

Resources for Social Media in Libraries

Hardware

Mevo Livestreaming Camera

<https://getmevo.com/>

Ferndale got the **Mevo Pro Plus Bundle - \$799.96**

https://shop.getmevo.com/products/mevo-plus-pro-bundle?_ga=2.232439452.2051089138.1538492245-977243803.1538076584&_gac=1.250808626.1538076599.EAIAIqobChMI85uh4PXb3QIVCQdpCh2DYwFQEAQYAiABEgL_WvD_BwE

iPad - \$429.00-\$559.00

<https://www.apple.com/shop/buy-ipad/ipad-9-7>

An iPad makes using the Mevo much easier. This is the newest iPad out. I would recommend using a newer model, as the Mevo app is pretty robust.

T-Mobile Hotspot

Our contact at T-Mobile is Joel Bell- Joel.Bell100@t-mobile.com

A hotspot is essential for quality livestreaming. Your iPad or phone must be connected to the same network as the Mevo, and if they're the only things connected to that network, you're going to get higher quality video. Ferndale purchased a plan for a staff hotspot along with the ones we lend out to patrons.

DSLR Camera

Canon EOS Rebel T7- \$549.99

<https://www.usa.canon.com/internet/portal/us/home/products/details/cameras/eos-dslr-and-mirrorless-cameras/dslr/eos-rebel-t7-ef-s-18-55mm-is-ii-kit>

This is just one example of MANY DSLRs that are out there. Try looking for used ones on your local neighborhood Facebook Buy/Sell/Trade group.

WiFi Enabled Digital Camera

Canon PowerShot ELPH 190 IS - \$149.99

<https://www.usa.canon.com/internet/portal/us/home/products/details/cameras/point-and-shoot/slim-style-cameras/powershot-elph-190-is>

Again, there are many great point and shoot cameras out there that can be synced up with a phone or to a computer, to take your personal device out of the mix, but I happen to like Canon.

Software

TechSoup

<https://www.techsoup.org/>

If you haven't explored TechSoup's reduced cost/free software options, do it now. Through your (or your Friends group's) non-profit status, you can purchase many applications you may have thought unavailable to your library.

Adobe Creative Cloud 1 Year Access - \$239.88 for the first year for the discounted membership

<https://www.techsoup.org/products/adobe-creative-cloud-all-apps-plan-1-year-individual-membership-%E2%80%93-access-to-discounted-rates--G-49388-->

This will give you access to the powerhouses Photoshop and Premiere, which, once you get past the learning curve will allow you to fine tune photos and put together professional-looking videos. You'll also get Dreamweaver, Illustrator, After Effects and more!

Adobe Photoshop Elements and Premiere Elements - \$27.00

<https://www.techsoup.org/products/photoshop-elements-2018-and-premiere-elements-2018-bundle--G-45103-->

Currently Out of Stock

If you want to go the budget route, but still up your photo and video game, the Elements package is a great choice. And you can't beat the price!

Canva - Free with in-app purchases available

https://about.canva.com/en_in/canva-for-nonprofits/

A TOTAL gamechanger for us! Easy to use, beautiful templates that are frequently refreshed, sharing capabilities, export options that Photoshop can't even match and all for FREE. Create beautiful social media graphics with the right dimensions from the start. Make a flyer on the quick. And at a \$1 an image, you may occasionally find that you want exactly the photo or graphic that comes with the template.

Buffer - Free to start - \$7.50-\$200 for non-profit pro plans

<https://buffer.com/pricing>

Buffer allows you to schedule Instagram posts which we've found useful for bookface Friday posts and other things we know we'd like to post at a certain time. The app offers LOTS more, though, which we haven't explored yet.

Squarelovin - Free

<https://squarelovin.com/business/>

We used this webapp to pull stats about our Instagram account in a visually pleasing way. You'll see some screencaps in this presentation. Useful for reporting your social media story to your board and patrons.

Online Resources

Trend Hunter

<https://www.trendhunter.com/>

Not always library-relevant, but these trends can clue you into consumer trends that your patrons might be into. It's also a great way to look outside your library bubble at what is cool, fresh and new in the world.

Tag Blender

<https://www.tagblender.net/>

Again, not always library-relevant, but this is a good way to see what's trending generally on social media, especially in specific types of posts like (food, fitness, holidays, etc.). Tapping into what tags are out there will get more eyeballs on your posts, which in turn will expose more and more non-library patrons to see that libraries can be and ARE cool.