**American Library Association**

**Great Stories Club**

**Social Media Tips**

Getting Permission

Check your organization’s policies before posting photos, videos, audio recordings or quotes from book club participants. If your policies do allow you to post these materials, you may need a release form signed by the participant and possibly a parent/guardian. [Download sample media release form here.](https://s3.amazonaws.com/ala-ppo-general/gsc/GSC-Media-Release-2018.doc)

Even if your library or partner institution has strict privacy policies, you might find other ways to utilize social media. If you can’t show participants’ faces, consider using a group shot in which individual faces aren’t recognizable, or post photos of the GSC books or materials. If you can’t attribute a quote/audio recording to a particular participant, you could call them “GSC participant.”

Twitter

* Consider sharing: links to blog posts, news releases, quotes (e.g., quotes from books your group is reading, insightful things that teens said during programs)
* Recommended in-stream photo size: 440 x 220 pixels minimum (2:1 ratio)
* Hashtags to know: #GreatStoriesClub, #ProgrammingLibrarian
* Please tag: @ALALibrary

Facebook

* Consider sharing: videos, photos, links to blog posts that contain photos
* Recommended size for shared images: 1,200 x 630 pixels
* Please tag: American Library Association

Instagram

* Consider sharing: photos.
* Recommended photo size: 1,080 x 1,080 pixels
* Hashtags to know: #GreatStoriesClub, #ProgrammingLibrarian, #LibrariesTransform, #LibrariesStrong, #LibrariesofInstagram, #libraries, #librarians, #books, #reading, #amreading, #bookstagram
* Please tag: American Library Association (@americanlibraryassociation)

Platforms change their image requirements frequently, so check [this guide](https://sproutsocial.com/insights/social-media-image-sizes-guide/) for the current sizes.