

52 FRESH LIBRARY BLOG IDEAS

1. MEET YOUR LIBRARIAN

This is a great way to show the human side of your library and feature the people who make it all happen. It's also perfect "evergreen" content, which means you can feature it any time and it will always be relevant. **PRO TIPS:** Be sure to tag the location they work at in your social media posts to help people in your area find the post easier. Also, include a great picture!

2. NEW YEAR'S RESOLUTION BOOKS

Create a list of five books for those trying to keep a New Year's Resolution.

3. UNIVERSAL LETTER WRITING WEEK

This happens in early January and can be a great way to feature memoirs. **PRO TIP:** Be sure to include hashtags on social media

4. LIST OF CIVIL RIGHTS FOCUSED BOOKS

Perfect for Martin Luther King Jr. Day (January) or Black History Month (February). **PRO TIPS:** Be sure to use hashtags on social media. Set up a display in the library, post a photo of it, and welcome patrons to come in and learn more.

5. NATIONAL LIBRARY LOVERS MONTH

February is the month to talk about love for the library. Feature testimonials from patrons about why they love the library and ask social media followers to share their own stories. **PRO TIP:** Be sure to use the hashtag on social media!

6. FEATURE AN UPCOMING PROGRAM

Add extra advertising to an upcoming program by writing an in-depth feature about the program. This can also serve as evergreen content. **PRO TIP:** Be sure to put a link in the article to where they can register or learn more about dates and times of the program.

7. NATIONAL GRAMMAR DAY

March 4th is a perfect day to make some grammar puns!

8. NATIONAL WRITE YOUR STORY DAY

On March 14th, feature books on writing as well as encouragement to aspiring writers. **PRO TIP:** Be sure to include the hashtag on social media.

9. WOMEN'S HISTORY MONTH

Feature a list of female authors (March). Bonus points for local authors! **PRO TIPS:** This could make a series of blogs throughout the month. Be sure to use the hashtag on social media!

10. BRANCH TRIVIA

Post a list of little known facts about your branches. **PRO TIP:** This would be ideal to break up for multiple social media posts. Each fact could be one post accompanied by a photo. Be sure to tag the location.

11. LIBRARIAN BOOK PICK OF THE DAY/WEEK

This evergreen topic is a perfect way to recommend reads and capitalize on your staff's expertise. **PRO TIP:** Be sure to link to the book listing in the blog post.

12. NATIONAL POETRY MONTH

In April, be sure to feature poetry! Use staff picks to give your team extra recognition. **PRO TIPS:** Be sure to use the hashtag on social media. Link to the books in the blog post.

13. NATIONAL LIBRARY WEEK

This is the week to tell everyone the importance and the impact of their library (April). Use patron stories and lots of pictures.

14. NATIONAL VOLUNTEER WEEK

Recognize your volunteers in April. **PRO TIPS:** Be sure to give contact information in the blog post so future volunteers can learn how to get involved. You can link back to this 'volunteer spotlight blog post' on your volunteer page so those who are interested can learn more.

15. SPOTLIGHT ON KIDS PROGRAMMING

Create a list of possible kids programming broken out by age. This is perfect shareable content for parents in your community. **PRO TIP:** Be sure to add links to your blog post to your events calendar.

16. RED BOOKS

This play on words can be a fun way to list a bunch of books together that all have red covers. **PRO TIP:** This makes a great display that can be photographed.

17. ENVIRONMENTAL ISSUES

Highlight opportunities to help the environment right in your own backyard. Bonus points for books on the subject.

18. MAY THE 4TH BE WITH YOU

Star Wars posts are always popular. You can do all kinds of spins talking about the fandom. **PRO TIP:** Be sure to use the hashtag on social media.

19. NATIONAL GET CAUGHT READING MONTH

In May, feature staff picks - AKA what they are caught reading! Bonus points for fun photos. **PRO TIP:** Be sure to link out to the books in the blog post.

20. INTRODUCE A NEW STAFF MEMBER

Introduce your new staff and help make their face a familiar one at the library. Make it evergreen by featuring the same three questions for each new hire. **PRO TIP:** Be sure to tag the branch they work at in social media posts.

21. BOOKS THAT ARE MOVIES

Feature a list of great reads that have been made into movies. **PRO TIP:** Be sure to link out to the books in the blog post.

22. SUMMER READING CHALLENGE

If your Library does a summer reading challenge this makes for great news to share and a way to stir up competition online.

23. LGBTQIA PRIDE MONTH

June is the perfect month to feature reads relating to PRIDE. **PRO TIPS:** Be sure to use the hashtag on social media. Rainbow colored photos are a must!

24. EID AL-FITR

Known as the Feast of Fast-Breaking, this celebration is the culmination of Ramadan.

25. LOCAL EVENT PARTICIPATION

Focus on how the library is participating in a local summer event.

26. HOMETOWN HISTORY SPOTLIGHT

Feature books on local history and titles by local authors.

27. SUMMER PICKS

Recommend summer reads for sunny days. **PRO TIP:** Be sure to link out to the books in the blog post.

28. INDEPENDENCE DAY

Focusing on our founding fathers by featuring history books. (Say that three times fast!)

29. NATIONAL ICE CREAM MONTH

Oh the possibilities for a July summer post!

30. ALL ABOUT PETS

Our fur babies are part of the family. Let's celebrate them! **PRO TIP:** Be sure to link out to the books in the blog post.

31. HONOR MILITARY HISTORY

Focus on books from our military history. **PRO TIP:** Be sure to link out to the books in the blog post.

32. FOCUS ON HOBBIES

People can learn all sorts of new hobbies at the library. This would also make a great tie-in for an upcoming class. **PRO TIPS:** Be sure to link out to the books in the blog post. Include a link in the article to register or learn more about dates and times of the class.

33. WORLD CAT DAY

Cat videos have taken the internet by storm. Celebrate some of the world-famous feline characters! **PRO TIP:** Be sure to link out to the books in the blog post.

34. DID YOU KNOW?

Strange facts can be an engaging evergreen blog series, and the library has the market cornered on this one!

35. BACK TO SCHOOL

Celebrate back to school and highlight your programs coming up during the school year. Also use this topic to highlight your homework help. **PRO TIP:** Be sure to put a link in the article to where they can register or learn more about dates and times of homework help.

36. TIMELY TOPICS DISCUSSED WITH BOOKS

Books can be a great lens through which to look at current events. Use both fiction and nonfiction to shed light on and spark conversations about timely issues in your community, the nation, and the world. **PRO TIP:** Be sure to link out to the books in the blog post.

37. 100 YEARS AGO

Much has changed and much hasn't. Looking back 100 years to the issues of the day and juxtaposing them with issues today can be very powerful.

38. SPORTS AND MORE SPORTS

Highlighting sports that are currently in season is an evergreen topic and way to feature book titles that range from memoir to history, and even fashion. **PRO TIPS:** Be sure to link out to the books in the blog post. This makes a great display that can be photographed.

39. HIDDEN FIGURES IN HISTORY

Shine a spotlight on lesser known figures in history. **PRO TIPS:** Be sure to link out to the books in the blog post. This makes a great display that can be photographed.

40. HIGHLIGHT A SUCCESS STORY

Your patrons are having successes because of the library every day. Ask patrons if they'd be willing to be featured. This is great evergreen content, and it could even get picked up by local press.

41. INTERVIEW A LOCAL AUTHOR

Featuring a Q&A with an author makes great evergreen content and can attract that fan base to your library's channels. **PRO TIPS:** Be sure to link out to the author's social media handles. The author can also share this post on their social media channels which means more eyes on your content.

42. FALL COLORS

Highlight books that highlight the beauty of the season. **PRO TIPS:** Be sure to link out to the books in the blog post. This makes a great display that can be photographed.

43. SPOOKTACULAR READS

Highlight reads that fall along the creepier side. This could also be an opportunity to highlight gothic novels with classic titles. **PRO TIPS:** Be sure to link out to the books in the blog post. This makes a great display that can be photographed.

44. NATIONAL BOOK AWARD WEEK

Highlighting past National Book Award winners from your state can create a local tie-in to the awards (November). **PRO TIP:** Be sure to link out to the books in the blog post.

45. FIRST-TIME AUTHOR TIPS

There may be future authors in your library right now. Post tips and reads for those creatives out there who need an extra push. **PRO TIP:** Be sure to link out to the books in the blog post.

46. ELECTION INFORMATION

The Library is looked at as a trusted source for furthering democracy. Posting voter information or sharing which branches will serve as voting locations can make a timely and extremely useful post. **PRO TIP:** Civic responsibility could be a series of posts following the timelines of voter registration, primary elections, and more.

47. GIVE THANKS TO YOUR STAFF, VOLUNTEERS, AND PATRONS

PRO TIP: This goodwill post can lead to lots of shares on social media.

48. HYGGE

Time to get comfy and write about all the snuggly winter plans you can have with a book!

49. HOLIDAYS AROUND THE WORLD

This is a chance to highlight a diverse range of cultures and even a chance to partner with local ethnic groups on book ideas. **PRO TIPS:** Be sure to link out to the books in the blog post. This makes a great display that can be photographed.

50. FAMILY ACTIVITIES FOR THE HOLIDAY BREAK

You can list activities happening in your Library or even ideas they can do at home. **PRO TIP:** Be sure to add links to your blog post to your events calendar if it contains activities at the Library.

51. HOLIDAY COOKIE RECIPES

Highlight cookbooks as well as favorite staff recipes!

52. MOST CHECKED OUT BOOKS FOR THE YEAR

People love lists! You can break up book genres for interest as well. You could also split this out to multiple posts for multiple genres. **PRO TIP:** Be sure to link out to the books in the blog post.