**Gale’s ChiltonLibrary**

**Social Media Posts**

Primary Audience: Auto repair do-it-yourselfers

Secondary Audience: Car owners seeking updated information on their vehicle

**How to Use:** (1) Copy and paste the description into your Facebook or Twitter page. (2) Add a hyperlink to your library’s website or ChiltonLibrary product page. Shorten the link with bit.ly, if needed.

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| --- | --- | --- | --- |
|  | POST COPY/TEXT | Facebook | Twitter |
| 1 | KEEP YOUR CAR READY FOR THE ROAD*ChiltonLibrary* makes DIY auto repair easier with step-by-step instructions. Access now at <hyperlink to your library’s website or ChiltonLibrary product page>  | Yes | Yes w/o headline |
| 2 | April is National Car Care Month. Access *ChiltonLibrary* for repair information and service schedules. <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |
| 3 | Did you know you can download audio repair directions in MP3 format from *ChiltonLibrary*? Access here: <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |
| 4 | *ChiltonLibrary* is a go-to auto repair guide for the most popular vehicles on the road today. Access here: <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |
| 5 | Whether you’re new to DIY car care or an old pro, *ChiltonLibrary* can steer you in the right direction. Access now at <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |
| 6 | To see if your mechanic’s estimated hours are on track, try the labor estimating tool online with *ChiltonLibrary*. Access now at <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |
| 7 | Studying to become ASE certified as a mechanic? *ChiltonLibrary* can help get you prepared for the test. Access now at <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |
| 8 | Wondering if your car has a recall? *ChiltonLibrary* should have the answer. Check it out at <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |
| 9 | Want to save money by tackling simple car care projects yourself? Find DIY help online with *ChiltonLibrary.* Access now at <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |
| 10 | *ChiltonLibrary* offers guidance on how to change your car’s spark plugs and beyond. Access this online resource at <hyperlink to your library’s website or ChiltonLibrary product page> | Yes | Yes |

\*As of November 2017, tweet character counts have risen from 140 to 280, although readership is higher if tweets stay short.