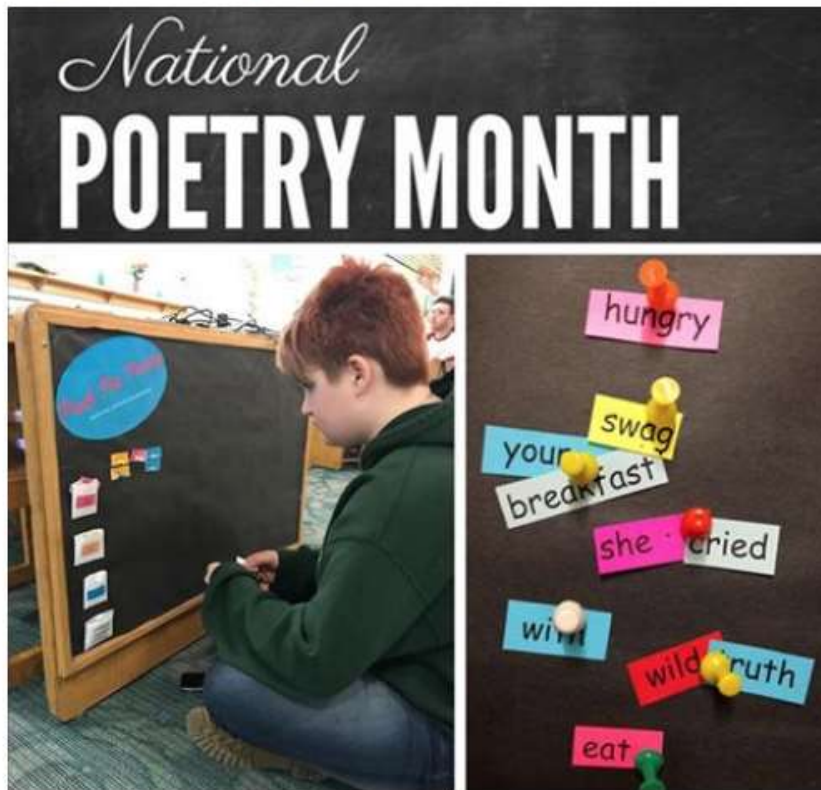
snapchat



Mastics-Moriches-Shirley Community Library

Published by Sara Royce [?] · Yesterday at 10:55am · 🌐

Happy #teentuesday! MMSCL teens are celebrating #nationalpoetrymonth with pushpin poetry. Here's Jordan crafting an original poem on our poetry board.





Mastics-Moriches-Shirley Community Library


Published by Sara Roye [?] · April 5 at 10:12am · 🌐

Happy "#Fursday!" We asked our library staff, "If your pet was a book character, who would they be?" Our assistant director, [Tara D'Amato](#) thinks her horse Clancy is most like is Bramble from the Bramble and Maggie series of children's books. Like Bramble, Clancy is very opinionated -- especially when it comes to snacking on fresh grass and flowers while they ride. Tara adopted Clancy as a colt 16 years ago and they've been together ever since. Though he lives at a farm on the North Fork, Clancy has traveled all over, visiting Maryland, Rhode Island, and Pennsylvania. He loves to stroll through the fields and swim at the beach with his pals.




#fursday

Show What You Do



Mastics-Moriches-Shirley Community Library

Spotted by because it improve a should cor importance http://www




1,735 g

Recent Ac


Boosted c Audience: F By Sara Ro

Like



Mastics-Moriches-Shirley Community Library

Our libr condition pieces.



Your 34

485 View

863 peo

57

3 Shares

4 Shares


Write

Liz S Like

Chris Like


10

3 Shares



Mastics-Moriches-Shirley Community Library

Our 3D-print Carolina, wh world! 13 co Challenge" p everyone wh #handchalle



863 peo

57

3 Shares

4 Shares


Write

Liz S Like

Chris Like


10

3 Shares



Mastics-Moriches-Shirley Community Library


Our monthly skills and cre month's inter class: http://



1,029 peo


10

3 Shares




Mastics-Moriches-Shirley Community Library

Love movie boxes. Our lazy weeke




1,995 p

6 Shares



Mastics-Moriches-Shirley Community Library added 16 new photos to the album: New Teachers Mentorship Program — at [Mastics-Moriches-Shirley Community Library](#).
Published by Sara Roye [?] · November 8, 2017

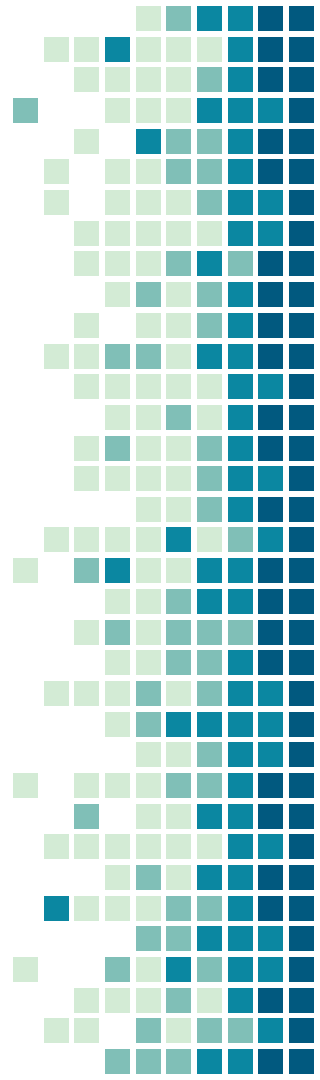
Your Community Library recently hosted 50 of William Floyd School District's new elementary school teachers and their mentors for tea and a tour of the library. Library staff introduced the teachers to the services and collections available to them and helped them apply for Teacher Library Cards.



New Teachers Mentorship Program
16 Photos

881 people reached

Boost Post





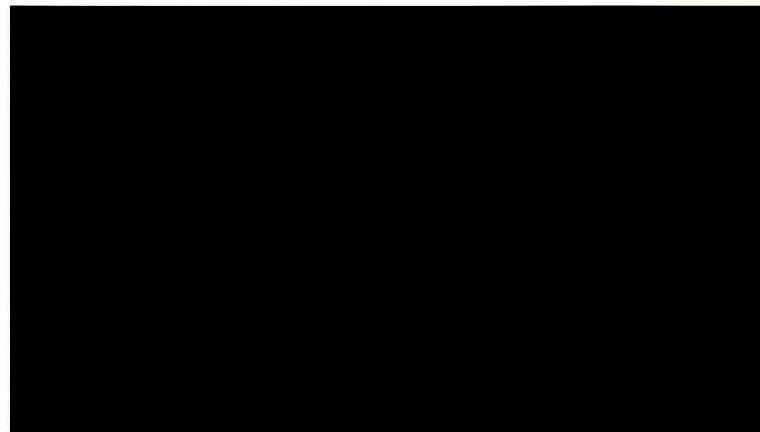
Mastics-Moriches-Shirley Community Library



Published by Sara Royce [?] · April 2 at 4:38pm · 🌐

MMSCL's Assistant Director for Public Service Tara D'Amato and reference librarian Tara Dunham Moran are on the platform ringing the NYSE closing bell with the Federal Reserve Bank as part of April's upcoming Money Smart Week. Ms. D'Amato is the one banging the gavel (!) and Ms. Moran is on HER immediate right. Here's the complete video:

<https://livestream.com/NYSE/MSWclosingbell/videos/172686436>



🕒 People have watched this video for a total of **484 minutes**

Boost Post

1.6K Views



Like



Comment



Share



Erika Irish, Sayville Library and 72 others

Top Comments ▾

20 Shares



Mus
Vi
Mem

★
GIVEAWAY

JOIN US ON FACEBOOK

We'd love to see how you use our museum pass!
You'll get a thank you gift when you share a photo.

3 Easy Steps

- 1.) Take a photo at the museum while holding your pass.
- 2.) Like/follow the Community Library's Facebook page.
- 3.) Post the photo on our Facebook page, tagging the library.

THE RULES

There is a maximum of one token thank you gift per museum patron.

Questions? Email: museumpass@communitylibrary.org

*Only provide photos for which you own the rights (i.e., you own the rights to it, and consent to sharing the photo on Facebook. There will be no compensation for use but photos may be sponsored, endorsed or administered by, or associated with, the library.



Mastics-Moriches-Shirley Community Library
Published by Sara Royce · January 12, 2017

It's great to see some of our younger patrons! Most of our Free museum passes this winter were given to 17 facilities, and the Fire Island Lighthouse is one of our newest.

<https://www.communitylibrary.org/Adult/museum-pass/>



886 people reached



Like



Comment



Robert Geiger, Robert Johnson and 47 others

3 Shares

Thank you for sharing your adventure at the Fire Island Lighthouse with us! We have more museum passes available. <https://www.communitylibrary.org/Adult/museum-pass/>



Elise DeLillo · Mastics-Moriches-Shirley Community Library
June 30, 2017 · 🌐

Arianna & Aiden loved visiting the Childrens Museum so much he wouldn't stay still for a picture!



Sharon Niebuhr Astacio · Mastics-Moriches-Shirley Community Library
December 30, 2017 · Garden City · 🌐

Another great day thanks to you and the free museum passes. My son Nicky and grandson Chris enjoyed a fun filled day on 12/28 at the long island childrens museum



Oldest



Mastics-Moriches-Shirley Community Library Wonderful photo, Sharon! Thank you for sharing it with us!

No

Yes



You targeted **men and women, ages 20 - 65+** who live in **5 locations**, and have **6 interests**.

Location - Living In:

United States: Manorville, Mastic, Mastic Beach, Moriches, Shirley New York

Age:

20 - 65+

People Who Match:

Interests: Motherhood, Reading, Fatherhood, Parenting, Parent or Family, Job title: Stay-at-home parent, Generation: Baby boomers (US), Generation X or Millennials, Home Composition: Young & hip, Demographics > Home composition > Grandparents, Demographics > Home composition > Working women or Family-based households, Moms: Demographics > Moms > Stay-at-home moms, Moms of preschool kids or Demographics > Moms > Moms of grade school kids and Parents: Parents (All)

Hide full summary



This promotion ran for **7 days**.

**Mastics-Moriches-Shirley Community Library**

Sponsored · 🌐

👍 Like Page

Our librarians are humbled to have helped our library patron, Susan Mote, to find the family that discovered her as an abandoned baby in 1968. Library staff used microfilm to identify a small article from a Connecticut newspaper about a 16-year-old boy who found a newborn baby on his way to school. This article helped Susan identify her rescuers and reconnect with them. <http://connecticut.news12.com/.../man-reunited-with-woman-he-...>



Boost Again

Curated Content

- The stuff you find
- It takes time to research & prepare these posts

Memes & Comics





Mastics-Moriches-Shirley Community Library
Published by Sara Royce · July 23, 2017 ·

Two words that do not belong together...



5,049 people reached

Like Comment

Donna Porter-Evans, John Henrich and 4 others

5 Shares



Mastics-Moriches-Shirley Community Library
Published by Sara Royce · December 31, 2017 ·

Happy New Year's Eve, everyone! We hope you are excited to begin some great new adventures! The library is closed New Year's Eve and New Year's Day. See you on January 2.



1,106 people reached

Like Comment Share

Tony Low Vazquez, Joey Massaro and 35 others

10 Shares

Write a comment...

Phyllisa Lacy Fleming-Bender Happy New Year to the best library staff our town could ask for!

Love · Reply · Message · 15w

Shirley Community Library
Published by Sara Royce · July 23, 2017 ·



Boost Post

Comment Share

John Henrich and 20 others

Most Relevant



Mastics-Moriches-Shirley Community Library
Published by Sara Royce · March 21 at 10:58am ·

Due to the inclement weather, the library will close at 1:00 p.m. today, Wednesday, March 21. All evening programs and activities are canceled.



1,266 people reached

Like Comment Share

Melanie Bonich, Chris Maino and 44 others

10 Shares



Values-driven Content



Mastics-Moriches-Shirley Community Lib

Published by Sara Royce [?] · June 22, 2017 ·

On Monday evening our Children's Department will club, especially for boys. Its mission is to help boys motivated, lifelong readers. Learn more at <http://www.guysread.com> and register your (grades 4-6) little guy here: <https://tinyurl.com/MMSCLGuyreads> #guysread Guy



GUYS READ

Welcome to Guys Read, a web-based literacy program for author and First National Ambassador of Young People's Scieszka. Our mission is to help boys become self-motiv

GUYSREAD.COM

2,765 people reached

Recent Activity

Boosted on Jun 23

Audience: Families with grade school kids
By Sara Royce · Completed

[View Results](#)

John Henrich, Nicole Soto and 80 others



Mastics-Moriches-Shirley Community

Published by Sara Royce [?] · January 3 ·

You already know that reading is cool, but this ne the next level.

<http://bit.ly/2CiZskN>



David Bowie's son is launching an onl devoted to his father's favorite reads

You've got a month to finish Peter Ackroyd's 1985 no

THEVERGE.COM | BY ANDREW LIPTAK

826 people reached



Like



Comment

Joey Massaro, Fifi Deux and 18 others

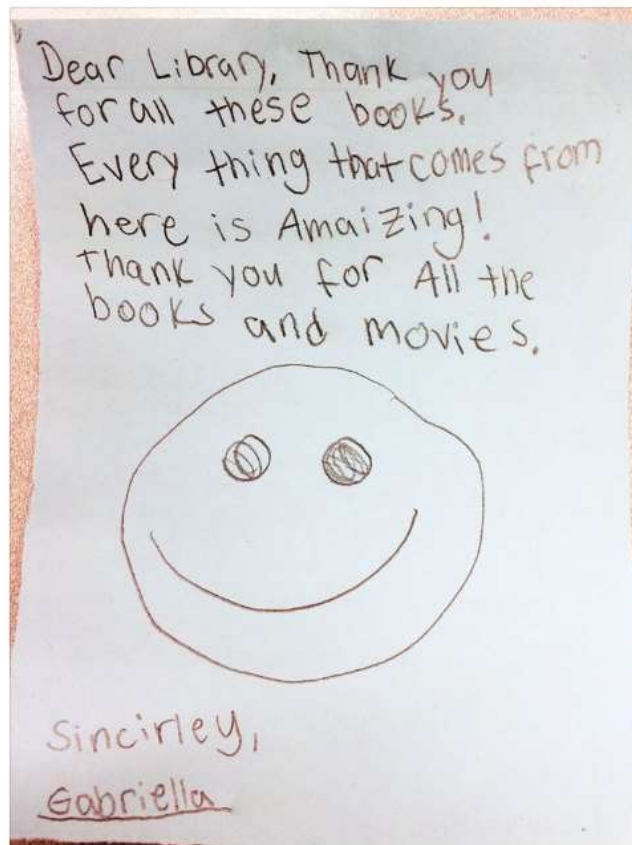
7 Shares



Mastics-Moriches-Shirley Community Library

Published by Sara Royce [?] · November 21, 2017 ·

This sweet love note from Gabriella made our day! #grateful



926 people reached

[Boost Post](#)



Mastics-Moriches-Shirley Community Library

Published by Sara Roye [?] · December 30, 2017 · 🌐

Are you surprised about the title that was chosen for New York?
<http://read.bi/2zNuxad>



The most famous book that takes place in every state

From California to Maine, these are the most famous books that take place in every state in America.

BUSINESSINSIDER.COM

👤 1,205 people reached

Boost Post

Dynamic Captions

Recap:

Engaging Content is Key

- **Offer balance of created & curated content**
- **Make the most of your ad dollars**
 - **by boosting best posts to segmented audiences**
- **Develop dynamic captions**
- **Be positive & upbeat**
- **Close the gap in the comments**

THANK YOU!

Any questions?

Nick Tanzi, Assistant Director of Technology
Mastics-Moriches-Shirley Community Library

Sara Roye, Public Relations Specialist
Mastic-Moriches-Shirley Community Library