Herding Cats, Knitting Fog and Nailing Pudding to the Wall: Toward a Mixed Methods Approach to Evaluating Social Media

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Social media is:

“Forms of electronic communication (such as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”

--Merriam-Webster
http://www.merriam-webster.com/dictionary/socialmedia
JOIN, or DIE.
Librarians Take Note

<table>
<thead>
<tr>
<th>Year</th>
<th>Retrieved articles via social media or web 2.0 as subject in Library Literature &amp; Information Science Full Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 (Aug 2012)</td>
<td>112</td>
</tr>
<tr>
<td>2011</td>
<td>152</td>
</tr>
<tr>
<td>2010</td>
<td>139</td>
</tr>
<tr>
<td>2009</td>
<td>218</td>
</tr>
<tr>
<td>2008</td>
<td>242</td>
</tr>
<tr>
<td>2007</td>
<td>103</td>
</tr>
<tr>
<td>2006</td>
<td>28</td>
</tr>
<tr>
<td>2005</td>
<td>5</td>
</tr>
</tbody>
</table>
Library literature focuses on why & how we should use social media for:

- communicating with existing patrons
- attracting new audiences
- brand exposure
- driving traffic to the library’s Web site
- promoting resources
- advocacy for library budgets
- facilitating collaborative learning strategies
- professional development
Some Exceptions

- Harry Glazer. “‘Likes’ are lovely, but do they lead to more logins?” *College & Research Libraries News* Vol. 73 Issue 1, January 2012. pp. 18-21.
Internet Advertising Bureau’s Social Media Measurement and Intent Guide

Available: http://www.slideshare.net/IABUK/socialmediaguidedefinal
### Overview

**Total Likes**: 517 (0.39%)  
**Friends of Fans**: 209,776 (0.43%)  
**People Talking About This**: 6 (-76.92%)  
**Weekly Total Reach**: 159 (-69.89%)  
**Total Subscribes**: —

All dates and times are in Pacific Time.
Video statistics

Views and discovery

57,922 Views

Key discovery events

A. First referral from related video: Help Me, Ninja Librarian!
   Apr 27, 2008 - 610 views

B. First referral from related video: I Want to be a Librarian
   May 9, 2008 - 1,905 views

Engagement

- 11 Comments
- 0 Favorites
- 28 Likes
- 10 Dislikes

Audience

Top locations
- United States
- Australia
- Slovenia

Top demographics
- Female, 45-54 years
- Female, 55-64 years
- Male, 45-54 years
But Also... Local Data

- Surveys of users and social media participants
- Focus groups and interviews
- Circulation statistics
- Service/facilities statistics
- Program and event evaluations
Network Mass & Audience Analysis

- Numbers of followers/fans/likers
- Demographics
- Where are they coming from?
- What do their networks look like?
Content Views

• View counts

• Growth rate of view counts over time

• Click-through rates

• Traffic to library website/catalog/online collections

• Reach totals
Interactivity

• Numbers of:
  • Comments
  • Likes
  • Favorites
  • Shares
  • Retweets/replies
  • Direct messages or posts

• Qualitative analysis of comments

• Participant experiences
Benchmarking

• With peers
• With historical data
• With other media types
• Between social media types
Results

• Expressed intent to use resource or service marketed

• Increases in use of resources or services

• Increased brand loyalty or visibility

• Increases in web traffic
Measuring Impact of Discovery of the Day Tweet Campaign

Goals:

- Increase Twitter presence and followers
- Showcase the depth and diversity of Libraries’ collections and services.
- Increase use of collections and services.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>No Impact</th>
<th>Some Impact</th>
<th>Significant Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth rate of Twitter followers</td>
<td>Growth rate of Twitter followers stays about the same as pre-campaign rates</td>
<td>Growth rate of Twitter followers increases by up to 25% (compared to pre-campaign rates)</td>
<td>Growth rate of Twitter followers increases by more than 25% (compared to pre-campaign rates)</td>
</tr>
<tr>
<td>during campaign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percentage of Tweets re-tweeted or</td>
<td>Percentage of RT’s and @replies stays the same as pre-campaign</td>
<td>Percentage of RT’s and @replies increases by up to 25%</td>
<td>Percentage of RT’s and @replies increases by over 25%</td>
</tr>
<tr>
<td>replied to</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic to hyperlinked referrals</td>
<td>Twitter accounts for 0-20% of web referrals (within 30 days of original</td>
<td>Twitter accounts for 21-40% of web referrals</td>
<td>Twitter accounts for over 40% of web referrals</td>
</tr>
<tr>
<td></td>
<td>tweet)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circulation/item use</td>
<td>Item circulates the same as average holdings</td>
<td>Item circulates up to 25% more frequently than average holdings</td>
<td>Item circulates over 25% more frequently than average holdings</td>
</tr>
<tr>
<td>Services used</td>
<td>Promoted service is used the same amount (within the 30 days of original</td>
<td>Promoted service is used up to 25% more frequently than year-round averages</td>
<td>Promoted services is used over 25% more frequently than year-round averages</td>
</tr>
<tr>
<td></td>
<td>tweet)</td>
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Bingo Scavenger Hunt (using Facebook/Twitter/Instagram)

Goals:

- Increase representation of Libraries collections and services in social networks.
- Showcase the depth and diversity of Libraries’ collections and services.
- Create peer referrals of Libraries’ collections and services.
- Increase use of collections and services.

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<th>Some impact</th>
<th>Significant impact</th>
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<tr>
<td># of unique participants</td>
<td>Under 10</td>
<td>10-20</td>
<td>Over 20</td>
</tr>
<tr>
<td># of unique posts</td>
<td>Under 15</td>
<td>15-30</td>
<td>Over 30</td>
</tr>
<tr>
<td>Participants report increased awareness of library collections &amp; services</td>
<td>0-15%</td>
<td>15-40%</td>
<td>Over 40%</td>
</tr>
<tr>
<td>Participants report recommending library collections &amp; services to friends</td>
<td>0-15%</td>
<td>15-40%</td>
<td>Over 40%</td>
</tr>
<tr>
<td>Participants report increased use of library collections &amp; services</td>
<td>0-15%</td>
<td>15-40%</td>
<td>Over 40%</td>
</tr>
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QUESTION EVERYTHING