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Social Media Internet Resources

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Social Media Internet Resources

Reviews of Internet websites written by students in the Department of Information Studies, University at Albany.

Social Media Fails

Website Title: Why Social Media Isn't Working For Your Library

URL: <http://publiclibrariesonline.org/2013/05/why-social-media-isnt-working-for-your-library/>

Reviewer: Bill Loveland

The website “Public Libraries Online” is an excellent resource for public librarians to find information pertaining to all things public libraries. Located at publiclibrariesonline.org, this website is a publication of the Public Library Association, a Chicago-based non-profit that advocates for public libraries and literacy. This website provides public librarians with tips and information that will allow them to be better librarians and run better libraries. With the increasing emphasis on using digital channels to access information in society, many libraries have turned to using social media as a means to market their library effectively to the public. However, a library’s social media presence is driven by that of a librarian, who may not be comfortable or familiar working in a digital public relations role. Public Libraries Online is a valuable tool available at no charge for librarians to feel more comfortable working with social media.

One of the best articles on this website discusses the improvement of social media usage by libraries. It is written by Ben Malczewski, and serves as a diagnostic for “Why Social Media Isn't Working For Your Library,” as indicated by the article title. By addressing failures of libraries in regard to social media, Malczewski penned an effective article that instructs librarians of best practices for managing their library’s social media accounts. He detailed how librarians can fail their libraries by not devoting enough time to managing their social media accounts, and

how having too many librarians managing the same social media accounts can be inefficient and ineffective. Malczewski's main focus is correct: social media efforts should be taken with the same amount of seriousness that physical public outreach.

Website Title: How to Fail at Social Media (webinar)

URL:

http://track.infopeople.org/register/index.php?id=615&_ga=1.193220397.1082281892.1478551170

Reviewer: Brianna Chillious

Information agencies such as libraries, archives, and museums are finding more unique and interesting ways to connect with their patrons who actively access their information, online and offline. One popular way to do so is with the use of social media, such as Facebook and Twitter.

More information agencies employ this popular medium to connect with their users, attempting to attract attention to a special collection within their repository; to promote and advertise events; and to actively generate participation with virtual users. These activities can result in failures in trying to establish a more casual, but enlightening presence on their page. There are a number of informative webinars that address avoiding failure. These target and trouble-shoot errors made on social media sites. A helpful one, "How to Fail at Social Media (and How to get it Right," presented by Library Services Manager Laura Solomon of the Ohio Public Library Network, supports information agencies in the development of a quality social media presence. Ms. Solomon's presentation helps institutions recognize and avoid mistakes.

This webinar was very informative and very well-presented. Ms. Solomon articulated and addressed a number of very interesting and valid points when using social media. She highlighted techniques to draw users' attention encouraging active participation. The webinar

instructed users about the troubles with social media, and noted many strategies for avoiding failure and creating an effective social media presence.

Note: To access Ms. Solomon's archived webinar you must first register on the InfoPeople: Moving Libraries Forward site. Once registered, you will be allowed to view the webinar.

Social Media and Decision Making: A Comparison

Website Title: How Social Media Impacts the Consumer Decision Making Model

URL: <http://mysocialgameplan.com/general-marketing/how-social-media-impacts-the-consumer-decision-making-model>

Website Title: Three Ways to Use Content to Fuel Your Social Media Engagement

URL: <http://www.millennialmarketing.com/2015/05/three-ways-to-use-content-to-fuel-your-social-media-engagement/>

Reviewers: Dana Kerdesky and Renae Rapp

In order to create an effective and meaningful social media presence, data and strategy are essential. Sites such as *My Social Game Plan* and *Millennial Marketing* focus on the construction of an intentional social media and marketing presence. Each site provides a distinct approach to targeted marketing through social media, citing research and data throughout. *My Social Game Plan* focuses on the creation and operation of an influential and successful social media presence, while *Millennial Marketing* takes on the perspective of impactful social media and marketing through analysis of consumer and marketing trends specific to Millennials, the demographic group born between the years 1977 and 2000.

My Social Game Plan explains that followers and friends of a brand want to learn more about it. When using social media, such as Facebook, consumers research information about brands and their products. This means that a company's Facebook pages are more impactful when filled with product descriptions and updates. *Millennial Marketing* explains that companies need to change their marketing techniques based on targeted demographics. Millennials use

social media differently than other generations, since they grew up with a reliance on and fluency with technology and social media. Marketers use “shareworthy” techniques to compensate for the word-of-mouth technique that is not widely used by Millennials, appealing to their affinity for technological connections. *Millennial Marketing* is especially effective due to an engaging presentation of crucial data and collections of articles on niche topics, such as marketing and Millennial parents.

Both sites are effective in their emphasis on one thing- data. Facts and statistics lead to the best choice of social media platforms, the best timing for social media posts and the most impactful content for the targeted demographic. This can be applied not only to businesses, but information agencies and institutions, for which social media is an inexpensive, but impactful tool.

Social Media Hack Prevention

Website Title: 7 Ways to hack-proof your company’s social media

URL: <https://blog.hootsuite.com/7-ways-hack-proof-social-media/>

Reviewer: Brenden McCarthy

Hootsuite is a widely used platform for integrating and managing multiple social networks; the active blog writers provide tips and strategies for social media, including hack prevention. The entry “7 Ways to Hack-Proof Your Company’s Social Media,” gives practical advice that can be used to keep a library’s social media accounts secure. The entry covers passwords, centralization and management systems, permissions and controls, password access, educating personnel about social media, and safety with advertising. This blog’s biggest strength is its explanation for how observing best practices with an institution’s social media tools can greatly reduce possibilities for security breaches.

Website Title: Oversharing: your biggest security risk could be you (infographic)

URL: <https://digitalguardian.com/blog/oversharing-your-biggest-security-risk-could-be-you-infographic>

Reviewer: Brenden McCarthy

Digital Guardian is a data loss prevention company that has compiled an infographic on its blog with visuals for social media hack prevention. It begins with selected facts, how much information is (intentionally or unintentionally) shared on social media, what hackers can do with data, tips for sharing information in a safe manner, and account security. Social engineering and the ability to hack other accounts are particularly relevant. The strength is in the visually appealing infographic. This can be a handy guide for a library's social media team, whether drafting policy, educating personnel, or using it as a reference.

Website Title: Social media security in libraries

URL: http://lisnews.org/social_media_security_libraries

Reviewer: Brenden McCarthy

LISNews, Blake Carver's Library and Information Science news digest, contains a series on "IT Security for Libraries." The entry "Social Media Security in Libraries" details security risks that have arisen in a time when libraries everywhere are embracing social media to promote themselves and interact with users. This entry is weak on its detailed practical advice (covered elsewhere in the series), but its strength on being specifically for libraries compensates for this. Most importantly, is the emphasis on the need for a library to have a written social media policy and team, so personnel understand the library's social media goals.

Social Media and Archives

Website Title: Meaningful Use of Social Media by Corporate Archivists

URL: <http://www2.archivists.org/groups/business-archives-section/meaningful-use-of-social-media-by-corporate-archivists>

Reviewer: Ben Covell

Archives, no less than public libraries or other information agencies, must devote a portion of their resources to promotion and outreach. Increasingly, this necessitates the use of social media outlets. In "Meaningful Use of Social Media by Corporate Archivists," written for

the Business Archives Section of the Society of American Archivists, Patricia Franks details the results of a survey of the social media practices of corporate archives. The survey was administered to members to the Business Archives Section listserv in 2011, and results from thirty-five respondents were evaluated. The survey consisted of thirty-seven questions addressing a variety of issues, including: whether or not the respondent's organization currently used social media, what social media platforms were in use, how social media was used, and how social media use fit into the organization's strategic plan. Franks sums up the results of these surveys, provides some insights on the broader implications, and includes a few specific examples of successful social media initiatives provided by respondents to the survey.

As a general overview of some of the issues surrounding the use of social media to promote archives, Franks's article is a worthy read. Although the survey focused on corporate archives, the results should be useful for a broad range of institutions. The results of the survey should, however, be read with some reservations. For one thing, the survey was conducted five years ago, which is a long time in terms of technological trends. A similar survey, conducted today, would likely show different results. Further, the small sample size involved in the survey limits the strength of any conclusions that can be drawn. Despite these issues, however, the insights that Franks provides and the general observations that are made vis-à-vis social media use in archives are instructive.

Website Title: Social Media

URL: <http://rebeccahopman.com/socialmedia>

Reviewer: Marta Kelly

This series of social media aids for archives and special collections was created by Rebecca Hopman, the Outreach Librarian at the Corning Museum of Glass. She has worked in

many types of libraries and archives where she developed an interest in finding innovative ways to encourage and ease access to collections. The main impetus for her creation of this guide was a survey she conducted in 2012 focusing on social media use in archives and special collections.

There are quite a few strengths to this site. In the biggest one, Ms. Hopman explains what kind of information to post and how often to post on multiple forms of social media. She also includes links to institutional accounts for each form of social media so that readers can get an idea of what a good example looks like. Finally, Ms. Hopman has set up her information as infographics that can be easily shared and printed.

One issue with social media sites, like Facebook or Twitter, is that they change their sorting algorithm so some of this information on the content and timing of posts getting the best connectivity could become an obsolete. Overall, Ms. Hopman's article serves as a solid resource for archives and other institutions who are looking to use social media resources to connect with their audience.

Instagram for Libraries

Website Title: 20 Ways to Make People Fall in Love with Your Library.

URL: <https://www.nypl.org/blog/2014/12/23/20-ways-make-people-fall-love-your-instagram-guide-libraries-and-other-cultural>

Website Title: Instagram for Public Libraries: Good Practices for Social Media

URL: <http://www.techsoup.org/community/events-webinars/instagram-for-public-libraries-good-practices-for-social-media-2016-04-27>

Reviewer: Charlene V. Martoni

Libraries are increasingly using Instagram as a tool to celebrate information institutions, promote reading, market their services, and reach younger members of their communities. Some notable accounts include the New York Public Library (NYPL), Cherry Hill Public Library, and Burlingame Public Library. These three institutions contributed to two impressive Internet

resources that explore libraries' use of Instagram. NYPL employee Morgan Holzer released an article in 2014, titled "20 Ways to Make People Fall in Love with Your Library." The article offers quick tips for libraries to bring their Instagram accounts from drab to fab, including incorporating senior-level management into posts, having a reliable schedule, and various ways to get out into the community and show it on Instagram. While this article is an easy-to-read resource for improving a library's Instagram, it does not explore best practices in setting up an Instagram account. For this, I would recommend the next resource. Cherry Hill Public Library and Burlingame Public Library both contributed to a webinar hosted by TechSoup, titled "Instagram for Public Libraries: Good Practices for Social Media." The webinar, with Amanda Zuccarelli and Ray DeLara, explores best practices in setting up a library Instagram account. Zuccarelli suggests setting up a social media committee and using Google Docs to schedule posts. DeLara also suggests picking a clear, concise user name and linking to a relevant website in an account's bio. He encourages new Instagram users to think about their intended audience and how they will market their new Instagram account. In addition to offering best practices for starting an account, this resource also offers clever ways to improve performance, like choosing most-used hashtags, starting unique hashtag campaigns, and using followers of local libraries to find other accounts to follow.

Managing a Library's Social Media

Website Title: Managing Traditional & Social Media for Libraries [Webinar]

URL: <http://www.ala.org/pla/onlinelearning/webinars/archive/media>

Reviewer: Erika Palombo

The Public Library Association (PLA) is a section of the American Library Association. This organization focuses on providing "a diverse program of communication,

publication, advocacy, continuing education, and programming for its members and others interested in the advancement of public library service”(Public Library Association). In their Online Learning tab, they have archived webinars, which includes “Managing Traditional & Social Media for Libraries” presented by Steve Yacovelli, EdD. This webinar contains two parts, which are seven and a half minutes and fifty-seven and a half minutes, respectively. This webinar focuses on effective methods to conduct media outreach. In addition, the website includes a Fill-in-the-Blanks Participant Workbook. The PLA provides a Complete Participant Workbook, which includes the completed version of the notes associated with the webinar.

This website did not allow users to view the archived webinar via full-screen mode. One part of the webinar focuses on identifying the differences between traditional media, such as print sources and web pages, and social media platforms. The presenter highlights how important it is for public libraries to utilize social media in order to advocate and raise awareness of the services and resources that they offer to the community. He noted that by building a relationship with social media, advocacy is increasing within the local community. The facilitator focuses on libraries building relationships with the traditional media venues, including local newspapers. He emphasizes the use of social media platforms including Facebook, YouTube, Twitter and Blogger to engage the community through consistent posts and encourage more interactions with other users.

Website Title: Sharing Center A Free Learning Hub For Nonprofits & Change-Makers:Power Guides, Tools, Tutorials, Reports, Resources & More

URL: <http://www.socialbrite.org/sharing-center/>

Reviewer: Jessica Bechard

Socialbrite is a social media consulting company for non-profits. Their website offers a number of free resources, including tutorials created by the Socialbrite team and resources that

have been shared by other users. The articles are arranged by the type of social media being addressed, such as Twitter, Facebook, blogs, or Pinterest. There are also a number of subheadings on how to draft a policy for social media, how to use metrics, and how to use social media for fundraising. The site is fairly easy to navigate, but the search function is poor. A search for “tumblr” returned 27 results, but none of them were about how to manage a tumblr account.

The Sharing Center, where users share their own resources, has a number of dead links. There aren't any on the front page of the Sharing Center, but links within articles often lead to 404 Page Not Found errors. The links under the policy section in particular are mostly outdated. There is a mixed bag of resources in the Sharing Center. There are many articles that are well written and informative, but there are also some pages that are simply lists of outside resources. A list of 45 hashtags might not be as useful as a guide on how to create and use hashtags effectively.

The information in the articles is all up to date and accurate. Although it would be useful if some newer social media sites, such as Instagram or Snapchat, were included among the tutorials. At this point, blogs and Facebook are becoming passé and the point of social media to stay in the here and now. The site could easily accommodate new developments in social media offerings.

Socialbrite, and particularly the Sharing Center, ought to be considered a valuable resource for any nonprofit marketer or public relations personnel.