

Keep doing what you're doing, but you may be doing it wrong: on creating a [personal] Instabrand

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Hi, I'm Diane Dias De Fazio, Librarian at the New York Public Library's Irma and Paul Milstein Division of U.S. History, Local History and Genealogy, and I'm going to talk about branding and ... the message.

I want to thank my fellow panelists, our moderator, and this session's sponsor, B & L Rootenberg Rare Books, and all of you for joining us today.

I am, as Agnes said, **@archibrarian** on Instagram, and the founder of IG Libraries. I should also take a moment to say up front: I am not part of Instagram at NYPL, and I cannot speak for the Library and its policies or actions in that regard.

Branding.

- Who are you? →
- Who are your followers? →
- Respond →
- Collaborate →
- Don't condescend →
- Don't try to be something you're not →
- Give the people what they want →
- Ten words or fewer
- Five words or fewer
- Always, even if only liking a comment
- Participate in hashtag challenges or create your own
- Instagram can be educational. Instagram is community.
- i.e., not everyone is funny
- Beautiful books? Puns? Poems? Shelfies? Content?

Branding. It's the curse of the creative class. It's also something you should totally think about doing. You don't need a committee, an outside consultant at \$14 Million, just think about these few things.

Point 1: I don't mean your bio. I am a librarian who likes details, architecture, and writes. That's ten. Ten words or fewer.

Point 2: Five words. Who do you want to be your audience? Book nerds, smart people, libraries. (That's five.) Think: students, alumni, researchers, collectors, booksellers....

Point 3: Liking things is easy! Getting a reputation that you're too cool for school? Be cool. You don't have to write long responses, just like the comment. It's OK.

Point 4: Participate in hashtag #challenges or create your own. From Marbled Monday to Way Too Big Wednesday, there's plenty out there.

Point 5: Instagram can be educational. Instagram is community.

Point 6: i.e., not everyone is funny. Present company excepted.

Point 7: Beautiful books. Are. Popular. Who has those? Everyone in this audience. Are you good at Puns? Poems? Shelfies? Long-form content? Do it.

Do what you know.

Frank O'Hara said it, not I. But mind you, there are pitfalls out there.

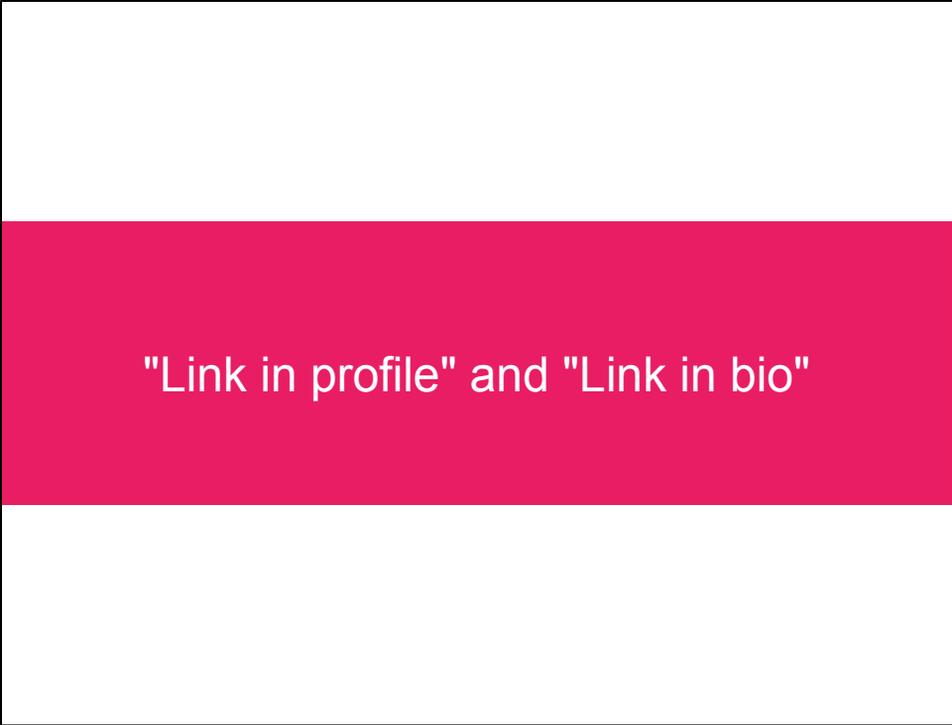
It's a trap!

- The algorithm →
- Follow, follow back? →
- #bookme #bookish #booknerd →
- Don't tag people you don't know→
- Don't @celebrities →
- If you think you might be a celebrity ... →
- Curses!
- It's a community, not a popularity contest. Use your best judgement
- Kindly do not use all of these together in every post
- It's like knocking on someone's door
- Even "book famous" ones
- Well...

There are pitfalls out there, like these:

- Curses! Instagram has a new algorithm, thank you, Facebook. Sometimes you don't see posts for days. Ads are dominating feeds. But keep in mind: **you don't need to buy ads or promote your posts or pay for a service that “shares your feed”**.
- Use your best judgment, but don't be that account with 23K followers who follows 100 or fewer people (or 300 followers who follows 10), this is a community. Follow like accounts, and/or other accounts from your institution for solidarity. I personally do not follow back private accounts, unless I know the person.
- Heavens forfend! You don't need book-related hashtags to get likes. #book? Isn't it obvious? #books? again. #bookme? when posting about eighteenth-century armorial bindings? Stop.
- Manners.
- They will not respond to you, most likely.
- Well... how's that saying go? ... But seriously, there's someone out there who has no idea who you are. The only way they'll get to know you is if you participate.

One other thing.



"Link in profile" and "Link in bio"

Show of hands, have you done this before? Right, we all have. But Instagram doesn't preserve those links, and your post will eventually say "link in bio" to something that's long gone, so ... what to do?

Instagram resists archiving,
but we invented resistance.

Make a short URL and put it in your posts.

Any of these will do:

- goo.gl
- bitly.com
- [tinyURL.com](https://tinyurl.com)

Feel like even your friends are too lazy to cut-and-paste?

- Tell Instagram.

It will make the Internet better, and kittens will smile.

That is to say, Instagram PRESENTLY resists archiving. A lot of things you can do now on IG weren't available when we started talking about this seminar, back in 2015. Links are one of the more vulnerable elements in what we do, and – at least for the moment – you can save this part of your work by adding a short URL to your posts.

We'll talk a bit more about archiving and saving your InstaHistory in the Q&A. AAS pioneered it.



But first, let's hear from Jason and how Southwestern empowers students to add to the social media feed.