

As the nation marks 250 years since the Revolution, the NJ State Library unveils “NJ250: Living Documents, Evolving Rights.” A new digital exhibition exploring how New Jersey’s evolving constitutions shaped, and were shaped by, the fight for liberty.

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How to Turn One Library Program into Multiple Marketing Opportunities

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Micro-Content for Libraries

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Libraries have so many programs and resources to share with the community, but it can be difficult to constantly create new content for social media, blogs, and newsletters. With limited staff time and resources, keeping up with marketing efforts can feel overwhelming. One of the most effective trends in digital marketing right now is micro-content, a strategy that focuses on turning one piece of content into many smaller pieces that can be shared across different platforms.

What is Micro-Content?

Micro content is written copy, imagery, and/or video content that can be consumed in 10-30 seconds or less. The messaging is clear and concise, so followers can understand the information during a quick scroll and with a short attention span. Libraries can utilize this tactic most effectively for promoting an upcoming event. This means that a library can generate several posts for a single program instead of just one announcement. By highlighting different aspects of a program before, during, and after it takes place, libraries can extend the life of their content and reach more people in their communities.

Why is it an Effective Marketing Strategy?

Micro-content works because followers rarely see everything your library's account posts. Social media algorithms, busy schedules, and information overload mean that many people could miss posts the first time around. Sharing several pieces of content related to the same program increases the chances that patrons will notice it and engage with it.

Another benefit of the micro-content approach is that it allows libraries to tell a fuller story. Instead of simply announcing an event and moving on, libraries can highlight the planning, the people involved, and the experience of the program itself. The result is more engaging content that showcases the value of library programs.

How to Use it for Your Library

Need a little more inspiration to get started? Let's use a gardening workshop as an example. The first piece of content to share could be the introduction of the workshop with date, time, a brief description, and registration information. This could be a simple graphic with basic details. Below is an example of an introductory post from the New Jersey Hispanic Research & Information Center and the Newark Public Library for their event funded by the Rev 250: Examining the Semiquincentennial through a Jersey Lens grant.



njhric and 2 others
Newark Public Library

📅 **March 18, 2026 | 6-8 PM**
📍 Newark Public Library (Centennial Hall)
🆓 **Gratis**

Join us for The Archives Speak: A Lens on Jersey's Latino History —a panel on Latino history and communities in NJ.

📅 **March 18, 2026 | 6-8 PM**
📍 Newark Public Library (Centennial Hall)
🆓 **Free admission**

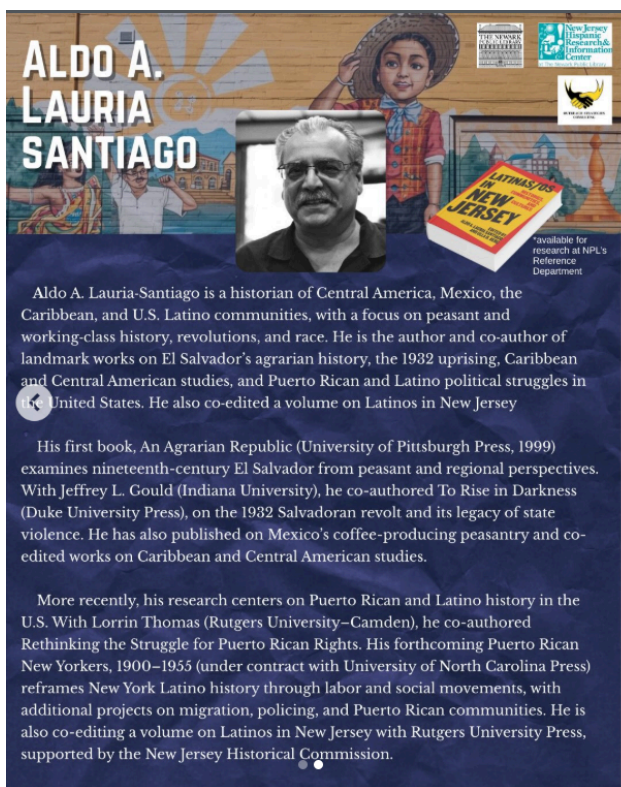
@njstatalibrary

#latinohistory #ni250 #rev250 #newjerseylatinos

📍 Liked by westorangelibrary and 27 others
February 24

😊 Add a comment... Post

In the next post, your library could introduce the presenter with a speaker spotlight that shares their background and expertise. This graphic could include their title, headshot, and if available, their account can be tagged to share with their audience as well in cross-promotion. Below is an example of a panelist bio for the same event previously shown.



njhric and 2 others
Newark Public Library

njhric Meet historian Aldo A. Lauria Santiago, one of the panelists for The Archives Speak. His work explores Central American, Caribbean, and U.S. Latino history 🇺🇸
Get to know him on March 18, 2026, 6-8pm at the Newark Public Library, Centennial Hall, 2nd floor

#nj250 #rev250 #latinohistory #latinxculture #communityvoices

4d

📍 Liked by newarklibrary and 6 others
4 days ago

😊 Add a comment... Post

A few days later, post a quick gardening fact or tip related to the workshop topic. This type of post helps build interest while also offering useful information to followers. Another post could invite engagement by asking the community a question, such as what herbs they like to grow or what gardening challenges they face.

As the program approaches, a reminder post similar to the original announcement can help grab people who may have missed the initial post. In a separate post or incorporated into the reminder, sharing behind-the-scenes photos can make the content stand out. Show staff preparing materials or setting up the space for the event, if it applies.

On the day of the program, a quick post can remind followers that the event is happening. If appropriate, libraries can also share a photo or short video clip from the program itself to highlight the experience. Make sure you have permission to film or photograph attendees and share on your social media.

After the event, photos of attendees, presenters, or activities make excellent recap content. A follow-up post thanking participants and sharing a few highlights helps demonstrate the impact of the program. Libraries that maintain blogs can also publish a recap article that highlights key takeaways or tips shared during the presentation. See below for an example from NJ State Library's social media of a recap post after the event or program took place.



njstatalibrary

njstatalibrary This weekend's NJSL Presents Black History Month special event was a powerful and moving experience. Thank you to everyone who joined us at the @nj_statemuseum for a screening of the Emmy Award nominated PBS documentary "The Price of Silence" and for the thoughtful discussion that followed with producer Ridgeley Hutchinson and our distinguished panelists.

We are grateful to all who attended and helped make this important conversation about New Jersey's history such a success.

View insights

Boost post

Liked by camdencountylibrary and 4 others
February 26

Add a comment...

Post

Through those examples of content, what normally might've been one program announcement easily became six or more unique posts. By breaking down each program your library already offers into micro-content, you can focus on capturing moments, sharing knowledge, and highlighting community connections. So go ahead, give it a try for your next event! Think of each program as a collection of stories rather than a single announcement, as a way to keep your content fresh and your followers engaged.

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Main Library

185 W. State Street
Trenton, NJ 08608

Phone: (609) 278-2640

Fax: (609) 278-2652

Talking Book and Braille Center

2300 Stuyvesant Avenue
Trenton, NJ 08618

Phone: (609) 406-7179

Toll-Free: (800) 792-8322

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