

# How To Master Social Media Automation

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Marketing Blog

*Julia Giantomasi* July 23, 2024

We understand that time is of the essence and your library might not have a dedicated marketing team. That's why social media automation could be the key to success in your marketing efforts! Social media automation is utilizing tools to manage repetitive marketing tasks on social media platforms. Keep reading to learn how to master automating your regular tasks to save time and really be able to prioritize creating engaging content.

## Scheduling at Best Time

Using a tool to schedule your social media on a regular basis can simplify posting on multiple platforms. It's also important to note that each platform typically has a different ideal time to post when your followers will be most engaged. Even if you're cross-posting the same content, by utilizing a scheduling tool, you're able to choose the best time per platform.

Just because you're scheduling posts ahead of time, doesn't mean you can rely on the tool to catch mistakes. Attention to detail is still important when scheduling. Make sure to edit each post, using hashtags only where appropriate, attaching the graphic with the **correct ratio** [↗](#), and tagging the right user profiles. Sometimes a person's Twitter handle is different than their page name on Facebook. Streamlining the process can be helpful, but you never want your followers to know you're streamlining by catching mistakes. Repeating a post with errors across multiple platforms makes it super obvious! This also applies to the timing of your schedule. You should always know what posts are coming up and manually make changes when necessary.

As far as what tool to use, that's entirely up to you! Some tools offer free versions with limited capabilities and depending on your budget there are different tiers of subscriptions. Check out **this list** [↗](#) to find out which tool would be the best fit for you.

# Boost Content with AI

AI can be inspiring if used correctly. We don't encourage using AI to steal or repurpose other creatives' work without credit, but we do believe it can be a **helpful tool in inspiring content creation** [↗](#). When you're creating daily content for social media, it's not uncommon to get stuck with what to say without being repetitive. Most scheduling tools as well as social media platforms themselves have an AI suggestion tool for creating captions. This tool will take a sentence you've already written and rewrite it to make it sound more enticing to followers. Working together with these AI suggestions can help craft a more original caption with vocabulary that might be a better fit for your audience. Look at AI as more of a writing assistant rather than the actual writer.

## Streamline Analytics Reporting

Each social media platform has their own analytics tab and reporting. If you choose to use these tools, you'll have to manually collect information from each channel. However, there are tools that will collect that information from each platform for you and collate it into a report. **Using a tool like this** [↗](#), which may have a subscription fee, will allow you to customize reports and set up an automated delivery with data laid out in easy-to-read charts or graphs. Regardless of if you want to streamline this step, being aware of the data from your social media posts is an important step in creating content that engages your following.

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I've had opportunities throughout my career to coordinate marketing and social media for live events and small businesses across various industries. I've enjoyed keeping up with the trends and using social media to not only promote quality services but create a sense of community. As the PR & Marketing Coordinator for the New Jersey State Library I can draw from these experiences in order to provide tips and best practices for libraries handling their own marketing and social media. I hope that I can be a resource to libraries across New Jersey as they engage with their communities.

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