Transforming Community with a Strategic Social Media Program

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Presentation Outline

Social Media Background
(Online) Community Research
Future Directions
As of Sept '13:
71% of online adults use Facebook
18% - Twitter
17% - Instagram
21% - Pinterest
22% - LinkedIn
pewrsr.ch/H10jnl

Social Networking Fact Sheet
Key data points on social networking use from the Pew Research Center's Internet and American Life Project
View on web

1:58 PM - 13 Jan 2014
Social networking site use by age group, 2005-2012

% of internet users in each age group who use social networking sites

- All internet users
- 18-29
- 30-49
- 50-64
- 65+

Source: Pew Research Center’s Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,899 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.
Social media sites, 2012-2013

% of online adults who use the following social media websites, by year

Pew Research Center’s Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07-September 08, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER
Number of social media sites used

% of internet users who use the following number of social networking sites (sites measured include: Facebook, Twitter, Instagram, Pinterest, and LinkedIn)

- No sites: 22
- One site: 36
- Two sites: 23
- Three sites: 12
- Four sites: 5
- Five sites: 2

Pew Research Center’s Internet Project August Tracking Survey, August 07 – September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER
Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (e.g., 63% of Facebook users use the site on a daily basis)

- **Facebook**: 63 Daily, 22 Weekly, 14 Less often
- **Instagram**: 57 Daily, 20 Weekly, 22 Less often
- **Twitter**: 46 Daily, 21 Weekly, 32 Less often
- **Pinterest**: 45 Daily, 23 Weekly, 30 Less often
- **LinkedIn**: 52 Daily, 13 Weekly, 34 Less often

Pew Research Center's Internet Project August Tracking Survey, August 07 - September 16, 2013. Interviews were conducted in English and Spanish and on landline and cell phones.

PEW RESEARCH CENTER
MSU Social Media Survey, Fall 2013
How do you identify yourself within the MSU-Bozeman community?

- Freshman Student: 17 (10%)
- Sophomore Student: 19 (12%)
- Junior Student: 23 (14%)
- Senior Student: 35 (21%)
- Graduate Student: 14 (9%)
- Faculty: 9 (6%)
- Staff: 32 (20%)
- Bozeman Community Member: 4 (2%)
- Other: 10 (6%)
Which social media sites have you visited in the past month?

- **Facebook**: 140 (23%)
- **Twitter**: 61 (10%)
- **Tumblr**: 34 (6%)
- **Instagram**: 58 (9%)
- **Pinterest**: 66 (11%)
- **Foursquare**: 7 (1%)
- **Flickr**: 21 (3%)
- **YouTube**: 137 (22%)
- **Vine**: 35 (6%)
- **Blogs**: 58 (9%)
Facebook [How often do you use the following social media sites?]

- Never: 19 (12%)
- Rarely: 11 (7%)
- Monthly: 4 (3%)
- Weekly: 24 (15%)
- Daily: 98 (63%)

Facebook [What is the value of each of these social media networks to you?]

- Little value: 33 (21%)
- Some value: 57 (37%)
- High value: 65 (42%)
Tumblr [How often do you use the following social media sites?]

- Never: 92 (65%)
- Rarely: 23 (16%)
- Monthly: 12 (9%)
- Weekly: 10 (7%)
- Daily: 4 (3%)

Instagram [How often do you use the following social media sites?]

- Never: 74 (51%)
- Rarely: 18 (13%)
- Monthly: 9 (6%)
- Weekly: 15 (10%)
- Daily: 28 (19%)
Social media takes up more time than it is worth [What is your opinion of social media?]

- Strongly agree: 47 (30%)
- Agree: 51 (32%)
- Neutral: 23 (15%)
- Disagree: 31 (20%)
- Strongly Disagree: 5 (3%)

Social media is a valuable way to connect with others [What is your opinion of social media?]

- Strongly agree: 50 (32%)
- Agree: 73 (47%)
- Neutral: 20 (13%)
- Disagree: 4 (3%)
- Strongly Disagree: 7 (5%)
How often do you use social media to connect with the library?

- Never: 92 (59%)
- Rarely: 25 (16%)
- Monthly: 15 (10%)
- Weekly: 16 (10%)
- Daily: 7 (5%)
Which social media accounts would you like to use to connect with the MSU Library?

- Facebook: 106 (41%)
- Twitter: 44 (17%)
- Tumblr: 7 (3%)
- Instagram: 19 (7%)
- Pinterest: 14 (5%)
- Foursquare: 1 (0%)
- Flickr: 6 (2%)
- YouTube: 41 (16%)
- Blogs: 23 (9%)
“If [social site] can help cultivate a brand that expands beyond books, students may discover that the library is more relevant and approachable than previously perceived, and a valued part of their personal networks.”

*Phillips, 2011*
Anyone who still thinks "online" is somehow not "real" is not going to understand much that happens in 21st century.
Digital Dualism

An interrogation of the discourses that draw sharp boundaries between the ‘online’ and the ‘offline’ world.
Particularly those discourses that "deploy a moralistic argument claiming what occurs ‘in real life’ is inherently more social, substantive, significant, and healthy than what occurs in ‘the virtual world.’"

Geiger, 2014
Where

How
“Be Interesting, Be Interested.”

Glazer, 2012
Research Question

How is community formed?
Community Analysis

Quantitative
Action-Object Mapping
User Type Data
Interaction Analysis

Qualitative
Focus Groups
Survey Data
<table>
<thead>
<tr>
<th></th>
<th>Followers</th>
<th>Tweets</th>
<th>Duration</th>
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<tbody>
<tr>
<td>Group 1</td>
<td>1-514</td>
<td>1-329</td>
<td>Nov. 2008 - May 2012</td>
</tr>
<tr>
<td>Group 2</td>
<td>515-937</td>
<td>330-998</td>
<td>May 2012 - Aug. 2013</td>
</tr>
</tbody>
</table>
Group 1

Automated Tweet content
Low responsiveness
No dedicated personnel
No programmatic approach
Twitter as a broadcast platform
Action-Object Mapping
Noon Workshop: EndNote Web
http://spirs.lib.montana.edu/blog/?p=135
Trial: LibraryMusicSource:  bit.ly/o1aivp
Group 1 Median Interaction Rate

12.5%
Group 2

Original and unique content
High responsiveness
Dedicated personnel
Programmatic approach
Twitter as an interactive platform
Congratulations @montanastate graduates! We've enjoyed the many hours you spent with us & you're always welcome back as alumni! #montanastate
It's National Hug Your Library Day! People are hugging MSU's Renne Library. Post your pics if you give it a hug, too!

pic.twitter.com/W07Tg1zj9o
Group 2 Median Interaction Rate

46.8%
Interaction Rate Increase

Group 1 → Group 2

275%
Group 1 → Group 2

Strategic Social Media Program
Social Media Plan

Realize mission of the university

Build and engage community
MSU Library Social Media Guide

1. Audience Focus
2. Goal
3. Values
4. Tone and Tenor
5. Activity Focus
6. Posting Frequency
7. Posting Categories
8. Posting Personnel
9. Assessment
Audience Focus

Undergraduate and graduate students
Other MSU units/departments
Library and information professionals and organizations
Goals

Build an (online) community
Form partnerships
Engage and connect
Increase awareness
Values

Availability
Care
Scholarship
Activity Focus, Tone and Tenor

Information sharing
Social interaction
Welcoming, warm, cheerful, energetic tone
Posting Frequency

Post daily at minimum
Regular monitoring of subsequent interactions
No automatic posting
Interact
Quantitative Data
+
Qualitative Data
"Organizations are sort of notoriously bland on their social media accounts, because everything you say represents the entire organization and it’s very hard to be edgy or funny when you have the organization’s face attached to it."

-Student focus group feedback
“On Facebook I think of it much more as a community, because it’s more interactive and personal that way. Twitter for me is more receiving information. It doesn’t feel community-based, more networked-based.”

- Student Focus Group
“... a Twitter account that was more than just updating you on events, but that was more inviting you in and creating that community.”

- Student focus group feedback
"I never expected to have established personal connections with people on Tumblr, but I ended up doing it. That was pretty cool."

- Student focus group feedback
“If you have a Twitter account, you have to give people a reason to follow you. I think a lot of entities at MSU don’t understand that. The library does an awesome job. You guys give people a reason to follow you. You’re responsive. You’re clever. Interesting. And it’s not just event updates. And I’m serious. I really admire all of the social media at the library.”

— Student Focus Group
MSU Library
@msulibrary

If you are doing research and hit a roadblock in finding good sources of information, tweet @msulibrary and we will help you! #MontanaState

11:42 AM - 14 Jan 13

Reply to @msulibrary

Riley William Kurtz @nw26
@msulibrary Is this like #AskJeeves? What's a good disease that is linked to stress, other than obesity? #worthashot #peerreviewedarticle
Details

14 Jan

MSU Library @msulibrary
@rileywurtz How about cardiovascular disease? Here's an article: ow.ly/g01LJ Found this through CINAHL
ow.ly/g01Sw
Details

14 Jan

Riley William Kurtz @nw26
@msulibrary never been prouder of my university than when I got that tweet. #gocats
Details

14 Jan
Hentz™ @tylerdhentzen
Donated $1 to a stressed student to be able to print at @msulibrary
I did my deed for the day. #MontanaState #PayItForward

@tylerdhentzen You get an "A" for being a good guy!
5:41 PM - 25 Apr 2013

2 RETWEETS
@msulibrary is bringing in dogs to de-stress students during dead finals week...It's safe to say that #MontanaState is the best school ever!

Reply to @cheechwebb
For those of you avoiding personal hygiene during finals week, nature is kindly providing snow showers today to rinse away study grime.
Anthropomorphic Library

Rocky G the Library
@RockyGallatini
Rocky Gallatini is a library building in Bozeman, Montana. He likes drinking coffee, reading, and hanging out with people. He's a cool guy -- for a building.
Bozeman, Montana · lib.montana.edu

<table>
<thead>
<tr>
<th>TWEETS</th>
<th>FOLLOWING</th>
<th>FOLLOWERS</th>
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<tbody>
<tr>
<td>1,361</td>
<td>146</td>
<td>216</td>
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Have fun on Spring Break and try not to come back Spring Broke!

#DontSpendAllYourMoney #MontanaState #SpringBreak
Montana Hall is always bragging to me about having a bell. Ok, I get it, you have a bell. But, I have coffee. Coffee > Bell.
Q: How important is the idea of personality for social media?

A: It’s essential.

A: It’s huge. Which again, I think, coming back to campus and coming back to the library, the library and the Rocky G has personality, and that’s why people follow it.

- Student focus group feedback
Social Media at the MSU Library

Group 1 → Group 2

New content
New interactions
New connections
New community
New value for the library?
Future Directions
“Social Network Sites have the potential to serve as a medium for meaningful support . . . in students’ lives”

Gray, Vitak, Easton & Ellison, 2013
“Institutional Involvement is related to degree completion, because a student who is committed to the institution is likely to persist in that environment.”

Brown & Burdsal, 2012
Campus-scale social media
"Social media creates new opportunities for classroom instruction, especially for enhancing student interaction and engagement beyond the formal learning environment."

Joosten, 2013
"Twitter proved to be an effective way to engage students in experiential learning by applying course material in a social media setting."

Rinaldo, Tapp, & Laverie, 2011
"Using Twitter in educationally relevant ways can increase student engagement and improve grades."

*Junco, Heibergert, & Loken, 2011*
"Because many social media tools are not institutional enterprise systems, educators are concerned about using them."

Joosten, 2012
"Organizations and institutions need to consider how social media guidance and usage can impact instructional, research, administrative, and other functions on campus."

Joosten, 2013
Advancing the research question

How do libraries contribute to student success?
Social Media → Community
Community → Student Success

Emerging Hypothesis

Social Media → Student Success
Thanks!

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