PLA Board of Directors  
January 8, 2024  
Document no.: 2024.21

TO: PLA Board of Directors  
RE: PLA National Conference Promotion  
DATE: January 8, 2024

ACTION REQUESTED/INFORMATION/REPORT: Discussion  
ACTION REQUESTED BY: N/A

PLA 2024 Social Media Video Roundup

To help us get the word out and get folks excited about PLA 2024 via social media reels and videos, please consider recording a brief video utilizing the best practices below.

1. Keep it vertical
2. Keep it short – Under 1 minute preferred!
3. **Perfect the first few seconds** - The first few seconds of the video are instrumental in determining whether a viewer will keep watching or swipe away to something new. To keep your audience hooked, get to the point as quickly as possible and open with something concise, interesting, or even just visually appealing.

Here's some sample prompts you can answer:

1. What program are you most excited for at #PLA2024? (see the full list of programs: [https://www.placonference.org/eYz0YL](https://www.placonference.org/eYz0YL))
2. What are your tips and tricks for PLA conference—how do you come prepared to a library conference?
3. What was your biggest takeaway from #PLA2022?

Here’s a sample script: "Hi, I’m [name], [role], at [library/company]. I’m so excited to attend the PLA 2024 Conference in Columbus this April! I have my eye on several key sessions and speakers, especially [name of session/speaker/event]. Don’t forget to register with advance rates through February 23. Join me by heading to placonference.org and registering today!"

Feel free to get creative! Have an idea to utilize a TikTok trend or skit? Any enthusiastic comms/social media colleagues willing to help you out? Check out some creative and hilarious reels by libraries like Milwaukee Public Library and LA Public Library!