



Beyond the stacks: stakeholder social toolkit

This social media toolkit was developed for librarians and other stakeholders to use to promote the data from the ROI Study of Public Libraries commissioned by the Texas Library Association to their audiences.

How to use this toolkit

Section 1 and Section 2 of the toolkit include messages and graphics highlighting key data points from the ROI report. They can be used for any audience.

Copy the post that fits your audience, pair it with the matching graphic and publish.

Section 3 includes posts organized by stakeholder type, such as libraries, businesses, and educators, however, most can be adapted for any audience.

Each post is written to stand on its own, so stakeholders can post once or build a series.

Three requests for stakeholders:

1. Tag the Texas Library Association on every post so the campaign consolidates.
2. Use the hashtags provided. They are how we track amplification and pull the report into one conversation.
3. Link to the full report. The data is the argument. <http://trulytexas.txla.org>

Tagging and hashtags

Tag on every post

- **X:** @TXLA
- **Facebook:** @TexasLibraryAssociation

- **LinkedIn:** Texas Library Association
- **Instagram:** tag @txla or the association's verified handle in caption and image

Hashtags

Primary: #BeyondTheStacks #TXLibraries

Secondary: use as fits: #LibrariesTrulyTexas #StrongLibrariesStrongTexas
#TexasWorkforce

Link: <http://trulytexas.txla.org>

Graphics

Graphics for each of these suggested posts are in this [Dropbox folder](#). You do not have to have a Dropbox account to access the folder or to download the graphics. Graphics are numbered as indicated in the messaging below.

1. The anchor post: For all audiences

Use this one if you are only planning to post about the ROI study once. It is general to the full dataset and works on every social media platform.

Dropbox folder with anchor post images [here](#)

LinkedIn and Facebook

New research commissioned by the Texas Library Association finds that Texas public libraries return \$4.74 in economic and community value for every \$1 invested.

That is \$3.8 billion in total economic benefit and 11,200 jobs supported statewide.

The "Beyond the Stacks" study confirms what communities already know. Libraries connect Texans to technology, job training, small business resources and public services. They are workforce infrastructure, economic infrastructure and community infrastructure.

Ninety percent of Texans say public libraries should be treated as an essential public service. Seventy-two percent of Texas households hold a library card.

Read the full report: <http://trulytexas.txla.org>

@Texas Library Association #BeyondTheStacks #TXLibraries

X (formerly Twitter)

Texas public libraries return \$4.74 for every \$1 invested.

\$3.8B in economic benefit. 11,200 jobs supported. 90% of Texans call libraries an essential public service.

New research from @TXLA: <http://trulytexas.txla.org>

#BeyondTheStacks #TXLibraries

Instagram

Libraries deliver real value.

New research commissioned by the @txla finds Texas public libraries return \$4.74 for every \$1 invested, generating \$3.8 billion in economic benefit and supporting 11,200 jobs across the state.

Books are the starting point. Job training, internet access, benefits enrollment and small business support are what happen next.

Full report at the link in bio.

#BeyondTheStacks #TXLibraries #LibrariesTrulyTexas

2. Stat posts, matched to each graphic

Pair each caption with its corresponding graphic. Stakeholders can run these as a series or select the graphics and stats most relevant to their audiences.

[TOOLKIT IMAGES: DROPBOX](#)

Graphic 1: \$4.74 | Libraries deliver real value

Every \$1 invested in Texas public libraries returns \$4.74 in economic and community value.

Libraries are not a line item. They are a return.

New research from the Texas Library Association: <http://trulytexas.txla.org>

@TXLA #BeyondTheStacks #TXLibraries

Graphic 2: \$3.8B | A bigger, brighter Texas

Texas public libraries generate \$3.8 billion in total economic benefits statewide.

That value shows up in workforce readiness, small business support, student achievement and access to public services in every region of Texas.

@TXLA #BeyondTheStacks #TXLibraries

Graphic 3: 11,200 | Libraries power Texas jobs

Public library spending supports 11,200 jobs across Texas.

Libraries help Texans find work. They also put Texans to work.

@TXLA #BeyondTheStacks #TXLibraries

Graphic 4: \$2.48B | Value beyond the bookshelf

Library services deliver an estimated \$2.48 billion in economic value to Texans each year.

Computer access. Job search help. Early literacy. Meeting space. Benefits enrollment. The value adds up long before you get to the books.

@TXLA #BeyondTheStacks #TXLibraries

Graphic 5: 82% | Libraries help Texans get to work

82% of Texas public libraries surveyed help residents with job applications.

For many Texans, the nearest career center is a library.

@TXLA #BeyondTheStacks #TXLibraries #TexasWorkforce

Graphic 6: 68% | Connecting Texans to support

68% of Texas libraries surveyed help residents apply for government benefits including Social Security, Medicaid, Medicare and disaster assistance.

When Texans need help navigating a system, they walk into a library.

@TXLA #BeyondTheStacks #TXLibraries

Graphic 7: 37M+ | Libraries are a digital lifeline

Texans logged more than 37 million Wi-Fi sessions at public libraries in 2024.

Broadband access is not universal in Texas. Library access is.

@TXLA #BeyondTheStacks #TXLibraries

Graphic 8: 56% | More than books

56% of Texas libraries surveyed lend nontraditional items. Tools. Musical instruments. Art supplies. 3D printers. Production equipment.

Libraries lend opportunity.

@TXLA #BeyondTheStacks #TXLibraries

3. Audience variations

Stakeholders should pick the version that matches who follows them. These messages can be used in place of or in addition to the messages in Section 2.

Business and chamber partners

Workforce infrastructure does not always look like a training center.

New research commissioned by the Texas Library Association finds Texas public libraries return \$4.74 for every \$1 invested, support 11,200 jobs and generate \$3.8 billion in economic benefit statewide. 82% of surveyed libraries help residents with job applications.

For employers competing for talent in a growing state, that is a workforce asset already operating in nearly every community.

Read "Beyond the Stacks": <http://trulytexas.txla.org>

@Texas Library Association #BeyondTheStacks #TXLibraries

Elected officials and civic leaders

Texans do not agree on much. They agree on this.

90% say public libraries should be treated as an essential public service. 95% say libraries expand access, promote literacy and support workforce readiness. 72% of Texas households hold a library card.

New research from the Texas Library Association puts a number on that support: \$4.74 returned for every \$1 invested.

<http://trulytexas.txla.org>

@Texas Library Association #BeyondTheStacks #TXLibraries

Libraries and library systems

You already know what happens here every day. Now there is research behind it.

Texas public libraries return \$4.74 for every \$1 invested, generate \$3.8 billion in economic benefit and support 11,200 jobs statewide.

Thank you to every Texan who walks through our doors and to the Texas Library Association for commissioning this work.

@TXLA #BeyondTheStacks #TXLibraries #LibrariesTrulyTexas

Education and nonprofit partners

Access is the whole story.

A library card opens the door to internet access, early literacy programs, job search support, benefits enrollment and lifelong learning, with no financial barrier and no judgment.

New research commissioned by the Texas Library Association finds that access returns \$4.74 in value for every \$1 Texas invests.

<http://trulytexas.txla.org>

@Texas Library Association #BeyondTheStacks #TXLibraries

4. Short-form and story copy

For Instagram stories, LinkedIn comments, reposts and quote posts.

- \$1 in. \$4.74 out. That is the return on investment on Texas public libraries.
- 90% of Texans call public libraries an essential public service.
- 37 million Wi-Fi sessions in a single year. Libraries are Texas broadband.
- 11,200 Texas jobs supported by public library spending.
- 72% of Texas households have a library card. Libraries are already where Texans are.
- More than books. More than buildings.

5. Images

These two dropbox folders include images that can be downloaded and used for your posts. You do not have to login or create an account to access these images.

[TOOLKIT IMAGES: DROPBOX](#)

[ANCHOR POST: DROPBOX](#)