So Much Social Media, So Little Time: Using social media strategically to build community

Elizabeth Brookbank
Instruction Librarian
Agenda

• Background
• Libraries, patrons, and social media
• How to choose social media tools
• What to post on social media + practice
• Q&A
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By: Brian Boland

Organic Reach on Facebook: Your Questions Answered
Rather than showing people all possible content, News Feed is designed to show each person on Facebook the content that’s most relevant to them. Of the 1,500+ stories a person might see whenever they log onto Facebook, News Feed displays approximately 300. To choose which stories to show, News Feed ranks each possible story (from more to less important) by looking at thousands of factors relative to each person.
Libraries, patrons, and social media
# Social Networking Sites

% of internet users who use social networking sites

<table>
<thead>
<tr>
<th>All internet users (n=1,802)</th>
<th>Use Social Networking Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>67%</td>
</tr>
<tr>
<td>a  Men (n=846)</td>
<td>62</td>
</tr>
<tr>
<td>b  Women (n=956)</td>
<td>71&lt;sup&gt;a&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/ethnicity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a  White, Non-Hispanic (n=1,332)</td>
<td>65</td>
</tr>
<tr>
<td>b  Black, Non-Hispanic (n=178)</td>
<td>68</td>
</tr>
<tr>
<td>c  Hispanic (n=154)</td>
<td>72</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a  18-29 (n=318)</td>
<td>83&lt;sup&gt;bcd&lt;/sup&gt;</td>
</tr>
<tr>
<td>b  30-49 (n=532)</td>
<td>77&lt;sup&gt;cd&lt;/sup&gt;</td>
</tr>
<tr>
<td>c  50-64 (n=551)</td>
<td>52&lt;sup&gt;d&lt;/sup&gt;</td>
</tr>
<tr>
<td>d  65+ (n=368)</td>
<td>32</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users.

Note: Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).
## The Landscape of Social Media Users

<table>
<thead>
<tr>
<th>Use Any Social Networking Site</th>
<th>% of internet users who...</th>
<th>The service is especially appealing to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Facebook</td>
<td>67%</td>
<td>Adults ages 18-29, women</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>16</td>
<td>Adults ages 18-29, African-Americans, urban residents</td>
</tr>
<tr>
<td>Use Pinterest</td>
<td>15</td>
<td>Women, adults under 50, whites, those with some college education</td>
</tr>
<tr>
<td>Use Instagram</td>
<td>13</td>
<td>Adults ages 18-29, African-Americans, Latinos, women, urban residents</td>
</tr>
<tr>
<td>Use Tumblr</td>
<td>6</td>
<td>Adults ages 18-29</td>
</tr>
</tbody>
</table>

**Source:** Pew Research Center’s Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center’s Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).
Social media site usage by year

Social media sites, 2012-2014
% of online adults who use the following social media websites, by year

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>67</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>20</td>
<td>22</td>
<td>28</td>
</tr>
<tr>
<td>Pinterest</td>
<td>15</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>Instagram</td>
<td>13</td>
<td>17</td>
<td>26</td>
</tr>
<tr>
<td>Twitter</td>
<td>16</td>
<td>18</td>
<td>23</td>
</tr>
</tbody>
</table>


PEW RESEARCH CENTER
Oh no not You again
How to choose social media tools for our libraries
Q2 How often do you use the following social media?

Answered: 425   Skipped: 0

- **Facebook**: Multiple times daily: 60%, At least once per day: 20%, At least once per week: 15%, At least once per month: 2%, Less than once per month: 1%
- **Pinterest**: Multiple times daily: 75%, At least once per day: 17%, At least once per week: 8%, At least once per month: 1%
- **Instagram**: Multiple times daily: 85%, At least once per day: 10%, At least once per week: 5%
- **Twitter**: Multiple times daily: 90%, At least once per day: 5%, At least once per week: 4%
- **Google+**: Multiple times daily: 80%, At least once per day: 15%, At least once per week: 5%
- **Tumblr**: Multiple times daily: 95%, At least once per day: 3%, At least once per week: 2%
- **Flickr**: Multiple times daily: 50%, At least once per day: 30%, At least once per week: 15%

**Legend**
- Multiple times daily
- At least once per day
- At least once per week
- At least once per month
- Less than once per month
- Never use
Q4 How often do you use any social media (e.g. Facebook, Twitter, Instagram, Flickr, Tumblr, Google+, Pinterest, etc.) to do the following things:

Answered: 424  Skipped: 1
Q5 On what other social media would you like to see Hamersly Library? (Rank in order of preference: 1=top choice, 6=last choice)

Answered: 424   Skipped: 1
Q7 How interested are you in seeing the following types of content from Hamersly Library (rate preferences from very interested to not at all interested)

Answered: 421  Skipped: 4
What to post on social media
Creating social media content

• Channel dependent
Creating social media content

• Channel dependent
• Become part of the community
  – Real users are best
  – Use the community standards and norms
  – Don’t be spammy
Creating social media content

• Channel dependent
• Become part of the community
• Be patron-focused
Building Library Community Through Social Media

Scott W. H. Young and Doralyn Rossmann

Figure 1. Comparison of Twitter Users by Type
Figure 2. Comparison of Tweets by Content Category
<table>
<thead>
<tr>
<th>Social Media Guide Component</th>
<th>Twitter Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience focus</td>
<td>Undergraduate and graduate students</td>
</tr>
<tr>
<td>Goals</td>
<td>Connect with students and build community</td>
</tr>
<tr>
<td>Values</td>
<td>Availability, care, scholarship</td>
</tr>
<tr>
<td>Activity focus</td>
<td>Information sharing; social interaction</td>
</tr>
<tr>
<td>Tone &amp; tenor</td>
<td>Welcoming, warm, energetic</td>
</tr>
<tr>
<td>Posting frequency</td>
<td>Daily, with regular monitoring of subsequent interactions</td>
</tr>
<tr>
<td>Posting categories</td>
<td>Student life, local community</td>
</tr>
<tr>
<td>Posting personnel</td>
<td>1 librarian, approximately .10 FTE</td>
</tr>
</tbody>
</table>

Table 1. Social Media Activity Components
woulibrary Make sure we have stuff you like to read when you need a study break! Visit the library homepage (link in profile) to take our survey about what popular magazines to add to the Recreation Collection. #woureads #whatupWOU #howlaboutit #woulibrary #WOU
Our third and final winner, Elizabeth picked up her New Student Week prize yesterday. Congrats and welcome to WOU!
You've seen the sculptures hanging in the Hamersly lobby, right? Did you know that they are life size sculptures of the atomic bombs dropped on Hiroshima and Nagasaki? The exhibit is called Black Rain and was created by artist Yukiko Kawano, a third generation hibakusha (nuclear bomb survivor), out of pieces of translucent kimono fabric and sewed together with strands of her own hair.

Come meet the artist and hear her talk about her work tomorrow (Wed, Oct 7th) in Hamersly. The reception is from 4:30-5pm and the gallery talk will begin at 5pm. Light refreshments will be served. We hope to see you there!
Hamersly Library @woulibrary
Did you sign the sidewalk this week? Photo courtesy of WOU Archives. #tbt #throwbackthursday #whatupWOU #woulibrary pic.twitter.com/KYYwys1Sxs

Impressions 239
Total engagements 13
Media engagements 9
Likes 2
Retweets 1
Profile clicks 1

Promote your Tweet
Your Tweet has 13 total engagements so far.
Get more engagements on this Tweet!

Hamersly Library @woulibrary
Jessica S. Todd’s ghost is said to be one of many who haunt our campus... Photo via WOU Archives #TBT #happyhalloween pic.twitter.com/iK1WptEU7V

Impressions 176
Total engagements 25
Media engagements 15
Detail expands 5
Retweets 2
Link clicks 2
Profile clicks 1

Promote your Tweet
Your Tweet has 25 total engagements so far.
Get more engagements on this Tweet!
What books would you like to see in our Recreation Collection?

- Chopper
- Terry Pratchett Discworld series
- Graphic Novels
- Comics
- Harry Potter
- Walt Whitman
- Leaves of Grass
- Twilight
- J. D. Salinger
- Nietzsche
- The Catcher in the Rye
- Robert Jordan Wheel of Time
- Jurassic Park
- Lord of the Rings
- Stephen King
- Hunger Games
- The Hunger Games
- The Hunger Games
- The Hunger Games
- J. D. Salinger
- J. D. Salinger
- J. D. Salinger
- J. D. Salinger
- J. D. Salinger
- J. D. Salinger
- J. D. Salinger
- The Hunger Games
- The Hunger Games
- The Hunger Games
- The Hunger Games
Congratulations to Marissa, winner of the $10 Cafe Allegro gift card! #wou #woulibrary #howlaboutit #finalsfuel
Happy Finals Week, WOU! You've got this!

FINALS WEEK

I GOT THIS
Questions?

Elizabeth Brookbank
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References


