Use of Social Media by the Library

Hosted by ALCTS, Association for Library Collections and Technical Services
Presented by
Stacy V. Sieck
Taylor & Francis Group
Library Communications Manager, Americas Region

Hosted by ALCTS,
Association for Library Collections and Technical Services
Who are Taylor & Francis Group?

- Taylor & Francis
- Routledge
- CRC Press
- Garland Science
- Psychology Press
Why look at social media in the library?

• To benchmark how social media tools are currently being used in the library in a constantly evolving digital and social climate

• To prepare for the future role social media will play in a library and scholarly communication environment

• To inspire new approaches and share ideas on Social Media by creating and facilitating dialogue between our library partners
Methodology

- Focus groups in the UK, USA & India
- 10 telephone interviews
- Twitter party
- Online survey
- Desk research
Focus Groups
In-depth interviews

- Conducted with 10 experts in using Social Media in the library
- Interviewees came from US, Canada, UK and Switzerland
- Job roles include E-Learning Technologist, Community Engagement Librarian, User Experience Librarian, and Head of Library Planning and Administration
A Twitter party

Use of Social Media in the Library

Taylor & Francis hosted a Twitter Party on 5 June 2014 to discover the challenges and opportunities presented by social media as a communication tool in the library.

Taylor & Francis is producing a White Paper that analyses the challenges and opportunities presented by social media as a communication tool in the library. We hosted a Twitter party to gather insights from academic librarians. Read the contributions below to discover why and how librarians use social media and how librarians believe social media will be used in the future.

Hello and Welcome

Who responded to our survey?
## By country

<table>
<thead>
<tr>
<th>Country</th>
<th>Respondents</th>
<th>Percentages</th>
<th>Country</th>
<th>Respondents</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>182</td>
<td>56.0%</td>
<td>Chile</td>
<td>1</td>
<td>0.3%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>50</td>
<td>15.4%</td>
<td>Finland</td>
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<td>0.3%</td>
</tr>
<tr>
<td>India</td>
<td>12</td>
<td>3.7%</td>
<td>Germany</td>
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<tr>
<td>Australia</td>
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<tr>
<td>Ireland</td>
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<td>1.8%</td>
<td>Hong Kong</td>
<td>1</td>
<td>0.3%</td>
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<tr>
<td>South Africa</td>
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<td>1.5%</td>
<td>Indonesia</td>
<td>1</td>
<td>0.3%</td>
</tr>
<tr>
<td>Spain</td>
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<td>1.2%</td>
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<tr>
<td>Brazil</td>
<td>3</td>
<td>0.9%</td>
<td>Jamaica</td>
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<tr>
<td>Canada</td>
<td>3</td>
<td>0.9%</td>
<td>Japan</td>
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<tr>
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<td>New Zealand</td>
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<td>Lithuania</td>
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<tr>
<td>Philippines</td>
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<tr>
<td>Switzerland</td>
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<td>Nigeria</td>
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<tr>
<td>Czech Republic</td>
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<tr>
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<tr>
<td>Greece</td>
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<tr>
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<tr>
<td>Portugal</td>
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<td>Turkey</td>
<td>1</td>
<td>0.3%</td>
</tr>
<tr>
<td>Argentina</td>
<td>1</td>
<td>0.3%</td>
<td>Vietnam</td>
<td>1</td>
<td>0.3%</td>
</tr>
<tr>
<td>Bahamas</td>
<td>1</td>
<td>0.3%</td>
<td>Zimbabwe</td>
<td>1</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
By institution type

<table>
<thead>
<tr>
<th>Type of institution</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic</td>
<td>262</td>
<td>78%</td>
</tr>
<tr>
<td>Public</td>
<td>21</td>
<td>6%</td>
</tr>
<tr>
<td>Medical</td>
<td>18</td>
<td>5%</td>
</tr>
<tr>
<td>Government</td>
<td>17</td>
<td>5%</td>
</tr>
<tr>
<td>Special Library</td>
<td>13</td>
<td>4%</td>
</tr>
<tr>
<td>Corporate</td>
<td>5</td>
<td>1%</td>
</tr>
</tbody>
</table>
By job role

- Library administration: 25%
- Training and Education roles: 22%
- Collections, acquisitions, e-resources and subscription management roles: 10%
- Communication roles: 9%
- Digital information and services roles: 9%
- Technical support: 9%
By audience size

- 0 - 5000 FTE: 42%
- 5,001 - 10,000 FTE: 17%
- 10,001 - 15,000 FTE: 11%
- 15,001 - 20,000 FTE: 7%
- 20,001 - 25,000 FTE: 7%
- 25,001+ FTE: 16%
How are libraries currently using social media?
Setting the scene: current use

23% manage more than 5 different social media accounts

30% post on at least a daily basis

61% of libraries have been using social media for 3 years or longer

72% of librarians feel that social media is important

75% of libraries schedule posts ad hoc

“The pros of social media policy are that they remind us that we are posting as the institution, not the individual”
Which channels are used on a regular basis?

“Our main channels are Twitter and Facebook... but we’re also on Slideshare, YouTube and Tumblr.”
Rise of the Visual Channels

“We use Pinterest for new acquisitions in the last 6 months, with a new board each month.”

From US-based focus group:
“School librarians are saying children search by image first.”

“Communication is becoming more and more visual, and less text-based….So any Social Media tools that employ Geographic Information Systems (Tools for community mapping), video, and images over text will become more popular in the future.”

Rachel Wexelbaum, St Cloud State University
Top 5 uses for social media in the library

1. Events promotion  76%
2. Library Services Promotion  72%
3. Resources/collections promotion  70%
4. Library refurbishment updates  63%
5. Promotion of new acquisitions  61%
5 least popular uses for social media in the library

1. Highlighting subject specific information 38%
2. Connecting with potential students 34%
3. As a teaching tool to promote information literacy etc 22%
4. To promote courses 25%
5. As a research tool to locate official documents 21%
Opportunities and Challenges

What are the opportunities and challenges for libraries using social media?

**Opportunities**
- 71% who want to reuse the professional profile of the library
- 57% who want to collaborate with other departments within their organization
- 64% who want to connect and engage with their users

**Challenges**
- 61% that users are aware of library activities
- 68% trying to increase the awareness of library resources
- 68% making sure users are aware of library activities
What are the opportunities that Social Media presents to the library?

- To raise the professional profile of the library: 72%
- The freedom to connect regularly with users without imposed restrictions from central university communications: 64%
- Collaborating across the university/departments: 57%
- To prove Return On Effort at the library: 37%
- None of the above: 7%
What are the challenges that social media presents in the library?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>67%</td>
</tr>
<tr>
<td>Balance between fun and information (being light-hearted)</td>
<td>64%</td>
</tr>
<tr>
<td>Making sure people know your Social Media activities exist e.g. YouTube videos</td>
<td>61%</td>
</tr>
<tr>
<td>Keeping up with trends of Social Media</td>
<td>57%</td>
</tr>
<tr>
<td>The need to provide a fast response rate</td>
<td>53%</td>
</tr>
<tr>
<td>Changes in Social Networking Sites and new trends</td>
<td>48%</td>
</tr>
<tr>
<td>Reiterate messages without bombarding students</td>
<td>48%</td>
</tr>
<tr>
<td>Coordinating staff efforts within the library</td>
<td>44%</td>
</tr>
<tr>
<td>Quality control</td>
<td>35%</td>
</tr>
<tr>
<td>Responding to negative feedback</td>
<td>33%</td>
</tr>
<tr>
<td>Tension between university and library administration</td>
<td>12%</td>
</tr>
</tbody>
</table>
Channel applications
Uses for Social Media Channels

- Distribute news and information
- Build connections
- Arrange events
- Engage with students
- Competitions
- Provide instructions
- Share photographs
- Customer service
- Develop communities
- Promote library collections
1. Customer Service

- One of the most common developing uses of social media is to deliver customer service.
- A key challenge for librarians is responding in a timely fashion, as users expect quick answers.
- Librarians reported declining use of websites to deliver customer services information – social media by contrast is a better way of providing up-to-minute updates.

“Students are very social media engaged. They prefer to have communications delivered by hand, in person to each person when something goes wrong.”

“At times there are so many postings and because of other commitments, we are not able to reply as fast as we ought to.”
Twitter as a customer services tool

The website was at its peak three years ago. Now, for example if there is snow closure, the last place they would look is the website; but it is the first place my colleagues would go to update information.
Customer service - top tips

• Short response times
• Staff specialists
• Initiate the conversation – invite feedback
2. Driving user engagement

- Social media has the potential to help create and build strongly connected communities

From our US-based focus group:

One of the opportunities with social media is listening to your community … I think that’s primarily why we have a Twitter account, and we have also claimed our Foursquare location, so we kind of can listen and monitor and do that kind of work, so that’s yielded some pretty positive reviews and results.
Case study: using GoSoapBox to drive user engagement

- Polling software GoSoapBox was used to encourage interaction with students
- A button was added to Blackboard to enable users to post ideas which could then be voted on
- Encouraged interaction along with a sense of co-responsibility/ownership of issues and opportunities

http://www.gosoapbox.com
Driving user engagement - top tips

- Use imagery to communicate ideas quickly
- Address issues important to your users
- Post a variety of messages
3. Collection Promotion

- Activities using social media to encourage usage of collections are diverse and ad hoc.
- From the results of the survey, promoting the library’s collection was within the top 3 objectives for using social media.
- Challenging to provide tailored communications to users with niche interests.
- Listening is felt to be as important as broadcasting.
Case study: YouTube as collection management tool

From a US-based librarian interview:

“As a collection management tool, YouTube is unparalleled. [We] made a switch from Content DM to YouTube because [we] realized [our] digital video collections were not accessible to the common user … It became clear that a social media platform such as YouTube was the key to unlocking the great collections that we have online for our future audiences.”
Collection promotion - top tips

• Integrate channels
• Introduce regular posts, e.g. Information Literacy Friday
• Focus on an interesting angle to pique curiosity
Promoting social media channels

“Creating more of a community and going out there and really meeting the students and the faculty has really changed how they view the library and it’s been a great experience.”

“This is the biggest technology which can bring our people back to the library if they cannot come physically, at least you can reach electronically, you can reach out to them by different ways and means.”
“You cannot use what you cannot find”

- Ebuttons on website: 56%
- Email signatures: 14%
- Printed matter displayed in the library: 12%
- Screens displayed in the library: 8%
- Widget: 6%
- Library ambassadors: 4%
- Due date slips in the library: 1%
Promotion - top tips

- Cross-promote
- Use free online promotional channels
- Get staff on board!
- Borrow space on existing print materials to keep budgets low
Policy and management

- 28% of libraries have implemented a social media policy
- 30% are planning to introduce a policy
- 42% have no plans for a policy
- 75% of libraries schedule social media posts ad hoc
Management of Social Media Accounts

What tools do you use to manage accounts? (select the tool you use the most)

- Hootsuite: 44%
- Tweetdeck: 23%
- Feedly: 13%
- Buffer: 8%
- Tweetpi: 4%
- Social Oomph: 2%
- I don't know: 7%
Measuring impact

What is the key resource (internally and externally) you use to measure impact at your library?

- 27% Google Analytics
- 25% Facebook own stats
- 15% Surveys
- 11% Looking at number of followers
- 5% Twitter own stats
- 3% Looking at number of retweets
- 2% Focus groups
- 10% None of the above
Policy and management - top tips

- Use a basic framework
- Track results to measure effectiveness
- Pinpoint success stories
- Apply knowledge
- Use our forthcoming tracking tool!
Future of social media
Future of social media

Will social media become more important to the library in the future?
- Yes 88%
- No 12%

Will more roles dedicated to social media appear in the library in the future?
- Yes 73%
- No 27%
Future of social media

Librarians will need at least some degree of digital literacy, and the willingness to see these channels as ways into the institution, as much as means to broadcast out of it.

We will have to become more media adept; will need to learn advertising skills.

We need to dive in on the teaching front – students are taking on the role as educators.

It's crucial to note that our upcoming wave of library patrons - students, colleagues, and staff - will be from this generation who are technologically sophisticated, well-connected on the social web, entrepreneurial, and oftentimes, impatient.
Join the conversation

Visit http://bit.ly/LibrarySM to:
• Read the white paper in full
• View accompanying infographics
• Browse full supplementary data, including analysis by librarian role and a copy of the survey

Follow us on Twitter @LibraryLantern
Questions?

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