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

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UNIVERSITY

Agenda

- Background
- Libraries, patrons, and social media
- How to choose social media tools
- What to post on social media + practice
- Q&A

f | Hamersly Library, Western Oregon University | 🔍 | Hamersly Library, Western ... | Home

Page Messages Notifications Insights Publishing Tools Settings Help ▾

Hamersly Library, Western Oregon University
College & University · Library · School

Create Call to Action ➤ Share •••

Timeline About Photos Likes More ▾ + Add Shop Section

Promote ▾

THIS WEEK

3
Page Likes

455
Post Reach

0
Website Clicks

Recent
2015
2014
2013
2012
2011
2010
2009

👥 1,044 likes +3 this week

📊 455 post reach this week

✏️ Status 🖼 Photo / Video 📷 Offer, Event + ▾

Write something...

June 5, 2014

By: Brian Boland

Log In

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.**
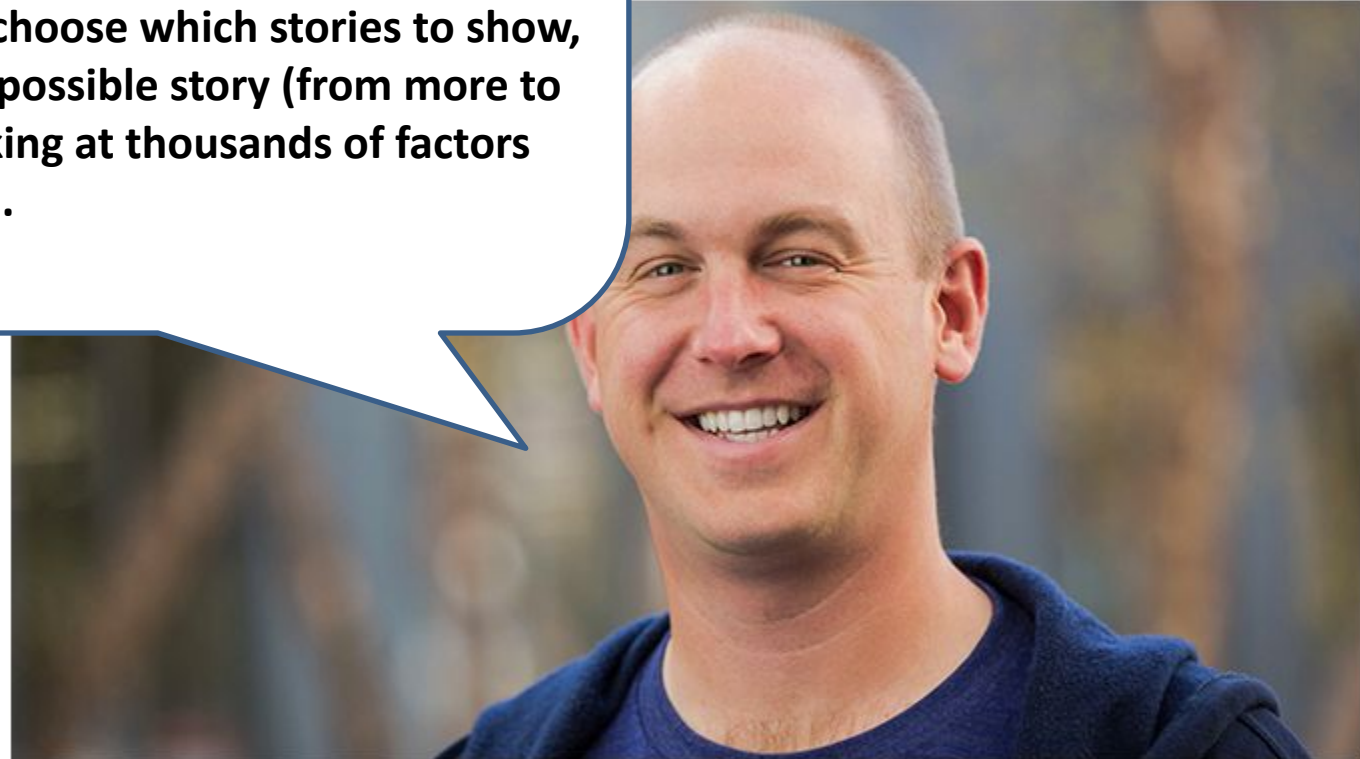
Organic Reach on Facebook: Your Questions Answered

Libraries, patrons, and social media

Social Networking Sites

% of internet users who use social networking sites

		Use Social Networking Sites
All internet users (n=1,802)		**67%**
a	Men (n=846)	62
b	Women (n=956)	71[a]
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	65
b	Black, Non-Hispanic (n=178)	68
c	Hispanic (n=154)	72
Age		
a	18-29 (n=318)	83[bcd]
b	30-49 (n=532)	77[cd]
c	50-64 (n=551)	52[d]
d	65+ (n=368)	32

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., [a]) 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).
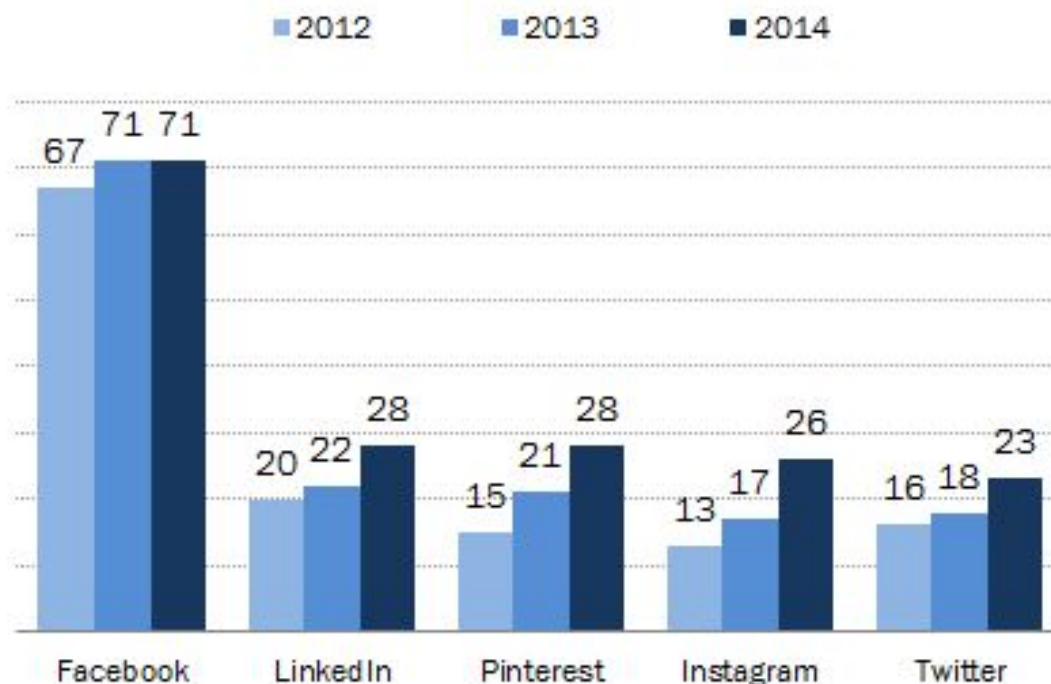
The Landscape of Social Media Users

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

Social media site usage by year

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year
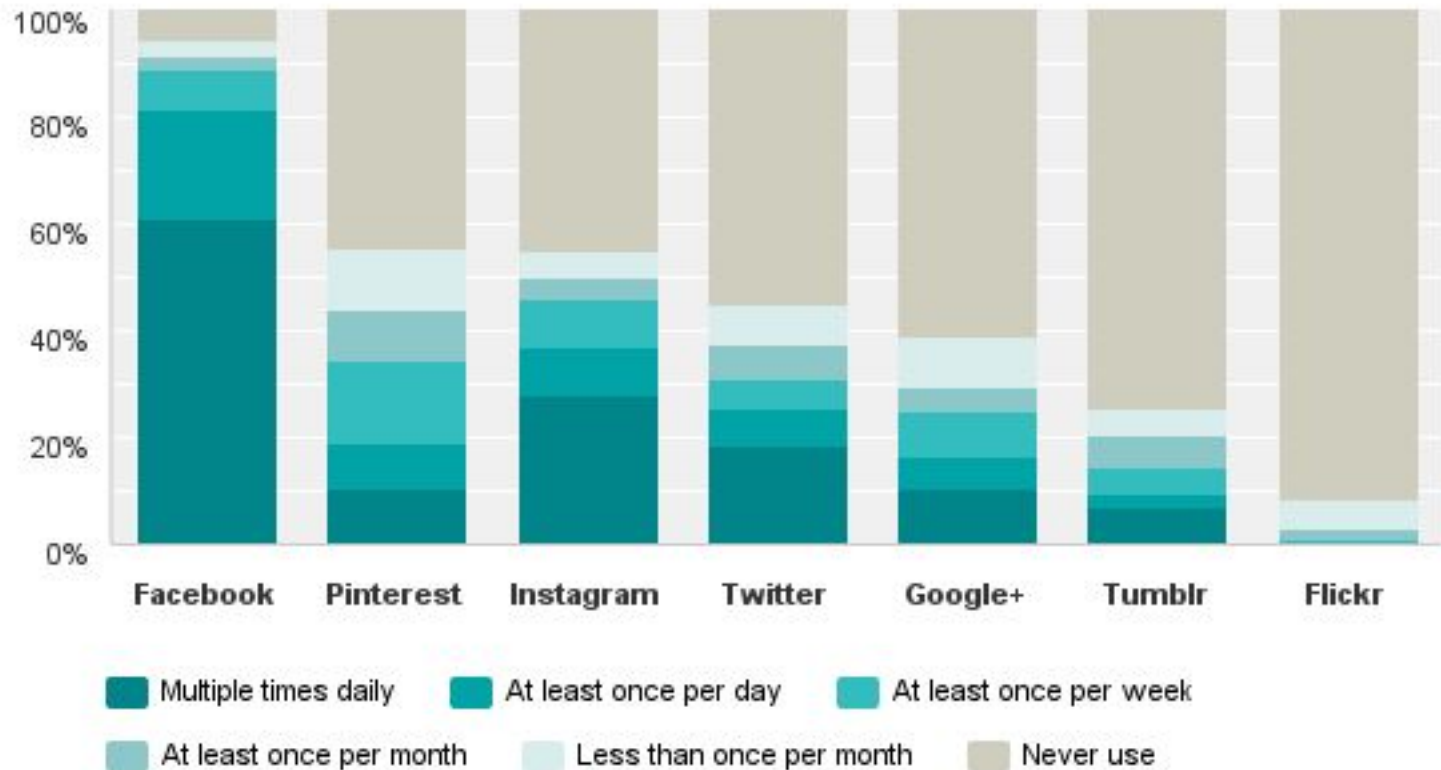
■ 2012   ■ 2013   ■ 2014

How to choose social media tools for our libraries

Q2 How often do you use the following social media?

Answered: 425   Skipped: 0

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

Categories: Facebook, Pinterest, Instagram, Twitter, Google+, Tumblr, Flickr

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

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 social media to do this

Categories (top to bottom):
- Keep in touch with friends...
- Share photos
- Learn about something new
- Keep in touch with classmates
- Get news
- Learn about what's...
- Make new friends
- Watch TV shows, movie...
- Follow celebrities ...
- Do research
- Keep in touch with professors
- Write papers

Q5 On what other social media would you like to see Hamersly Library? (Rank in order of preference: 1=top choice, 6=last choice)
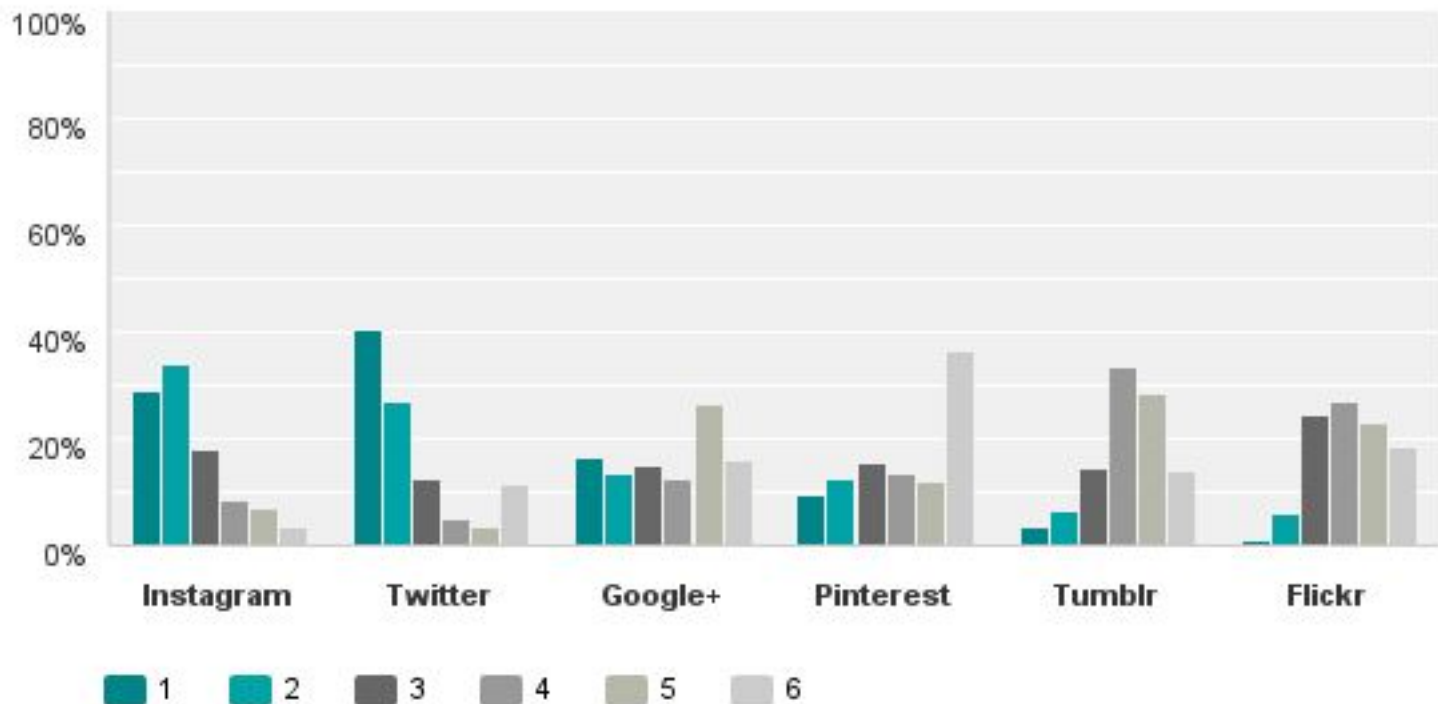
Q7 How interested are you in seeing the following types of content from Hamersly Library (rate preferences from very interested to not at all interested)

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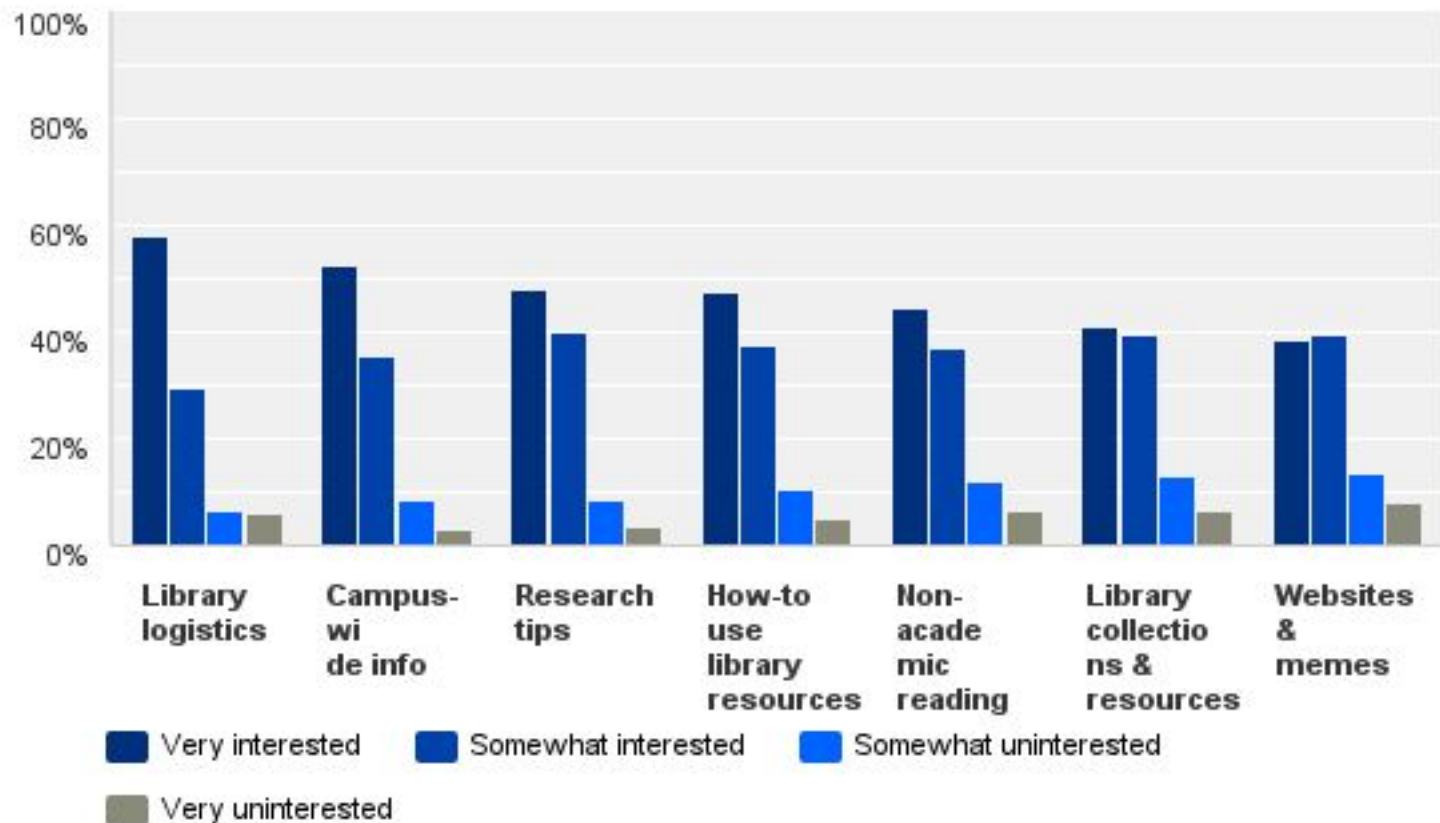
What to post on social media

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
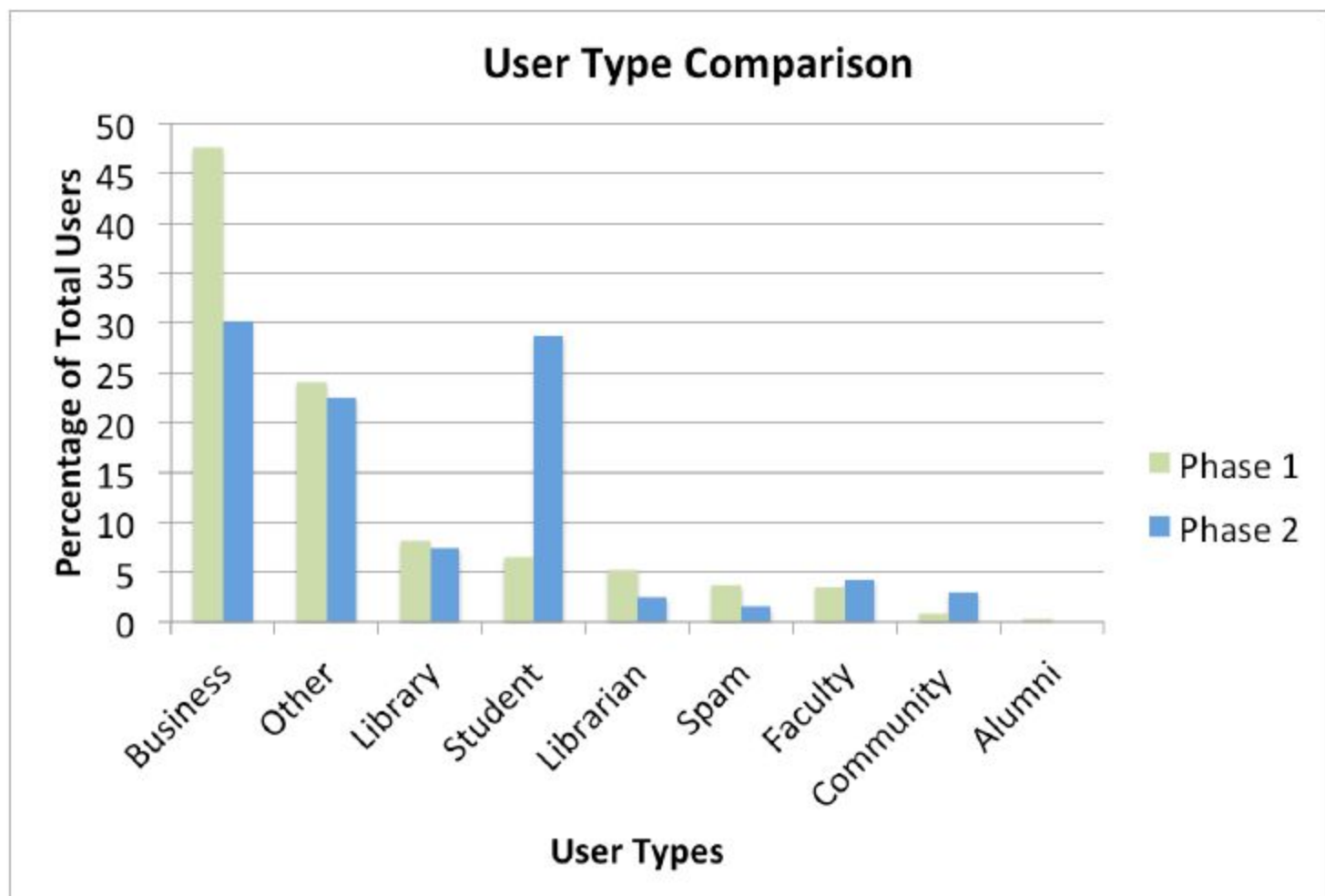
Scott W. H. Young and Doralyn Rossmann

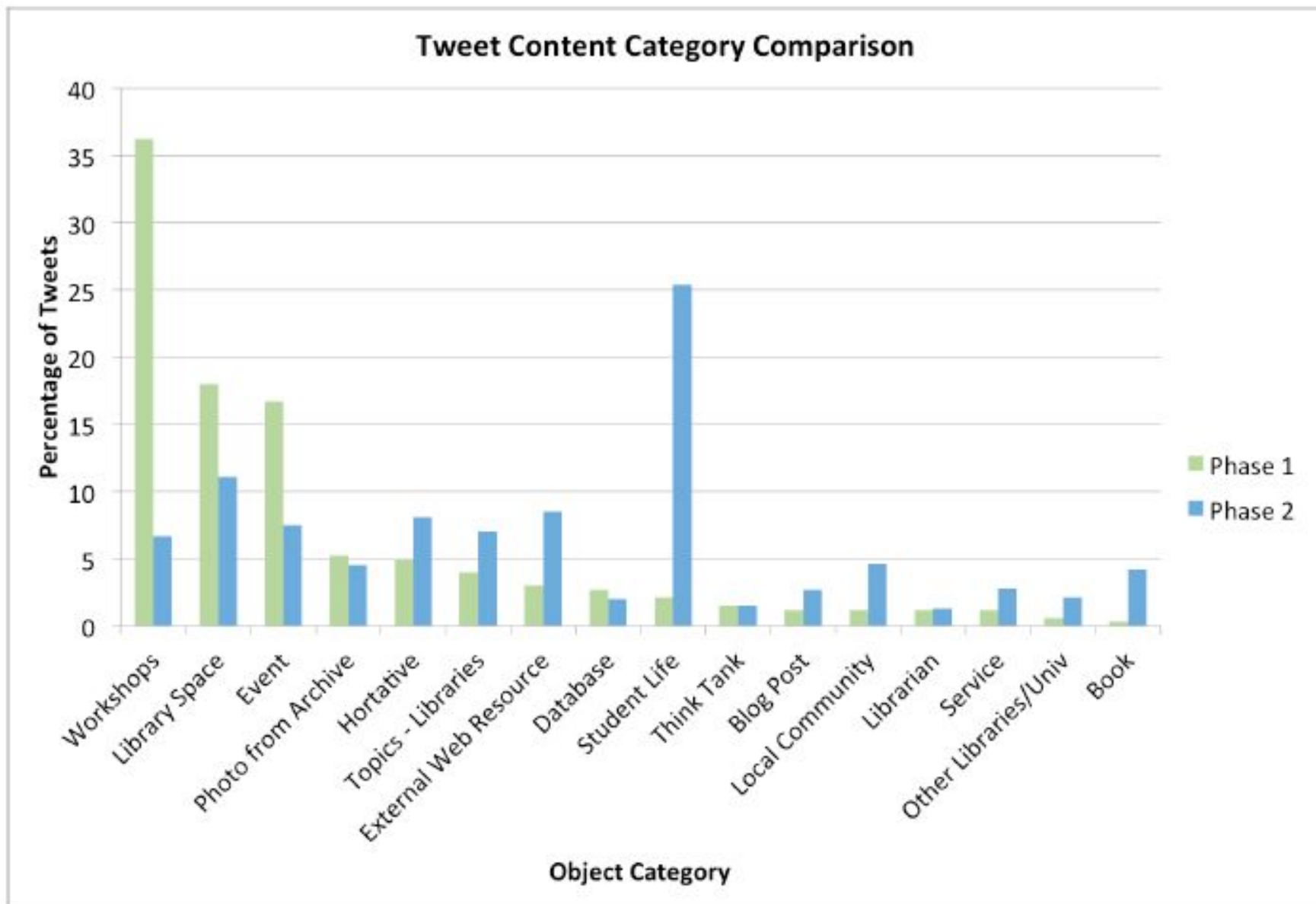**Figure 1.** Comparison of Twitter Users by Type

Figure 2. Comparison of Tweets by Content Category

Social Media Guide Component	Twitter Focus
Audience focus	Undergraduate and graduate students
Goals	Connect with students and build community
Values	Availability, care, scholarship
Activity focus	Information sharing; social interaction
Tone & tenor	Welcoming, warm, energetic
Posting frequency	Daily, with regular monitoring of subsequent interactions
Posting categories	Student life, local community
Posting personnel	1 librarian, approximately .10 FTE

Table 1. Social Media Activity Components

betyeee, ama_killa, thewoujournal, 7w
vvaleedov, juanllamas11,
palmerspageturners, heidwella,
meg.hand and samrileyiscool like this

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

Add a comment...

Hamersly Library, Western Oregon University
Published by Elizabeth Brookbank [?] · October 1 · Edited [?] · 🌐

Our third and final winner, Elizabeth picked up her New Student Week prize yesterday. Congrats and welcome to WOU!

375 people reached   **Boost Post**

10 Likes 1 Share

👍 Like   💬 Comment   ➡ Share

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375 People Reached

33 Likes, Comments & Shares

31 Likes	**10** On Post	**21** On Shares
1 Comments	**0** On Post	**1** On Shares
1 Shares	**1** On Post	**0** On Shares

24 Post Clicks

10 Photo Views	**0** Link Clicks	**14** Other Clicks ⓘ

NEGATIVE FEEDBACK

1 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

Hamersly Library, Western Oregon University
Published by Elizabeth Brookbank [?] · October 6 at 3:45pm · Edited [?] · 🌐

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 Yukiyo 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 4:30-6pm and the gallery talk will begin at 5pm. Light refreshments will be served. We hope to see you there!

921 People Reached

44 Likes, Comments & Shares

33 Likes	**14** On Post	**19** On Shares
3 Comments	**1** On Post	**2** On Shares
8 Shares	**2** On Post	**6** On Shares

111 Post Clicks

22 Photo Views	**0** Link Clicks	**89** Other Clicks *i*

NEGATIVE FEEDBACK

0 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

Hamersly Library @woulibrary

Did you sign the sidewalk this week? Photo courtesy of WOU Archives. #tbt #throwbackthursday #whatupWOU #woulibrary pic.twitter.com/KYYwys1Sxs

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

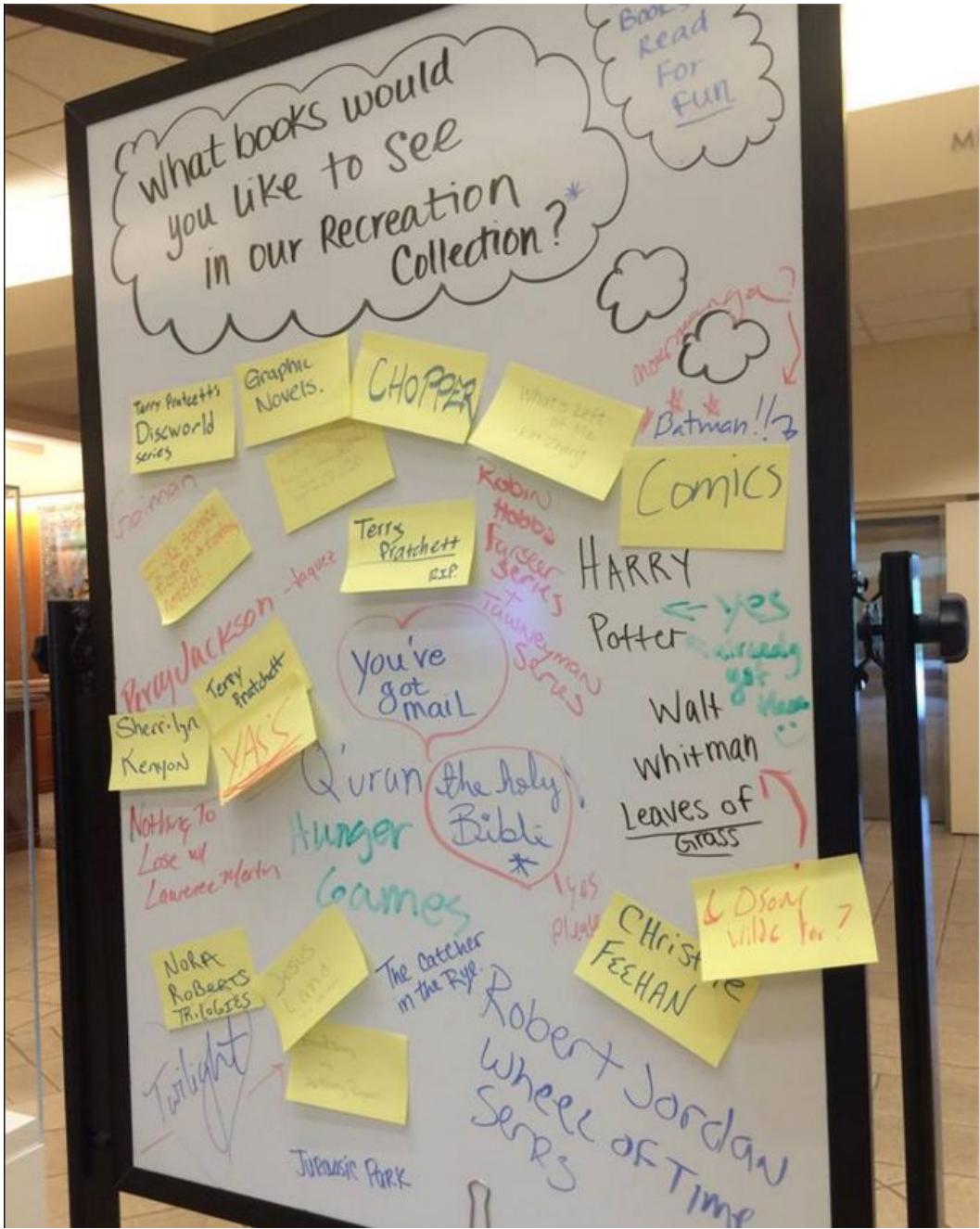| Impressions	239
Total engagements	13
Media engagements	9
Likes	2
Retweets	1
Profile clicks	1

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

Promote your Tweet
Your Tweet has 25 total engagements so far.
Get more engagements on this Tweet!

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

Add a description

Tag Photo | Add Location | Edit

Like · Comment · Share

Write a comment...

Congratulations to Marissa, winner of the $10 Cafe Allegro gift card! #wou #woulibrary #howlaboutit #finalsfuel

RETWEETS
2

LIKES
5

Hamersly Library, Western Oregon University
Published by Hailey Fields [?] · June 8 · Edited [?] · 🌐

Happy Finals Week, WOU! You've got this!

FINALS WEEK
I GOT THIS
memegenerator.net

411 people reached

Boost Post

21 Likes 2 Comments

👍 Like   💬 Comment   ➦ Share

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411 People Reached

28 Likes, Comments & Shares

22 Likes	**21** On Post	**1** On Shares
5 Comments	**3** On Post	**2** On Shares
1 Shares	**0** On Post	**1** On Shares

32 Post Clicks

| **12** Photo Views | **0** Link Clicks | **20** Other Clicks ⓘ |

NEGATIVE FEEDBACK

| **0** Hide Post | **0** Hide All Posts |
| **0** Report as Spam | **0** Unlike Page |

Questions?

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Brookbank, E. (2015). So Much Social Media, So Little Time: Using Student Feedback to Guide Academic Library Social Media Strategy. *Journal of Electronic Resources Librarianship* 27(4). doi: 10.1080/1941126X.2015.1092344

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