GETTING the RIGHT RESULTS with SOCIAL MEDIA

WHY

UCB Library started using Twitter in 2009, and Facebook shortly after. These were started as “system-wide” accounts, to share all the news from the Library. Since then, we have developed policies, guidelines, and best-practices for branches using social media. But what does all of this mean? How do we know if our efforts are effective? What key performance indicators (KPIs) are typical for university libraries? How do we compare to other libraries?

This exploratory study looks at academic libraries in Canada and the US who are using social media. It aims to develop a benchmark for libraries to follow in terms of performance. The data compiled shows unique improvements in how Canadian libraries use social media compared to libraries in the US.

WHAT

Quantitative

Growth
Followers
Content Types
Video, text, images
Amount of Content
2-4 per day
Shares
RT’s, shares, downloads, reprints
Faves
Follows, likes
Replies
Tweets to our account

Qualitative

Personality
Timeliness, conciseness
Key messages
Relevant, clear, concise
Key words
What are you providing content for?
Topics
You are providing content for all audiences?
Quarterly
Cumulative growth, shares
Sentiment tracking
Type of content
Feedback
Our feedback is in social media channels

WHEN

Weekly
Tweets
Mentions
Are people repeating a positive, negative or neutral tweet?
Shares
Content Types
Are the content types consistent?
Monthly
Growth
Share
Are we engaged?
Referrals
Are referrals growing?

WHAT

Hootsuite reports
Set up automated metrics for Twitter (overview and click summaries)

sumALL
Tally up to three accounts for free; receive weekly stats at a glance

Social mention
Social mediaanalytics for sentiment

Klout
Measures our influence level (1-100)

Facebook insights
But are we unique for past period or page level stat?

Google Analytics
Thank you for assessing web traffic now includes social media channels

PROMPTS

Advanced Hootsuite ($) Hootsuite reports and paid accounts feature sentiment tracking and built-in for Google Analytics

Audit We use all available tools to compile a yearly audit. Regular audits of our social media activity tell us what is going well, and to whom. We analyse content across all channels for a custom-purpose, especially important for finding key influencers, flaws, and keeping track of our sentiment insights

HOW

Studies of Canadian Association of Research Libraries (CARL) & Association of Research Libraries (ARL) Members on Social Media

Objectives
To establish a benchmark for social media performance in libraries: what metrics are being tracked for Twitter and Facebook? And are these results similar across Canadian and US libraries? We focused here on an “all-inclusive” system-wide channel. Do individual library branches have accounts as well? Most importantly, what is “normal”?


CANADA
29 Total CARL members surveyed
Overall Score: 55%

UNITED STATES
22 Total ARL members surveyed
Overall Score: 50%

CA Rank
Have no social media account for each Twitter of Facebook

72%
65%

705.42
1,518.52
686.89
1,866.89

Truth: Klout score

How we can improve our social media

Next Steps

Library Facebook accounts

72% 65%

486
227

86%
87%

81%
87%

Next Steps

Library Twitter accounts

15
17

868
15
18

Average number of individual branch accounts per library

67
18

Average number of individual branch accounts per library


Monthly Snapshot

Re-tweets
30

Clicks
31

Likes
47

Faves
16

Content topics

The Five Canadian Libraries by Facebook here

Ryerson University
University of Windsor
University of Victoria
University of Lethbridge
University of Calgary

The Five Canadian Libraries by Twitter here

University of British Columbia
University of Calgary
University of Toronto
University of Alberta
University of British Columbia

Top Five Canadian Libraries by Facebook here

University of Toronto
University of British Columbia
University of Calgary
University of Alberta
University of Toronto

Top Five Canadian Libraries by Twitter here

University of British Columbia
University of Alberta
University of Toronto
University of Calgary
University of Alberta

Top Libraries by Facebook

University of Toronto
University of British Columbia
University of Calgary
University of Alberta
University of Toronto

Top Libraries by Twitter

University of British Columbia
University of Alberta
University of Toronto
University of Calgary
University of Alberta

Hidden growth rate on Facebook University of Toronto Library

33%

Highest growth rate on Facebook University of Georgia Library

48%

Highest growth rate on Twitter University of Toronto Library

48%

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48%

Highest growth rate on Twitter University of Toronto Library

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