

Resources

Webinar Series Learner Guide



Social Media Starter Kit

Have you taken the survey?

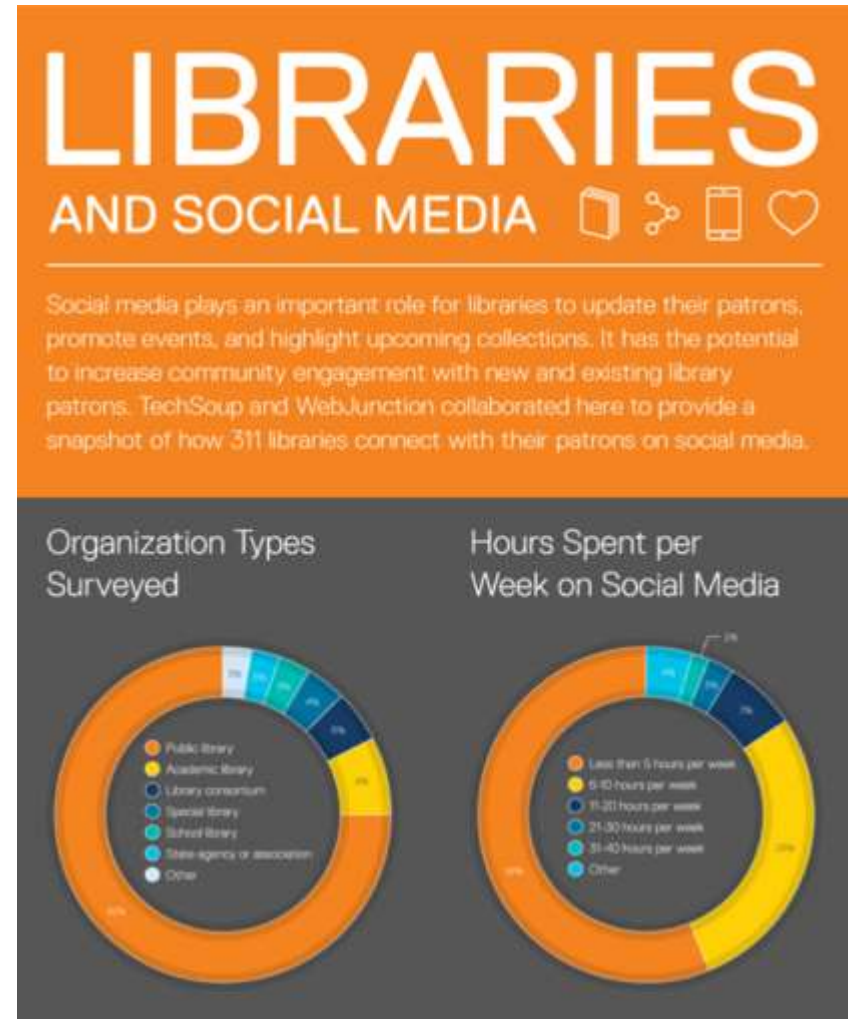
<https://www.surveymonkey.com/r/libsSM>

Initial analysis on 311 respondents,
[How Libraries Use Social Media](#)

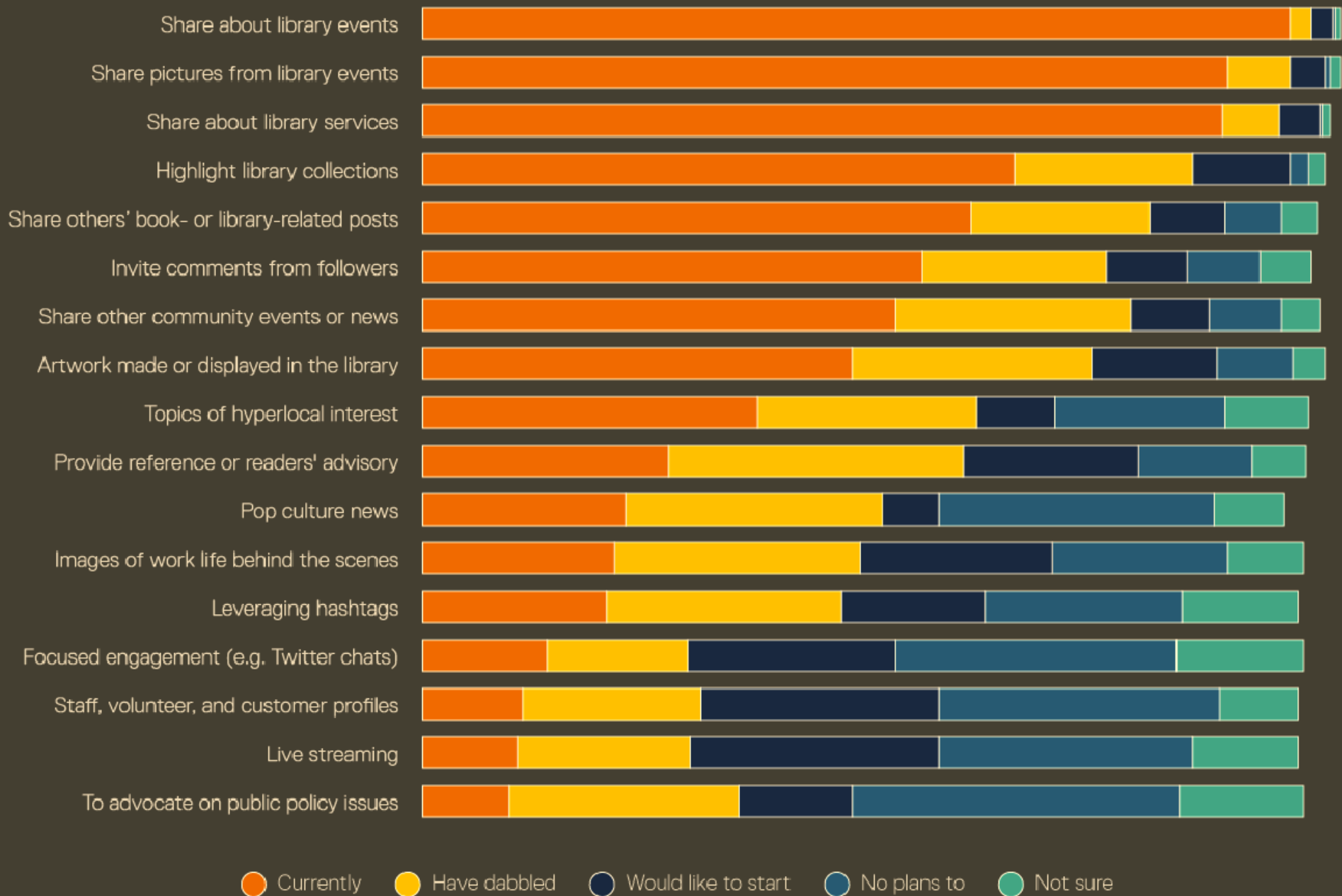
Over 435 respondents as of today!

Survey open through December 19

Final report available in early 2018



What Libraries Use Social Media For



Today's Presenters



Molly Bacon

Social Media Manager,
TechSoup for Libraries



Cherise Mead

Librarian III, Marketing Team
Lead, Mesa Public Library (AZ)

Social Media Analytics

Cherise Mead | Mesa Public Library

Me in 3 Pictures



Agenda

- Choosing what to measure
- Selecting metrics
- Using Excel to learn from your data *today*

Choosing What to Measure

Questions to ask yourself.

#1

Why?

UNDERSTAND
YOUR AUDIENCE
BETTER

REACH MORE
PEOPLE

RAISE AWARENESS
OF LIBRARY STUFF

CREATE
ORGANIZATIONAL
BUY-IN

#2

Where do you fit in?

How do you measure performance?

In the library:

- People through the door
- Materials circulation
- Reference interactions

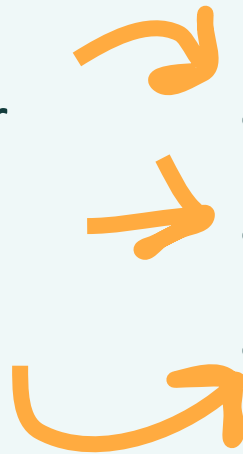
How do you measure performance?

In the library

- People through the door
- Materials circulation
- Reference interactions


Social Media

- Followers; reach
- “Likes”; clicks
- Comments on post; questions answered



#3

Who cares?



How am I
doing?

Is our social
media
supporting
our goals?

How do we stack up
against other
libraries and
departments?

You

Your
boss

Your boss' boss

MEASURE ALL THE THINGS!



*Image credit to Allie Brosh's brilliant comic, *Hyperbole and a Half: This is Why I'll Never be an Adult*
<http://hyperboleandahalf.blogspot.com/2010/06/this-is-why-ill-never-be-adult.html>

CC BY-NC-ND 3.0 US

MEASURE



*Image credit to Allie Brosh's brilliant comic, *Hyperbole and a Half: This is Why I'll Never be an Adult*
<http://hyperboleandahalf.blogspot.com/2010/06/this-is-why-ill-never-be-adult.html>

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Expectation vs. Reality



No set of data is ever
going to give you the
whole picture.

No set of data is ever
going to give you the
whole picture.

(and that's ok.)

Choosing metrics

Followers

How many people are following your account?

Reach

How many people see your content?

Impressions

How many times is your content displayed?

Engagement

How many times do people interact with your content?

Activity Metrics

What are you up to?

Time frame?

- Individual posts
- Weekly
- Month to month
- Year over year

Specifying a time frame can provide focus and clear starting and ending points for your measurements.

Not all measurements make sense for all timeframes.



Benchmarking

- Yourself vs. yourself
- Yourself vs. others

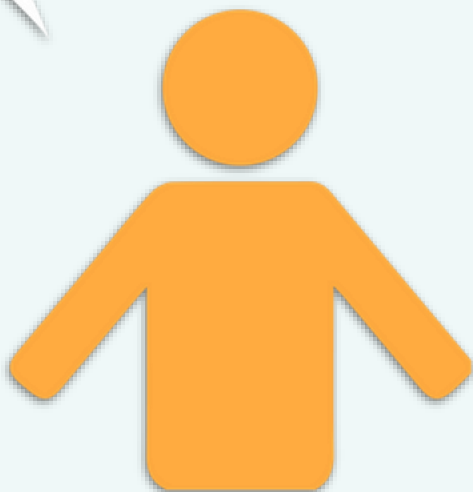
Benchmarking can help put your measurements into context.

Know whether you're comparing "apples to apples" or not.



Bringing it together...

I want to reach
more people
in my
community.



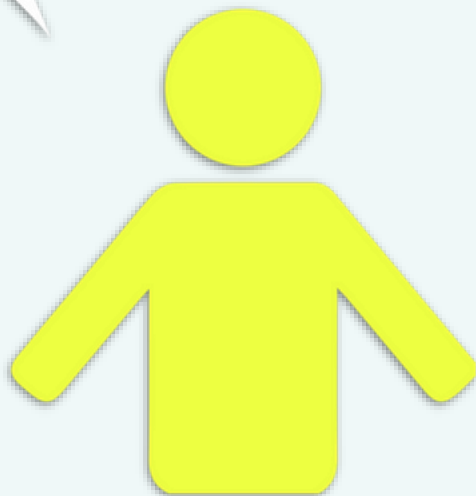
Metric:
number of followers

month to month; year to year growth

“This year we gained 500 followers.”

“This account had a 50% increase in followers over the past six months.”

We need to
increase
awareness of
our library's
collections.



Metrics:
impressions, engagement, activity

short term or individual posts

“We scheduled 10 tweets about our new database this week, and they were retweeted 27 times.”

“I created a post featuring some new cookbooks and 44 people clicked on the link to our catalog.”

Post Details



Mesa Public Library

Published by Sara Lipich [?] · November 6 at 9:56am · 🌐

We need your input!

Your Mesa Public Library is interested in identifying the community's needs and expectations related to library services looking ahead for the next several years.

As a resident of Mesa, we invite you to share your ideas and thoughts about the branch library you use most often by completing this survey. This information will assist the Library in planning and prioritizing its services and allocating resources moving forward.... [See More](#)



Get More Likes, Comments and Shares

Boost this post for \$50 to reach up to 12,000 people.



2670 people reached

Boost Post

2,670 People Reached

4 Likes, Comments & Shares ⓘ

2
Likes

0
On Post

2
On Shares

1
Comments

0
On Post

1
On Shares

1
Shares

1
On Post

0
On Shares

41 Post Clicks

3
Photo Views

7
Link Clicks

31
Other Clicks ⓘ

NEGATIVE FEEDBACK

1 Hide Post

0 Hide Comment

0 Report as Spam

0 Unlike

Reported stats may be delayed from what you see

Top media Tweet earned 886 impressions

#StreamitSunday recommendation:
Beowulf - Season 1, available on
@HooplaDigital and free w/your Mesa
Library card ow.ly/y92U30cceUf
pic.twitter.com/Txo0FQCLab



2 **3**

I'm not sure
I see the point
of spending
time on social
media.



Metrics:
reach, activity

point-in-time

“We responded to 12 patron questions about library events this week on Twitter.”

“In the last 7 days our Facebook content reached 2,641 people.”

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

Local

Messages

API

Page Summary Last 28 days ▾[Export Data](#) 

Results from Oct 29, 2017 - Nov 25, 2017

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

 Organic  Paid**Actions on Page** 

October 29 - November 24

7Total Actions on Page  0%**Page Views** 

October 29 - November 24

1,011Total Page Views  8%**Page Previews** 

October 29 - November 24



We don't have data to show you this week.

Page Likes 

October 29 - November 24

97Page Likes  13%**Reach** 

October 29 - November 24

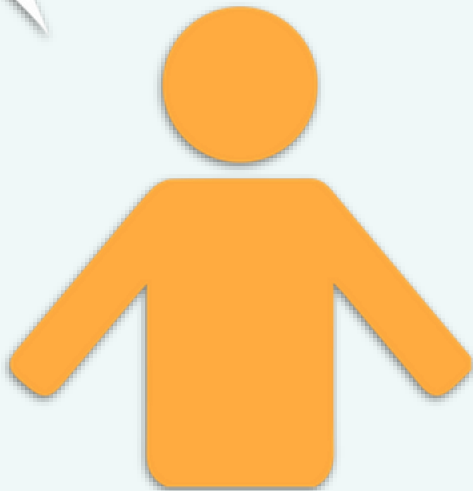
21,150People Reached  5%**Recommendations** 

October 29 - November 24



We don't have data to show you this week.

I can't tell if
anything I'm
doing is
working.



Excel Basics - Resources










gcflearnfree.org/excel2016




support.office.com/excel







lynda.com/Excel-training-tutorials

← → ↻ Secure | <https://analytics.twitter.com/user/MesaLibrary/tweets> ☆       





Analytics Home Tweets Audiences Events More ▾ Mesa Public Library ▾  ▾ Go to Ads


Tweet activity 📅 Last 28 Days ▾ 📄 Export data














 **Analytics** Ads  

Your Pinterest profile All apps ▾ Export data

 Impressions  Saves  Clicks  All-time



← → ↻ Secure | https://business.facebook.com/mesalibrary/insights/?referrer=page_insights_tab_button ☆    



  Pages Search business   Mesa Public Library ▾  16  

Page Inbox ³ Notifications ² **Insights** Publishing Tools Settings Help ▾


Overview
Promotions
Followers
Likes
Reach

Page Summary Last 28 days ↕ Export Data 📄

Results from Oct 29, 2017 - Nov 25, 2017
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

 Organic  Paid

Actions on Page	Page Views	Page Previews
October 29 - November 24	October 29 - November 24	October 29 - November 24



Export Insights Data



Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

- ☒ Page data
Key Page metrics for engagement, like sources and audience details.
- ☐ Post data
Key post metrics for reach, impressions and feedback.
- ☐ Video data
Key video metrics including views, unique views, paid views and organic views.

Date Range

October 24, 2017 - November 20, 2017 ▼

File Format

Excel (.xls) ▼

Layout

All Page Data ▼

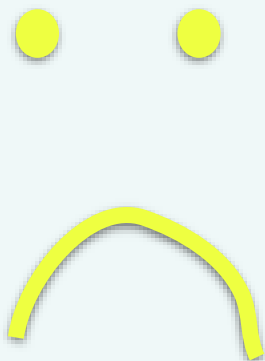
it's a trap.

[Facebook Page Terms](#)

Cancel

Export Data

E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
Country	Language	Pool	Audience Type	Lifetime Pool 1	Lifetime Pool 2	Lifetime Pool 3	Lifetime Pool 4	Lifetime Pool 5	Lifetime Pool 6	Lifetime Pool 7	Lifetime Pool 8	Lifetime Pool 9	Lifetime Pool 10	Lifetime Pool 11	Lifetime Pool 12	Lifetime Pool 13	Lifetime Pool 14
		11/28/17 7:30 AM		Lifetime: The hotel is	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number
		11/28/17 8:00 AM		279	272	0	382	381	0	7	3	3	1	1	354	268	0
		11/28/17 8:30 AM		504	553	0	1042	1038	0	14	4	4	1	1	358	514	0
		11/28/17 9:00 AM		779	668	0	1415	1287	0	18	5	5	0	0	1436	889	0
		11/28/17 9:30 AM		1935	1424	0	2486	2855	0	59	49	62	1	1	1922	1859	0
		11/28/17 10:00 AM		1178	982	0	2479	2184	0	65	51	33	2	2	1959	325	0
		11/28/17 10:30 AM		0	0	0	0	0	0	0	0	0	0	0	0	0	0
		11/28/17 11:00 AM		1438	1292	0	2939	2632	0	112	104	126	2	2	2888	1937	0
		11/28/17 11:30 AM		455	457	0	885	884	0	7	5	8	1	1	875	454	0
		11/28/17 12:00 PM		545	545	0	978	978	0	14	5	8	0	0	1035	474	0
		11/28/17 12:30 PM		1046	974	0	2889	1984	0	39	22	24	1	1	1827	876	0
		11/28/17 1:00 PM		1879	884	0	1944	1584	0	39	22	26	0	0	1955	244	0
		11/28/17 1:30 PM		782	778	0	1444	1498	0	28	66	82	4	4	1959	728	0
		11/28/17 2:00 PM		527	527	0	359	359	0	5	3	3	1	1	877	475	0
		11/28/17 2:30 PM		2248	1782	0	3888	3888	0	168	144	182	2	2	2794	1524	0
		11/28/17 3:00 PM		849	886	0	1549	1496	0	49	32	41	0	0	1984	797	0
		11/28/17 3:30 PM		6345	1957	2784	11917	2754	4428	848	463	618	5	5	4842	1954	2453
		11/28/17 4:00 PM		236	236	0	449	449	0	15	8	8	0	0	448	239	0
		11/28/17 4:30 PM		2667	381	0	5194	1678	0	39	36	41	1	1	1489	769	0
		11/28/17 5:00 PM		778	778	0	1925	1925	0	3	8	8	0	0	1929	625	0
		11/28/17 5:30 PM		1238	1238	0	2247	2248	0	14	19	15	0	0	1725	992	0
		11/28/17 6:00 PM		1189	1059	0	1984	1899	0	38	17	18	2	2	1982	886	0
		11/28/17 6:30 PM		858	826	0	1648	1556	0	24	21	28	0	0	1952	782	0
		11/28/17 7:00 PM		0	0	0	0	0	0	0	0	0	0	0	0	0	0
		11/28/17 7:30 PM		1199	1846	0	2249	1878	0	34	34	155	2	2	1648	879	0
		11/28/17 8:00 PM		678	658	0	1247	1285	0	6	4	6	1	1	1829	548	0
		11/28/17 8:30 PM		0	0	0	0	0	0	0	0	0	0	0	0	0	0
		11/28/17 9:00 PM		0	0	0	0	0	0	0	0	0	0	0	0	0	0
		11/28/17 9:30 PM		398	381	0	1849	1638	0	29	11	11	2	2	1488	748	0
		11/28/17 10:00 PM		0	0	0	0	0	0	0	0	0	0	0	0	0	0
		11/28/17 10:30 PM		1829	1829	0	2259	2259	0	54	48	184	1	1	1827	835	0
		11/28/17 11:00 PM		689	689	0	1079	1072	0	5	5	14	0	0	1892	549	0
		11/28/17 11:30 PM		779	778	0	1538	1539	0	34	28	39	1	1	1425	717	0
		11/28/17 12:00 AM		1464	1448	0	2476	1488	0	34	36	45	0	0	1284	639	0
		11/28/17 12:30 AM		1858	1844	0	1748	1677	0	69	59	82	0	0	1646	935	0
		11/28/17 1:00 AM		145	145	0	262	262	0	5	3	3	0	0	258	142	0
		11/28/17 1:30 AM		1678	1588	0	3549	3354	0	49	37	57	1	1	2389	1568	0
		11/28/17 2:00 AM		787	786	0	1244	1242	0	14	18	19	0	0	1845	567	0
		11/28/17 2:30 AM		1118	1078	0	1974	1942	0	28	14	29	2	2	1689	899	0
		11/28/17 3:00 AM		229	192	0	387	345	0	5	2	3	0	0	322	188	0
		11/28/17 3:30 AM		1107	1849	0	2255	2877	0	34	28	24	2	2	1849	898	0
		11/28/17 4:00 AM		639	642	0	1079	1155	0	19	19	27	1	1	1856	559	0
		11/28/17 4:30 AM		788	797	0	1482	1362	0	17	19	18	0	0	1444	592	0
		11/28/17 5:00 AM		846	844	0	1684	1677	0	22	17	25	3	4	1594	724	0
		11/28/17 5:30 AM		828	826	0	1535	1594	0	18	16	18	0	0	1544	639	0
		11/28/17 6:00 AM		5124	2898	0	18444	4948	0	449	449	744	2	2	3846	1756	0
		11/28/17 6:30 AM		0	0	0	0	0	0	0	0	0	0	0	0	0	0
		11/28/17 7:00 AM		0	0	0	0	0	0	0	0	0	0	0	0	0	0
		11/28/17 7:30 AM		778	778	0	1449	1449	0	3	3	7	0	0	1478	646	0
		11/28/17 8:00 AM		298	297	0	475	478	0	5	3	4	1	1	454	298	0



[illegible]

	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH
1	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid	Lifetime Paid
2	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number	Lifetime: The number
11				11									
13				18									
53				48									
25				54									
8				8									
57				184				274	288				28534
51				7									
71				14									
76				35									
41				21									
28				66									
75				5									
24				124									
37				46									
51	2159	1282		338									
33				15									
63				18									
25				8									
32				13									
86				28									
82				22									
8				8									
73				74									
48				5									
8				8									
8				8									
48				17									
8				8									
35				43									
43				6									
17				38	28	28		237	245			5748	52838
33				52	8	8		8	8				
35				68	13	28		484	515			15832	285875
42				3	3	3			3			788	788
68				48									
67				3									
33				27									
88				3	6	6							
58				23									
53				13									
32				16									
21				24									
33				18									
56				175									
8				8									
8				8									
16				3									
38				5	3	3		3	3			3272	6888

Export up to 500 posts at a time.

Date Range

Make New Custom Layout

Page KPIs

Default 09/06/2017

Edit All Page Data

✓ **All Page Data**

All Page Data ▾

Cancel Export Data

Make New
Customer Layout
and choose only the
metrics you want.

Give it a title so you
know how to find it
again.

Customize Columns



Page Stories

Post Preferred Audience

Page Post Impressions

Page Post Engagement

Page Video Posts

Page Video Views

[Clear Search](#)

0 COLUMNS SELECTED

PAGE POST IMPRESSIONS

[Select All Columns](#)

- ☐ Lifetime Post Total Impressions
- ☐ Lifetime Post Total Reach
- ☐ Lifetime Post Paid Impressions
- ☐ Lifetime Post Paid Reach
- ☐ Lifetime Post Impressions by people who have liked your Page
- ☐ Lifetime Post reach by people who like your Page
- ☐ Lifetime Post Paid Impressions by people who have liked your Page
- ☐ Lifetime Paid reach of a post by people who like your Page
- ☐ Lifetime Post Organic Impressions
- ☐ Lifetime Post organic reach
- ☐ Lifetime Post Viral Impressions
- ☐ Lifetime Post viral reach
- ☐ Lifetime Post Viral Impressions by story type
- ☐ Lifetime Post viral reach by story type
- ☐ Lifetime Post impressions by paid and non-paid

Add A Sheet Separator

[Add](#)

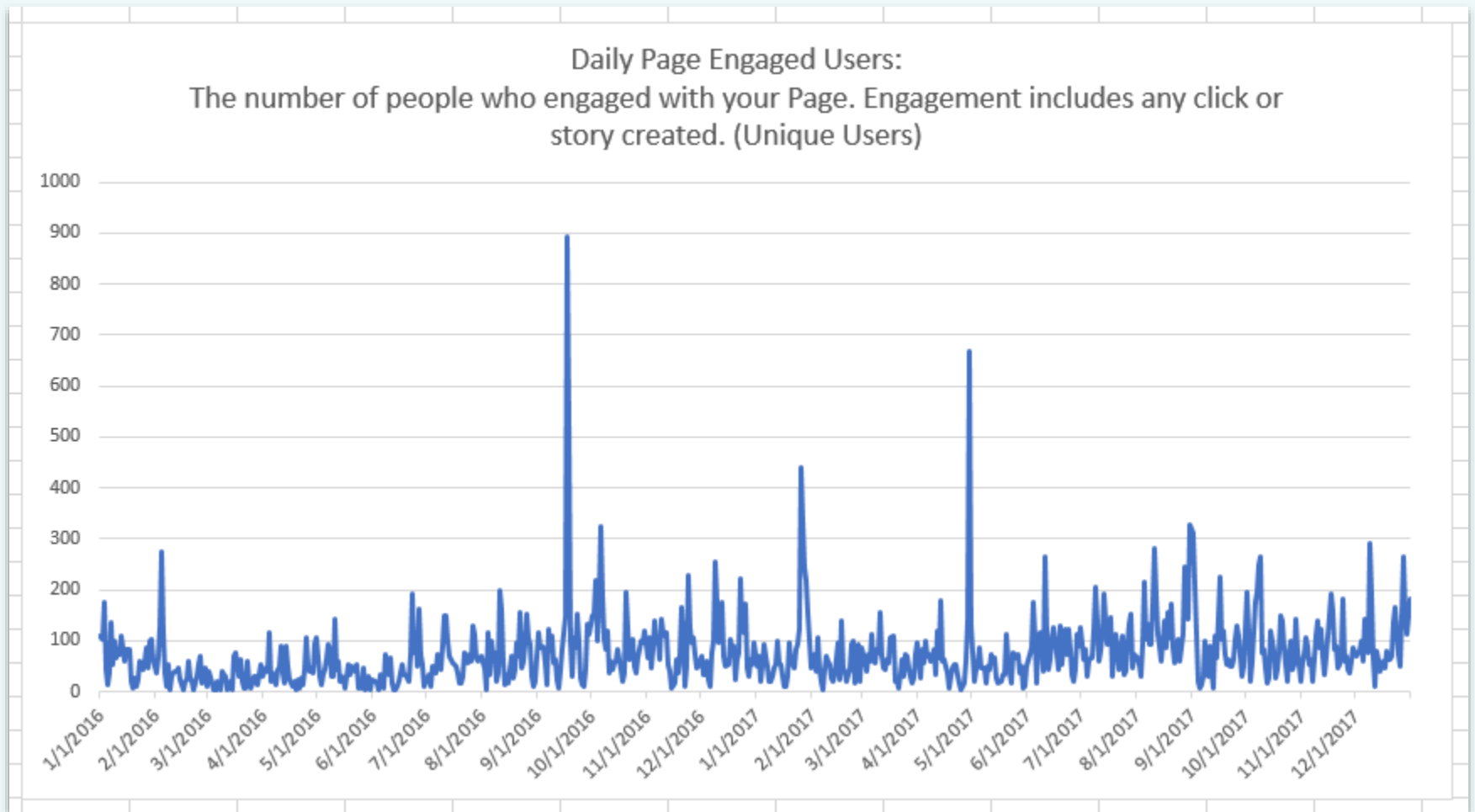
Name for your preset

[Cancel](#)[Apply](#)

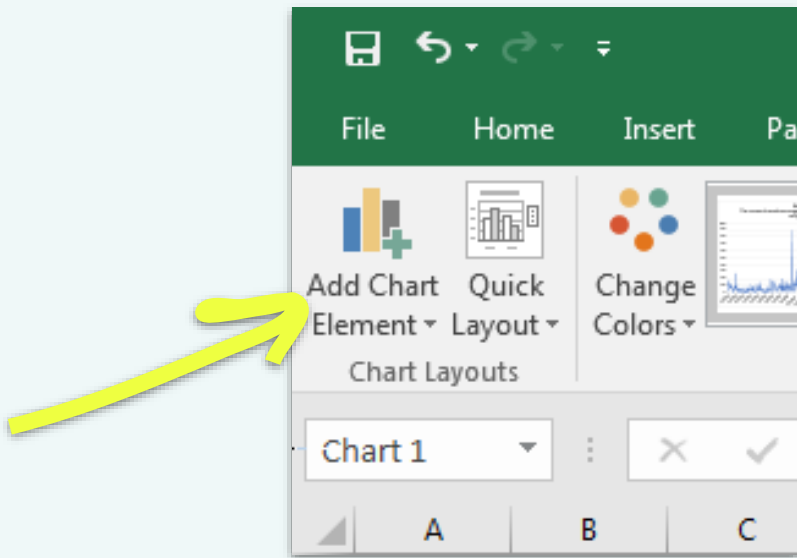
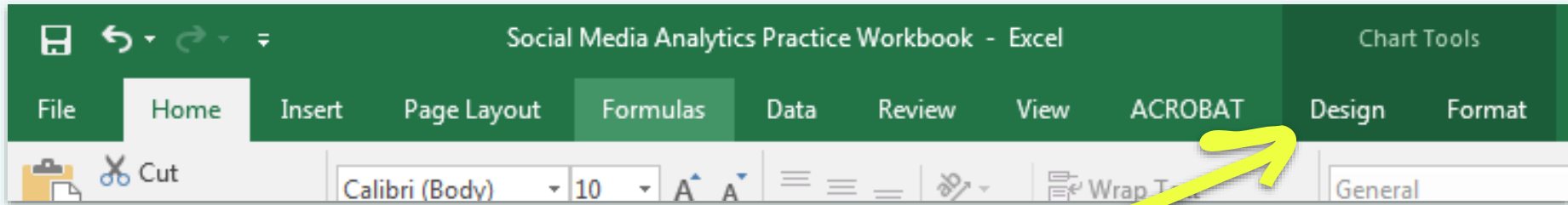
Date	Lifetime Total Likes	Daily Page Engaged Users	Daily Total Reach
	Lifetime: The total number of people who have liked your Page. (Unique Users)	Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)	Daily: The number of people who have seen any content associated with your Page. (Unique Users)
10/24/17	4064	355	4142
10/25/17	4066	213	3887
10/26/17	4070	190	2800
10/27/17	4072	75	1619
10/28/17	4072	57	1337
10/29/17	4075	54	1209
10/30/17	4075	127	2055
10/31/17	4079	195	2398
11/1/17	4081	116	2074
11/2/17	4083	71	1652
11/3/17	4084	114	1560
11/4/17	4085	61	1358
11/5/17	4086	37	1242
11/6/17	4086	305	4017
11/7/17	4091	298	3815
11/8/17	4091	251	3975
11/9/17	4094	252	3672
11/10/17	4102	209	3221
11/11/17	4105	144	2997
11/12/17	4110	123	2738
11/13/17	4118	177	3648

Date	Lifetime Total Likes	Daily Page Engaged Users	Daily Total Reach
	Lifetime: The total number of people who have liked your Page. (Unique Users)	Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)	Daily: The number of people who have seen any content associated with your Page. (Unique Users)
10/24/17	4064	355	4142
10/25/17	4066	213	3887
10/26/17	4070	190	2800
10/27/17	4072	75	1619
10/28/17	4072	57	1337
10/29/17	4075	54	1209
10/30/17	4075	127	2055
10/31/17	4079	195	2398
11/1/17	4081	116	2074
11/2/17	4083	71	1652
11/3/17	4084	114	1560
11/4/17	4085	61	1358
11/5/17	4086	37	1242
11/6/17	4086	305	4017
11/7/17	4091	298	3815
11/8/17	4091	251	3975
11/9/17	4094	252	3672
11/10/17	4102	209	3221
11/11/17	4105	144	2997
11/12/17	4110	123	2738
11/13/17	4118	177	3648

Judging performance
over time



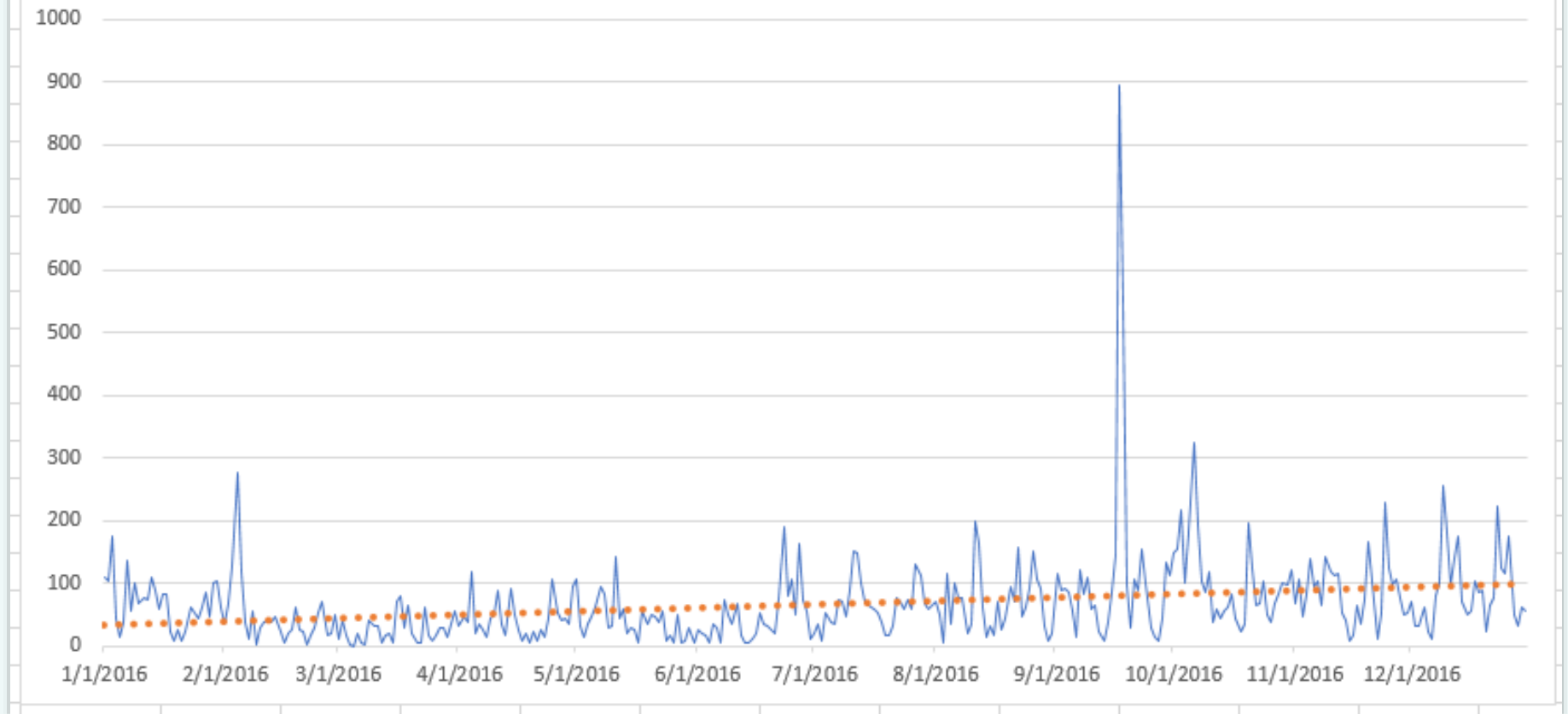
Is my daily engagement rate getting better over time?



To easily find out, we'll add a *trendline* to our chart.

Once you have a chart made, click on **Add Chart Element** and select **Trendline - Linear** from the options.

Daily Page Engaged Users:
The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

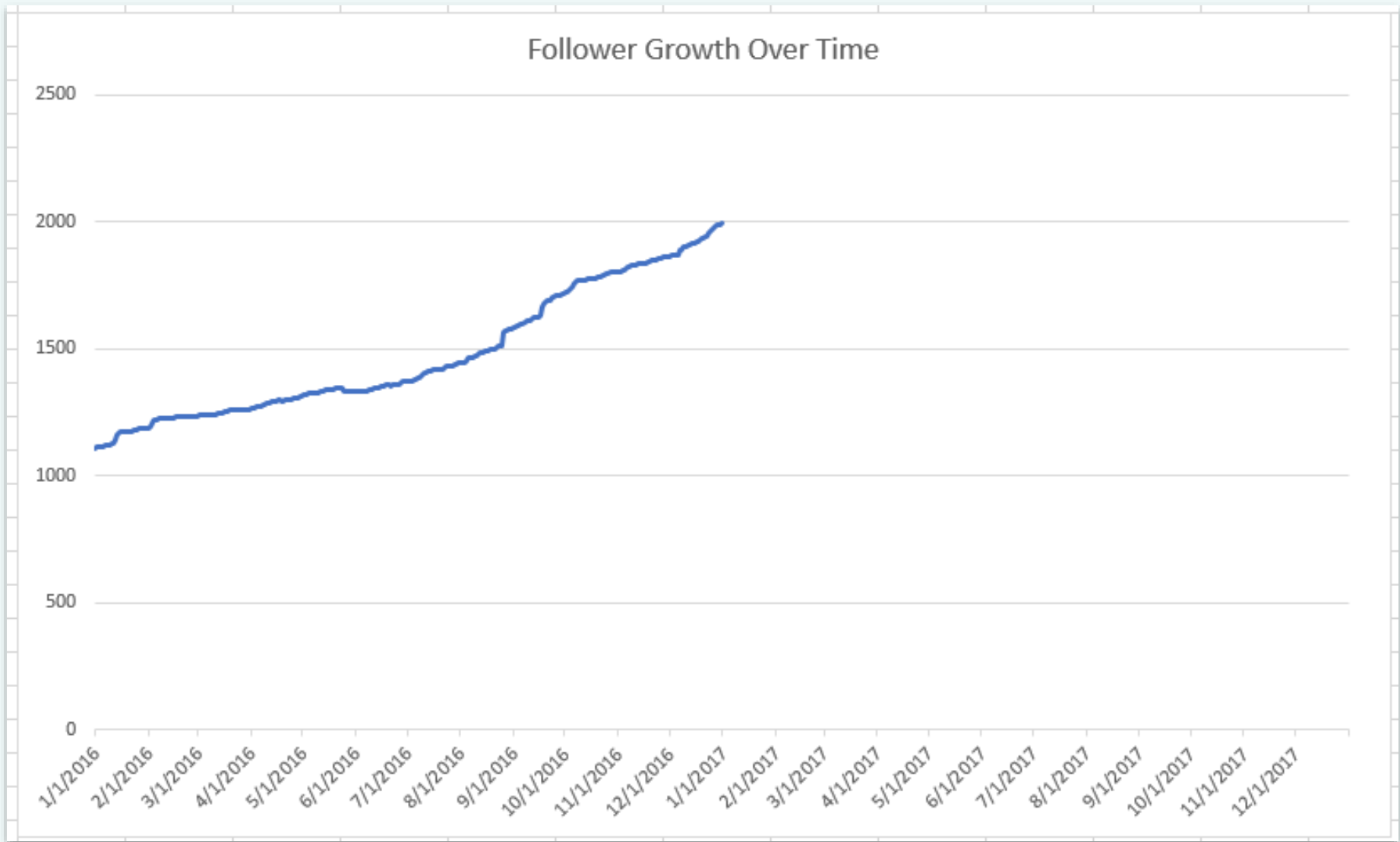


Trendline rises: average daily page engaged users increasing over time

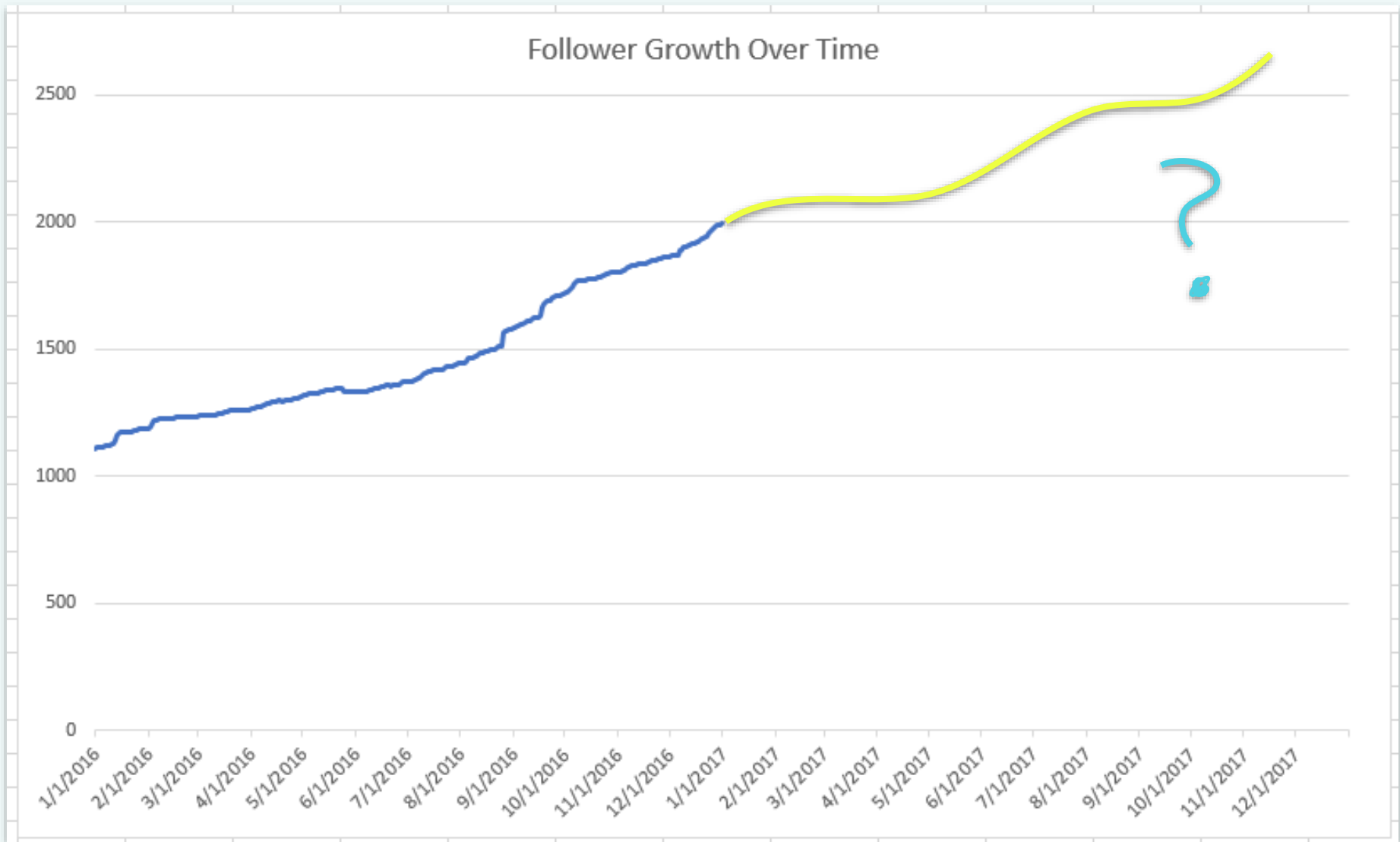
Trendline falls: average daily page engaged users decreasing over time

Flat trendline: no change to average daily page engaged users

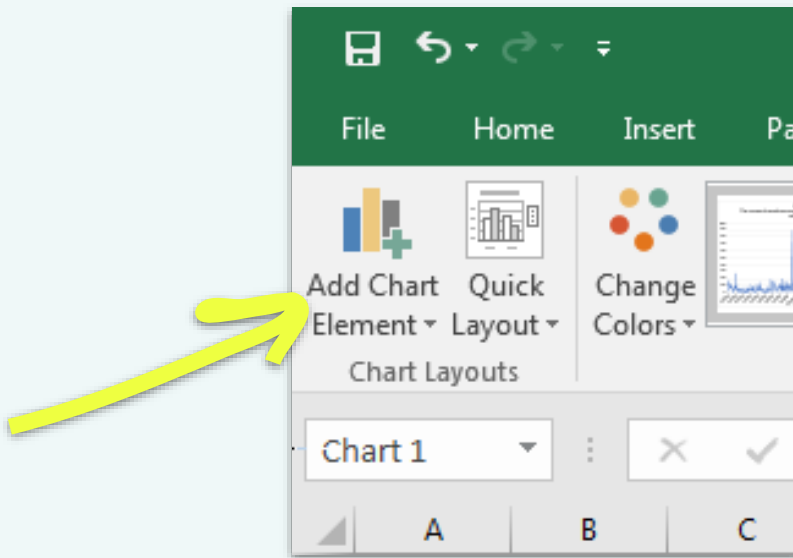
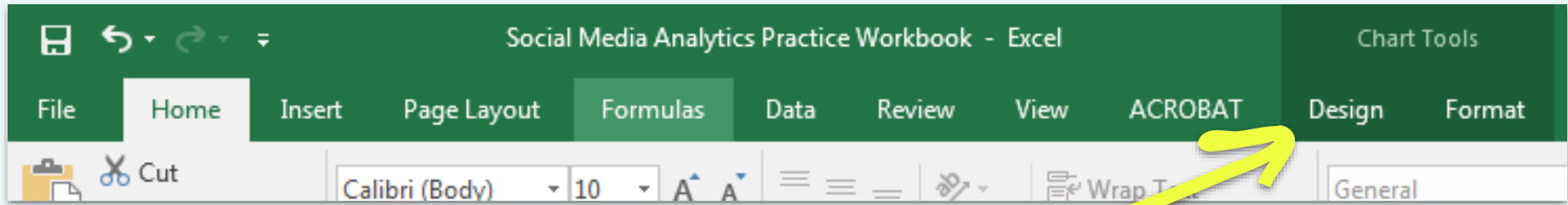
Projecting follower growth



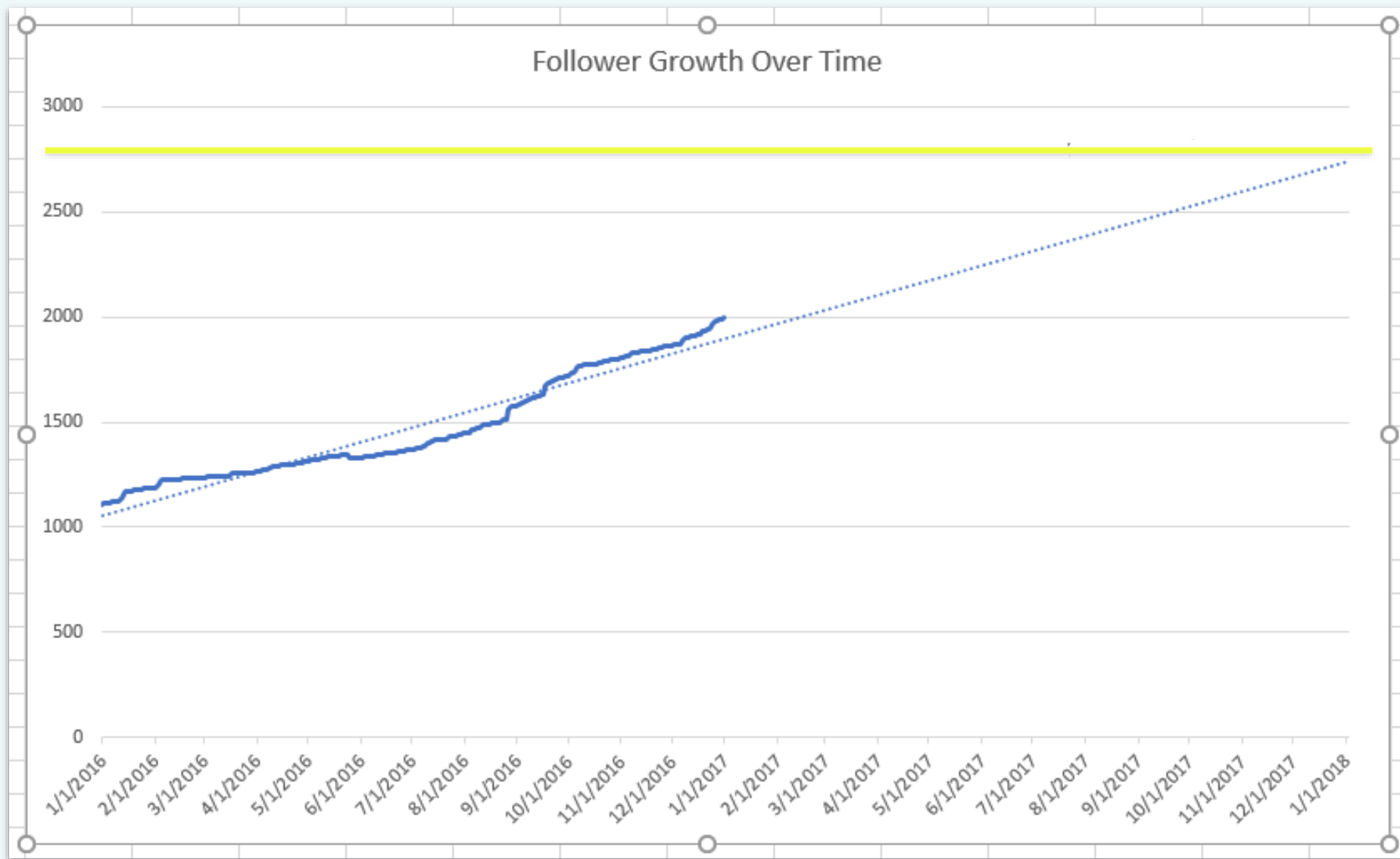
If I continue to grow at my current rate,
where can I expect to be in the future?



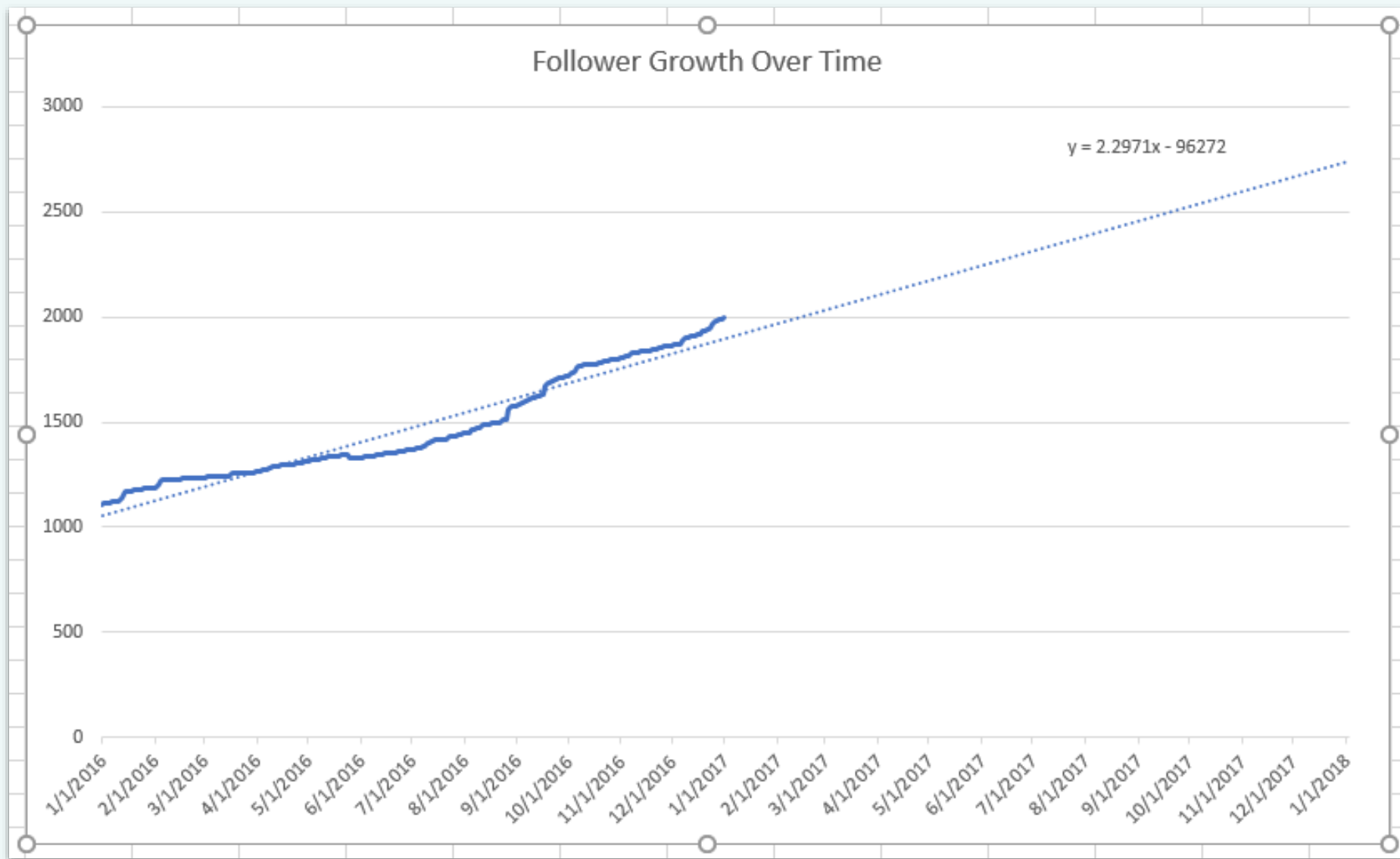
If I continue to grow at my current rate,
where can I expect to be in the future?



Click on **Add Chart Element** and select **Trendline - *Linear Forecast*** from the options.



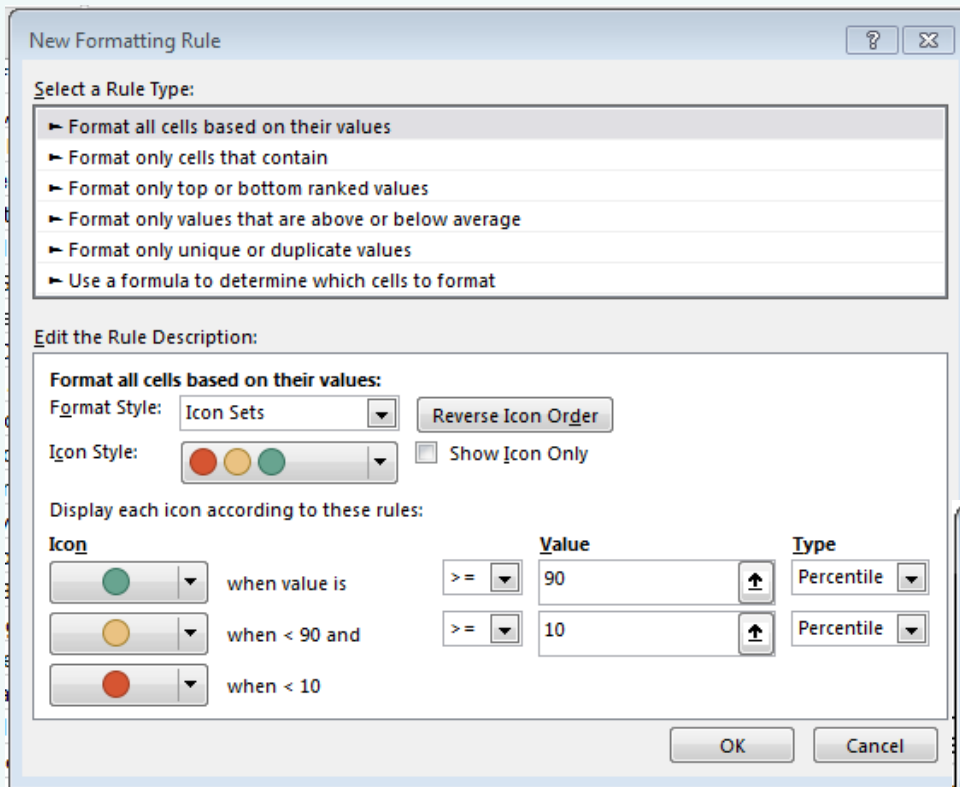
On 1/1/2018, 2600ish followers.



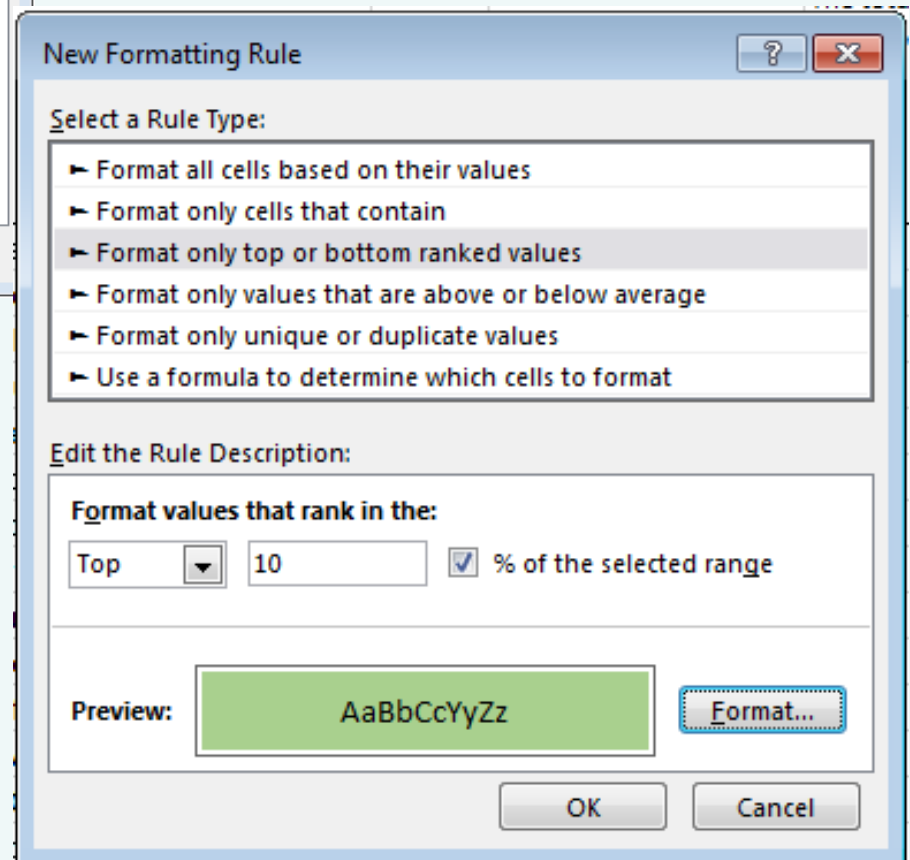
On 1/1/2018, you can expect to hit 2735 followers if your performance holds steady.

Quickly identify top
performers in a large
data set using
conditional formatting

			Lifetime Post Total Reach The total number of people your Page post was served to. (Unique Users)	Lifetime Post Total Impressions The number of impressions of your Page post. (Total Count)	Lifetime Engaged Users The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.
Post Message	Type	Posted			
Only two more weeks until this terrible	Link	12/30/16 2:21 PM	478	761	14
Happy last Friday of 2016, Mesa! Don't	Link	12/30/16 8:55 AM	727	1141	22
Mesa Public Library's cover photo	Photo	12/29/16 9:15 AM	271	403	11
Make 2017 your year! Whether you're	Status	12/29/16 7:58 AM	0	0	2
Librarian Andrea with a parents group	Photo	12/28/16 3:27 PM	876	1351	24
Remember George Michael by relisten	Photo	12/27/16 7:48 AM	1245	1993	11
All Mesa Public Library locations are c	Status	12/26/16 7:46 AM	322	583	2
It's the last weekend of Read Down Y	Link	12/24/16 2:34 PM	140	272	1
Wheee! If you need to come visit us	Link	12/24/16 8:05 AM	474	778	6
In case you need a last-minute gift ic	Photo	12/24/16 6:47 AM	901	1387	34
Make sure to finish up your books thi	Photo	12/23/16 1:42 PM	950	1551	53
This water tower tree at Red Mounta	Photo	12/23/16 7:31 AM	1103	1802	20
Today was a Community Spirit day! C	Photo	12/22/16 3:07 PM	971	1480	108
Step 1: #ReadMoreThan4 Step 2: Sh	Photo	12/22/16 12:26 PM	1565	2533	171
We can't help but feel like this little p	Photo	12/22/16 7:31 AM	992	1524	60
THINKspot is spruced up for the holid	Photo	12/21/16 4:38 PM	921	1442	14
Mesa Express Library has the best wi	Photo	12/21/16 12:47 PM	553	937	46
Let's Get Ready for School educates	Status	12/20/16 1:14 PM	0	0	1
Would you like to help shape the futu	Photo	12/19/16 1:29 PM	1801	2777	82
This sweet, handmade card was sent	Photo	12/19/16 12:20 PM	654	991	37
Don't forget to take advantage of the	Link	12/17/16 12:33 PM	262	484	3
When it rains in Arizona. :)	Link	12/16/16 8:07 AM	700	1112	38
Today was our Volunteer Appreciation	Photo	12/15/16 1:30 PM	1162	2029	27
It's snow secret how much we love t	Photo	12/15/16 9:42 AM	932	1633	11
Just ran across this gem from 1997 -	Photo	12/14/16 2:24 PM	724	1121	30



Highlight your data, then use
Conditional Formatting, New Rule... on the home tab.



What might you learn from this?

Something about this did *not* work. What can be improved?

Lots of clicks, so a photo worked well with this program announcement.

How're you doing with your #ReadMo	Link	10/28/16 9:06 AM	●	243	396	9
#TBT to when the internet was just	Photo	10/27/16 12:25 PM	●	1501	3817	22
What a wonderful treat to have cellis	Photo	10/26/16 6:30 PM	●	1260	3098	14
Marrisa just checked out a Fitbit from	Photo	10/26/16 5:27 PM	●	1061	2042	70
Paws 2 Read is a non-profit organizat	Status	10/26/16 4:42 PM	●	0	0	2
Paws 2 Read is a non-profit organizat	Status	10/26/16 4:39 PM	●	0	0	1
Sock Monsters! Re-purpose a lonely s	Photo	10/26/16 3:45 PM	●	1765	3102	75
This is mesmerizing...52,000 books sh	Link	10/26/16 10:32 AM	●	338	592	15
We're excited to announce our newes	Photo	10/25/16 3:29 PM	●	1370	2748	94
Halloween Boo Halloween Boo Hallowe	Photo	10/25/16 11:34 AM	●	1262	2024	123
Brianna, Ezra and Evan stopped by at	Photo	10/24/16 7:53 PM	●	875	1697	20
Our next Imagination Lab series is sta	Photo	10/24/16 2:08 PM	●	2184	4639	25
Lady Gaga's new album, Joanne, just	Link	10/24/16 10:33 AM	●	348	607	12
It's almost time for what we like to c	Photo	10/22/16 9:46 AM	●	1872	4533	13
Hey, hoopla digital users! Hoopla did	Photo	10/21/16 10:18 AM	●	1320	3220	11

People were very interested in this event posting (good total reach and impressions), then engaged a lot with the photo gallery we posted after the fact.

Think interpretation,
not calculation.

Ask, “What’s the
broader context?”

Resources

Library Marketing and Communications Conference

facebook.com/LMCCConference - join the LMCC Discussion Group



Libraries & Social Media

facebook.com/groups/LibrarySocial

Coursera

Digital Marketing courses (University of Illinois)

Lynda.com

ADWEEK /// Fast Company /// It's Nice That

Thank you!

Cherise Mead

cherise.mead@mesaaz.gov

(480)644-4441



WebJunction's Social Library Series

<http://www.webjunction.org/explore-topics/social-library.html>

Social Library, Volume 93

Jennifer Peterson / 10 October 2017

Like 17 Tweet G+ Share 1

This week's edition of our [Social Library](#) series represents a sampling of some of the exceptionally innovative programs, events, and news from the libraries we follow on Facebook. Whether picking up on the latest craze, or reaching unlikely patrons with new community partnerships, these libraries are definitely thinking outside the box! If you'd like to see your library featured in a Social Library edition, please let us know via social@webjunction.org or find us on [Facebook](#).

- In case you haven't heard, there's a growing fascination for painted rocks out there! [N. P. Sims Library](#) in Texas posted this [colorful rock photo](#) above to announce their new Reading Rock program. Young patrons are invited to check out a book, along with its matching rock, and then hide the rock around town for another child to find and return to the library (there's a "please return to the library" message on the back of each rock). For each rock returned to the library, there's a prize! One of the comments in the Facebook thread suggests hosting a book-themed rock painting contest—we love that idea too!
- [Mid-Continent Public Library](#) in Missouri has launched the [World of Chocolate](#) series, as we learned from [a visit from the local news](#). The series will be "exploring one of the tastiest worlds of all—the world of chocolate. Come to the Library and learn what makes chocolate the world's favorite treat from its role in history to how it's made and sold." Events include a session on the business of chocolate, a number on the history of chocolate, and multiple chocolate classes and tastings.



WebJunction's Social Library Series

- Loads of inspiration
- Nearly 400 libraries featured
- We'd love to feature your library!

Topics	Count
inclusion	24
teens	22
partnerships	21
social media	16
health	14
marketing	13
STEM/STEAM	13
fundraising	12
reading incentive program	12
community engagement	11
early learning	11
workshops	11
readers advisory	10
advocacy	9
contest	9
garden	9
national library week	9
tie-in	9
writers	9
banned books	8

Social Library

[Overview](#)[News](#)[See All](#)

The [Social Library Series spreadsheet](#) (xls) collects all volumes and can be sorted by state, library, and topic.

[The Social Library, Volume 1](#)
[The Social Library, Volume 2](#)
[The Social Library, Volume 3](#)
[The Social Library, Volume 4](#)
[The Social Library, Volume 5](#)
[The Social Library, Volume 6](#)
[The Social Library, Volume 7](#)
[The Social Library, Volume 8](#)
[The Social Library, Volume 9](#)
[The Social Library, Volume 10](#)
[The Social Library, Volume 11](#)
[The Social Library, Volume 12](#)
[The Social Library, Volume 13](#)

[The Social Library, Volume 41](#)
[The Social Library, Volume 42](#)
[The Social Library, Volume 43](#)
[The Social Library, Volume 44](#)
[The Social Library, Volume 45](#)
[The Social Library, Volume 46](#)
[The Social Library, Volume 47](#)
[The Social Library, Volume 48](#)
[The Social Library, Volume 49](#)
[The Social Library, Volume 50](#)
[The Social Library, Volume 51](#)
[Social Library Series Turns One](#)
[Social Library, an Early Literacy Edition](#)

[Social Library, Volume 81](#)
[Social Library, Volume 82](#)
[Social Library, Volume 83](#)
[Social Library, Summer Reading V](#)
[Social Library, Pride Edition](#)
[Social Library, Volume 86](#)
[Social Library, Volume 87](#)
[Social Library, Renovation Edition](#)
[Social Library, Volume 89](#)
[Social Library, Volume 90](#)
[Social Library, Library Card Sign-u](#)
[Social Library, Banned Books Wee](#)
[Social Library, Volume 93](#)

Geek the Library on Facebook



Geek the Library
@geekthelibrary

transformation résumé support librarians children
books awareness story time my future tutoring volunteers opportunities
sustainability vibrant communities new ventures meeting space
Civic engagement unique programming education teens computers
job searches genealogy library cards service e-books languages events
learning digital labs support adults
libraries internet friends
community hub movies enjoyment

- WebJunction-managed
- Great content generator
- Please share our posts
- We love sharing yours!

70,205

Total Likes

67,222

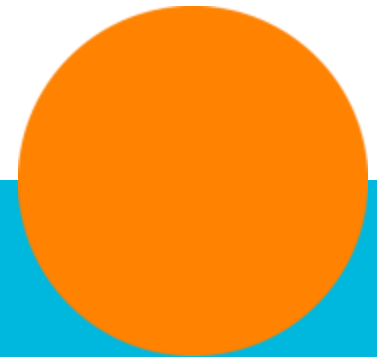
Total Follows

Setting Social Media Goals & Measuring With Analytics

Molly Bacon

Social Media Manager, TechSoup

Twitter: @TechSoup | @TechSoup4Libs | @mollymbacon





**“Without strategy,
content is just stuff,
and the world has
enough stuff.”**

- Arjun Basu, @arjunbasu



Agenda:

1. Understand Key Metrics
2. Pick Channels
3. Set Goals
4. Establish Social Media Voice
5. Create Reports



Understand Metrics



Define Goals



Report Progress



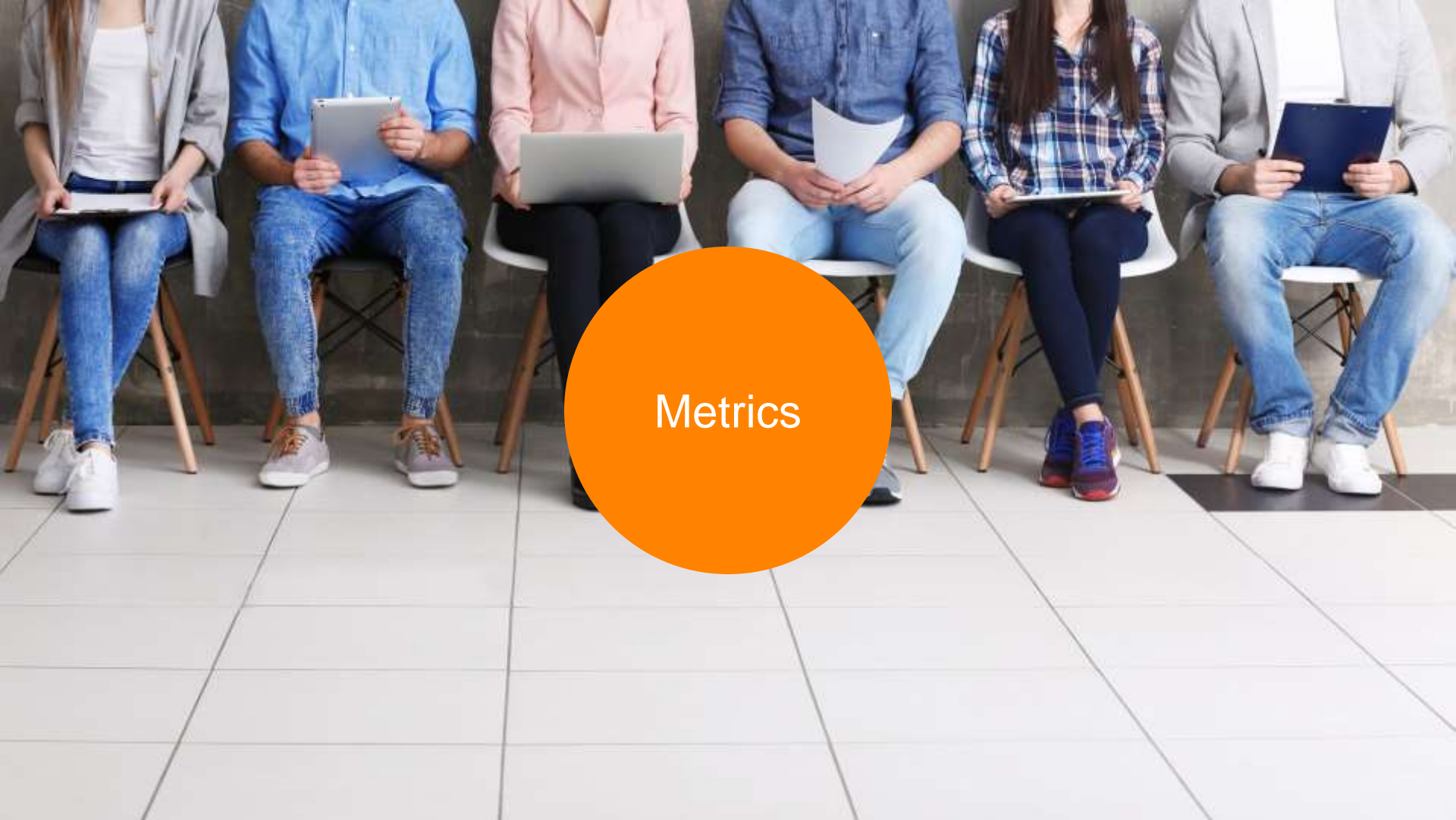
Download Our Social Media Starter Kit

Social Media Starter Kit



<http://info.techsoup.org/social-media-starter-kit/>

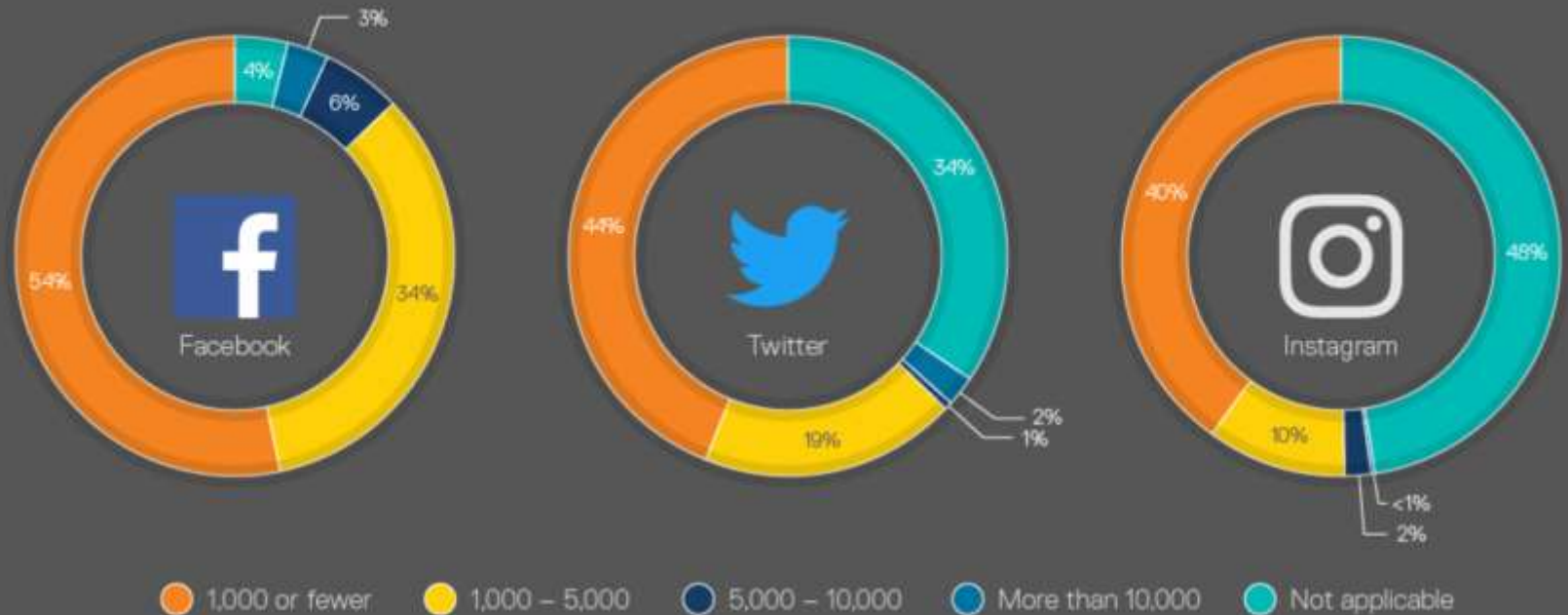




Metrics

Top Platforms for Libraries

Social Media Followers



Social Media Analytics & Metrics

Social media analytics (SMA) refers to the approach of **collecting data** from social media sites and blogs and **evaluating that data to make business decisions**. This process goes beyond the usual monitoring or a basic analysis of retweets or "likes" to develop an in-depth idea of the social consumer.

- Techopedia

Measure your **social media** activity by looking at specific **metrics**.



Native Analytics

Facebook Insights

- Download page, post, video and custom data.

Instagram Insights

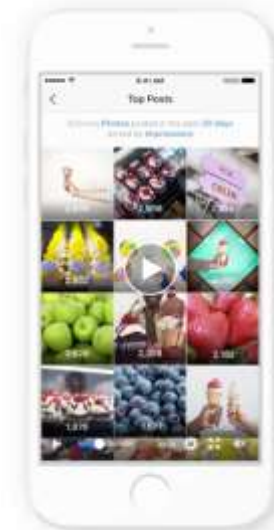
- Only view metrics on the app unless it's an ad.

Twitter Analytics

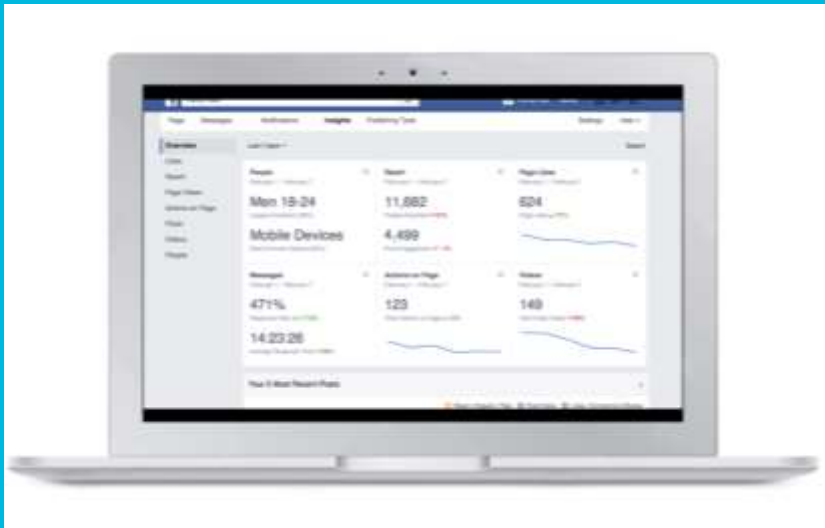
- Download tweet data.

LinkedIn Analytics

- Download visitors, updates and follower data.



Facebook Insights



Key Metrics:

- **Page Likes**
- **Post Impressions** (Number of times your post is displayed)
- **Interactions** (Total Reactions, Comments, and Shares)
- **Page Views** (Total number of times a Page's profile has been viewed by people)
- **Post Reach** (Total number of people who see your Page post)
- **Post Clicks** (Total number of clicks on post)
- **Video Views** (Total views for at least 3 second)
- **Posts** (Sort by reach, impressions, post click/ reactions, comments shares, post hides, hides of all posts, reports of spam, unlikes of page, or engagement rate)



Instagram Insights

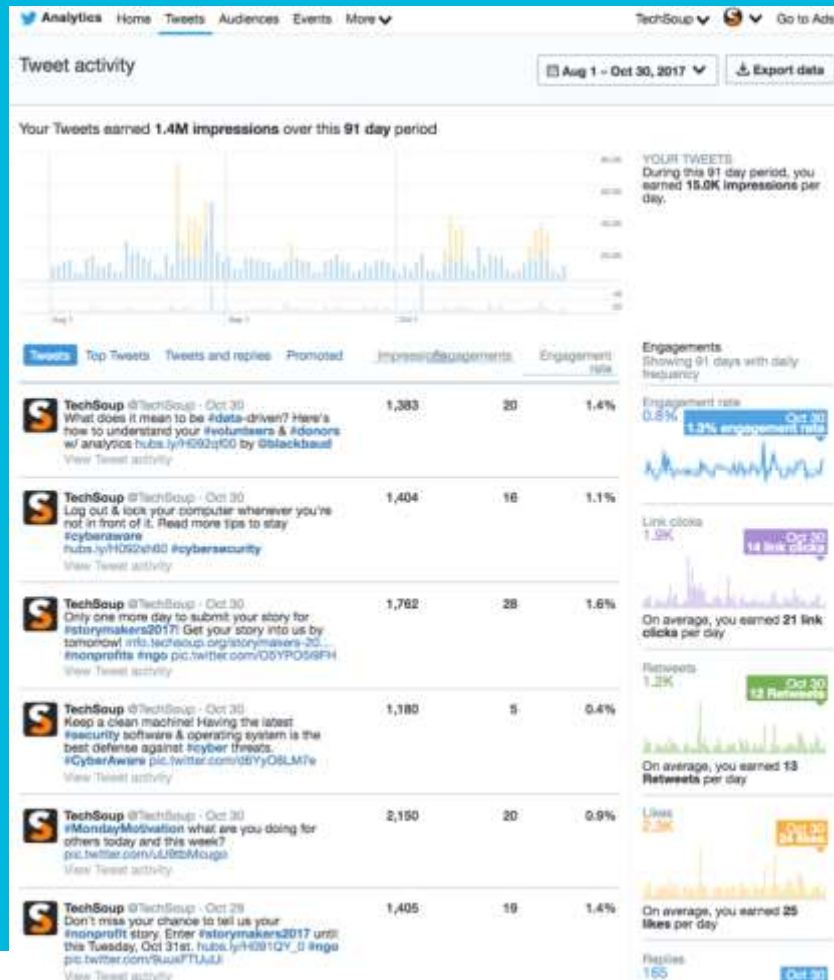


Key Metrics:

- **Total Followers**
- **Impressions** (The total number of times your posts and stories were viewed)
- **Interactions** (Total likes and comments)
- **Profile Views** (The number of unique accounts who've visited your profile)
- **Reach** (The number of unique accounts who viewed your posts and stories)
- **Top Performing Post** (Sort by impressions, reach, engagement, likes, comments, saves)



Twitter Analytics



Key Metrics:

- **Total Followers**
- **Interactions** (Replies + retweets + likes)
- **Impressions** (The total number of times your tweets were viewed)
- **Total Mentions** (Total times you were mentioned)
- **Profile Visits:** (Total times users visited your profile)
- **Top Performing Tweets** (Sort by engagement & engagement rate)
- **Engagement** (Total number of times a user interacted with a tweet)

SEP 2017 SUMMARY

Tweets
182

Tweet impressions
333K

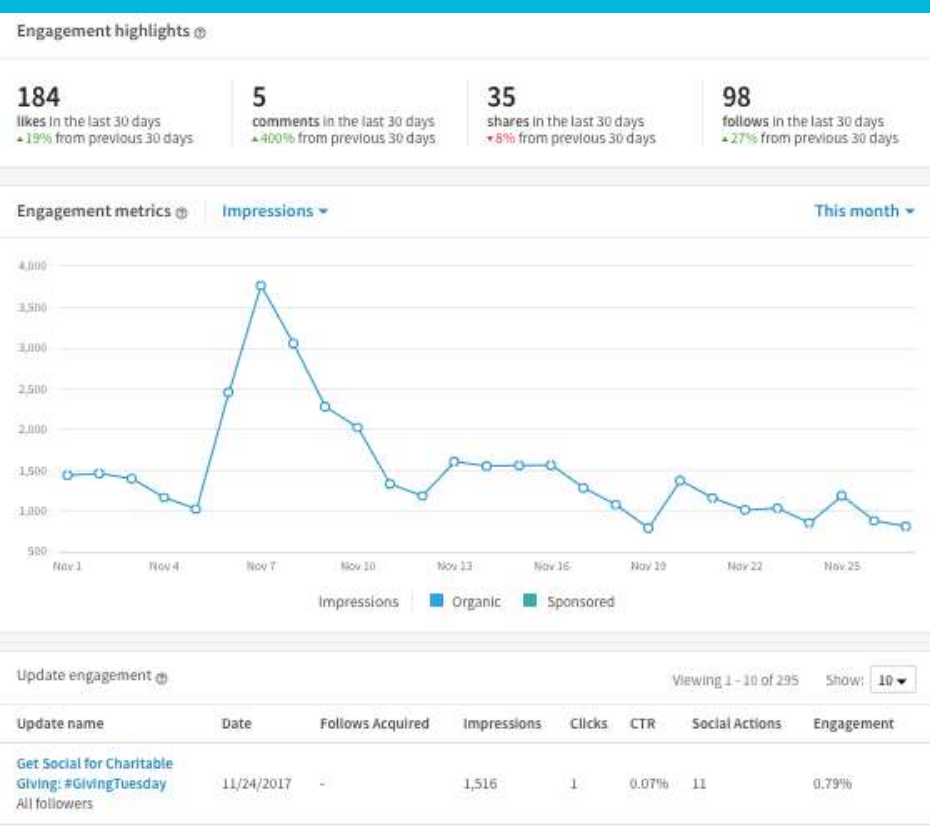
Profile visits
9,656

Mentions
401

New followers
364

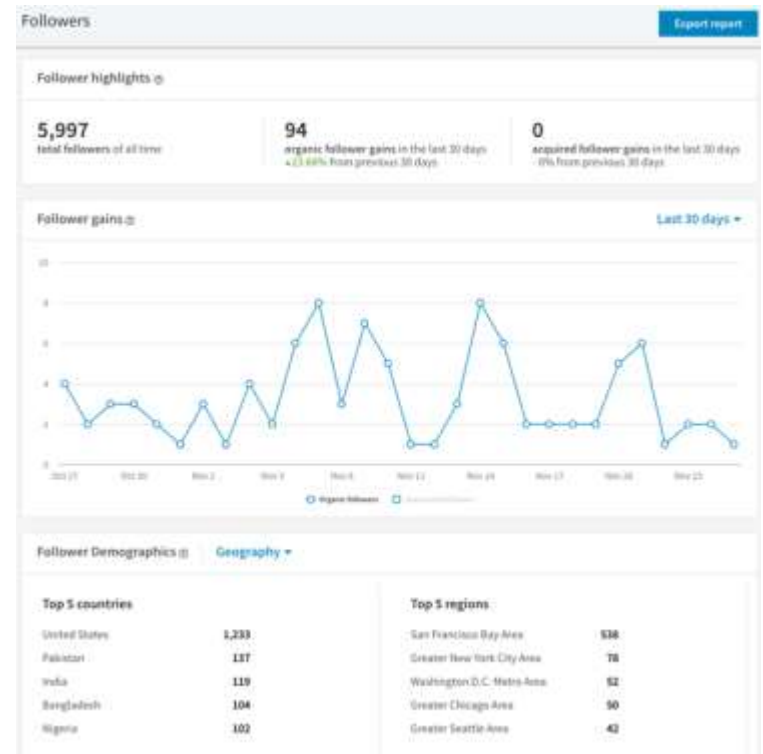


LinkedIn Metrics



Key Metrics:

- **Total Followers**
- **Interactions** (Likes + comments + shares)
- **Top Updates** (Sort by impressions, clicks, CTR, social actions, and engagement)



Engagement Rate

Facebook:

$$\frac{(\text{Likes} + \text{Shares} + \text{Comments} + \text{Clicks})}{\text{Post Reach}} \times 100$$

Twitter:

$$\frac{(\text{Clicks} + \text{Retweets} + \text{Replies} + \text{Follows} + \text{Likes})}{\text{Total Impressions}} \times 100$$

Instagram average across all industries is 1.66%

Facebook average across all industries .17%

Twitter average across all industries .05%

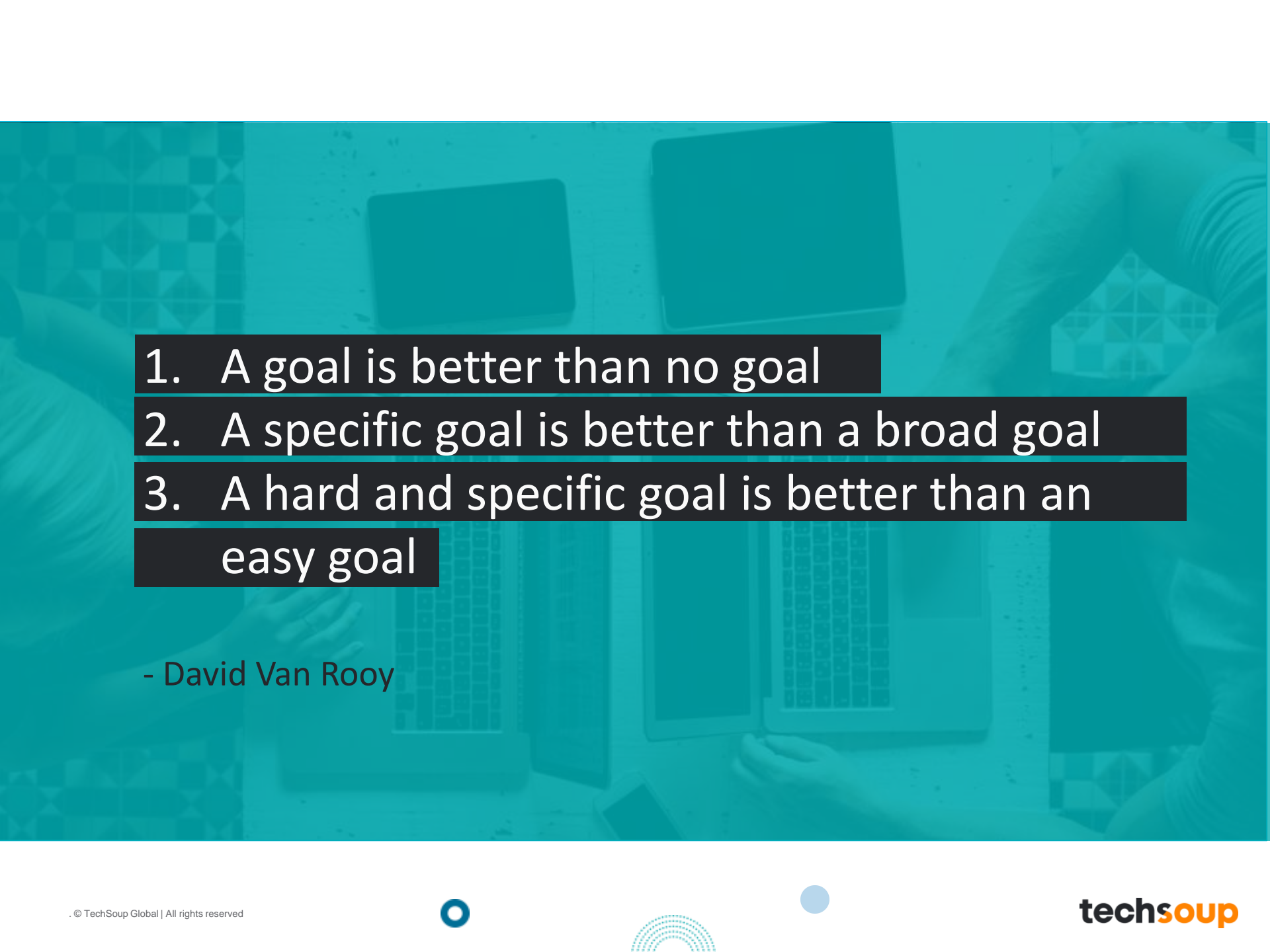
(2017 Social Media Industry Benchmark Report, Rival IQ)



A top-down view of a white desk. In the top left is a small potted plant with green and yellow leaves. In the top center is a white round clock showing approximately 3:40. In the top right is a pair of black-rimmed glasses. In the bottom left is a portion of a tablet with a blue screen. In the center is a brown spiral-bound notebook. A magnifying glass with a black handle is placed over the notebook, focusing on a quote written in a typewriter font. An orange circle is overlaid on the notebook, containing the text 'Setting Goals'.

Setting Goals

A GOAL
WITHOUT
A PLAN
IS JUST
A WISH

- 
1. A goal is better than no goal
 2. A specific goal is better than a broad goal
 3. A hard and specific goal is better than an easy goal

- David Van Rooy

SMART GOALS

specific

measurable

attainable

relevant

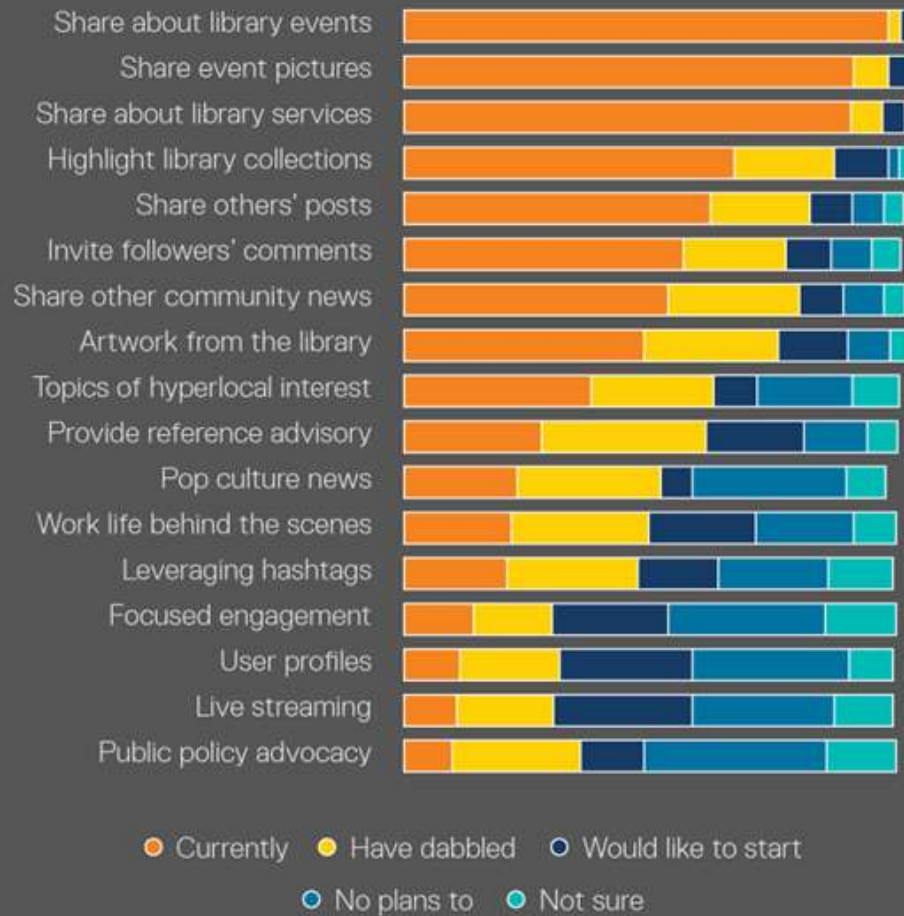
time-bound

See [this blog post](#) for
SMART social media goals.

<https://blog.hootsuite.com/smart-social-media-goals/>



What Libraries Use Social Media For





Where is Your Target Audience on Social?

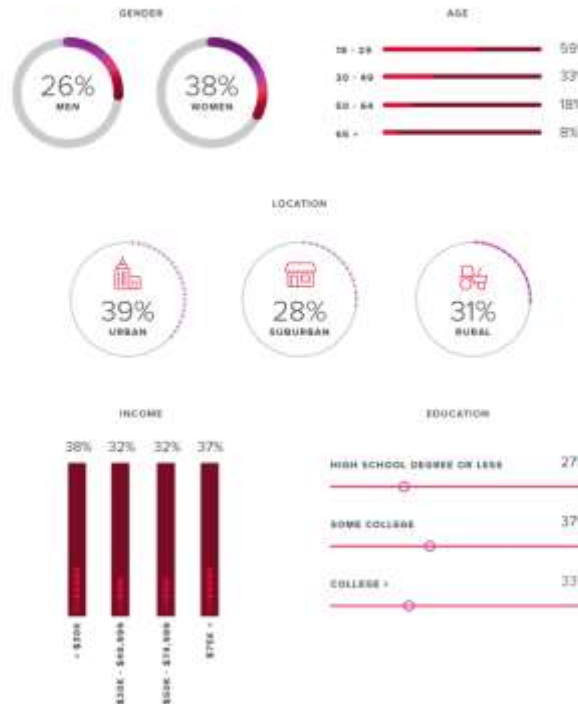




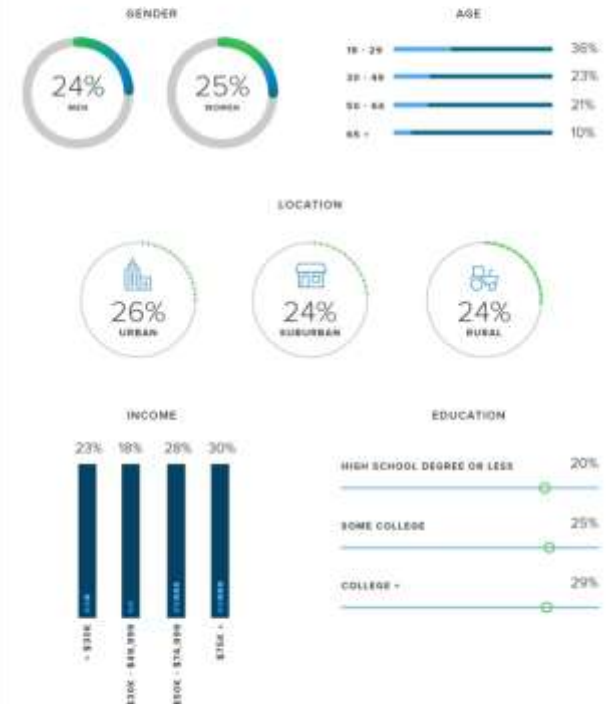
Facebook Usage Among Key Demographics



Instagram Usage Among Key Demographics



Twitter Usage Among Key Demographics

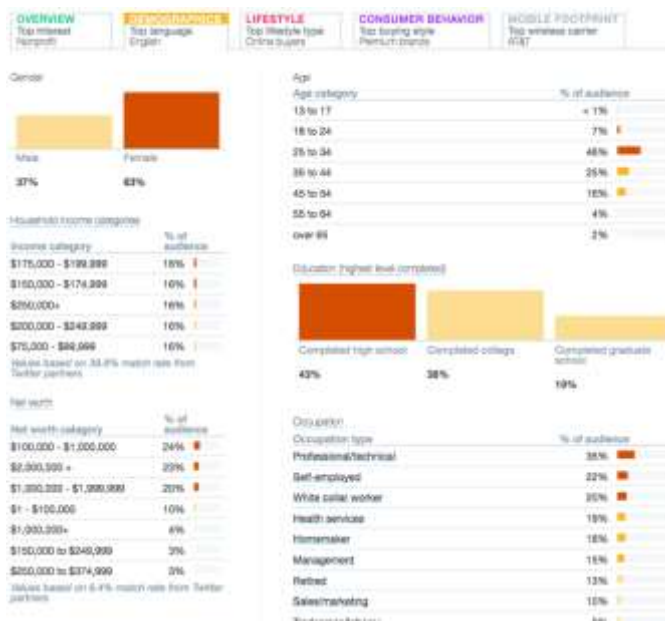


Sprout Social: Social Media Demographics to Inform a Better Segmentation Strategy

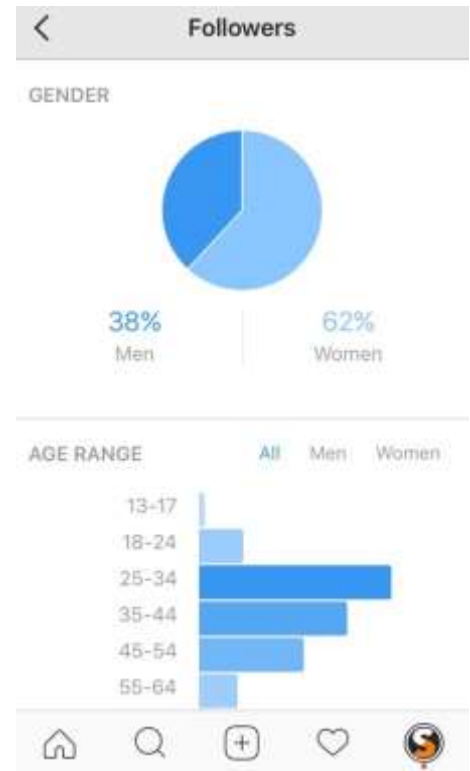
Facebook:



Twitter:



Instagram:



Social Media Goals:

Brand
Awareness

Community
Engagement

Content
Distribution

Lead
Generation

Customer
Support

Media
/ Press

Fundraising/
Revenue

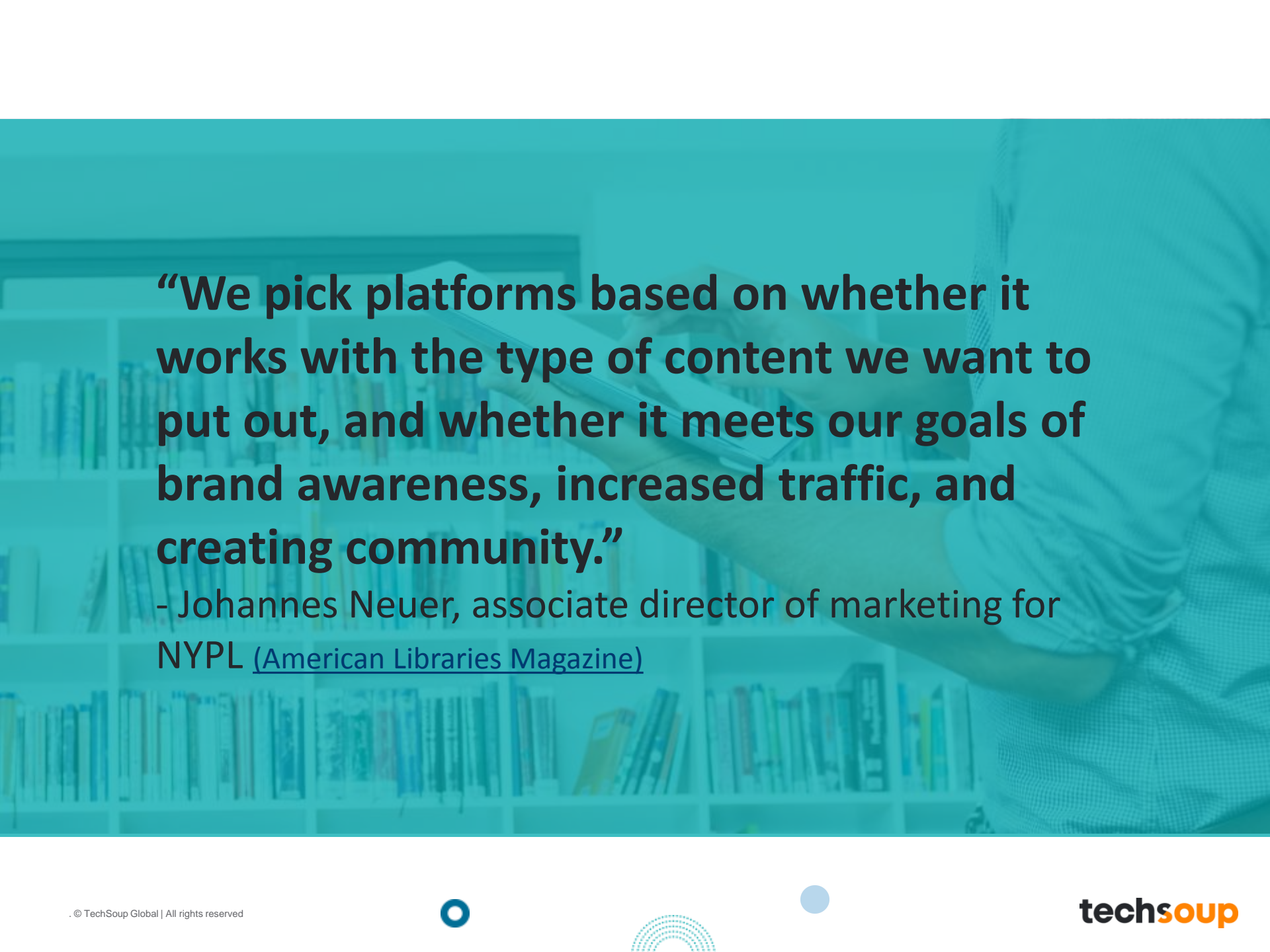
Social
Listening

Learn more: <https://blog.bufferapp.com/10-social-media-goals>



A hand holds a white smartphone in the foreground, displaying a video of a forest path. In the background, a laptop is open on a white desk, showing a website. To the left of the laptop is a small potted cactus, and to the right is a white cup of coffee. A large orange circle is overlaid on the image, containing the text "Pick Your Channels".

Pick Your
Channels



“We pick platforms based on whether it works with the type of content we want to put out, and whether it meets our goals of brand awareness, increased traffic, and creating community.”

- Johannes Neuer, associate director of marketing for NYPL ([American Libraries Magazine](#))



Which Channels Fit Your Capacity & Goals?

Channel	Benefits	Goals	Content	Considerations
	The destination where conversations are already happening (79 percent of adults use it). The ability to create your own events, shop, and live video. The most active development of new features.	Brand awareness, community engagement, content distribution, lead generation, fundraising/revenue, social listening.	Fair visual photos. Human stories. Live video. Posts that offer discounts, free stuff, and special offers.	Do you have an ad budget? Are you ready for Facebook "pay-to-play" costs?
	The channel of the "moment" (24 percent of adults use it). The destination where current events break. The most news-focused conversations.	Brand awareness, customer support, earned media/press, influencer marketing, social listening.	Content related to current events. Live video. Popular current event topical posts. "Listicles" and how-tos.	Do you have staff available to respond at any moment? Do you have an editorial policy on engaging over sensitive issues?
	The most "business-to-business" or professional-focused social channel. A place to find volunteer support. The highest income earners.	Brand awareness, community engagement, content distribution, lead generation, fundraising/revenue, social listening.	Thought leadership posts. White papers. E-books. Instructional content. "Listicles" and how-tos.	Are you making sure your most influential staff will be able to amplify content? Does your organization have a crisis communication plan for negative feedback?

Channel	Benefits	Goals	Content	Considerations
	High use among younger adults (59 percent of adults 18 - 29). More women than men (38 percent versus 26 percent). A culture of "regramming" that allows direct community engagement and influencer marketing.	Brand awareness, community engagement, influencer marketing.	Live video. Original photos and curated third party photos.	Do you have the capacity to post one photo a day?
	A good channel in which to engage women (46 percent of online women use Pinterest). A visual-focused channel centered on inspiration and the storing of memorable images.	Brand awareness, engagement, content distribution, influencer marketing.	Photos, live video, infographics, inspiring quotes, and graphics.	Are you prepared for accounts that impersonate yours?
	A channel popular with millennials. A unique visual channel with special geo-targeted features.	Brand awareness, community engagement, content distribution, influencer marketing.	Photos, super-short live video.	Do you have staff who understand Snapchat's unique storytelling features (such as lenses, filters, and stickers)?



A hand holding a red dart, about to throw it at a target on a desk with a laptop in the background. The target is a circular board with concentric yellow and black rings. The background is blurred, showing a laptop and some papers.

Goal Examples

Goal:

Community Engagement

Metrics to Track:

- Post Engagement
- Post Impressions
- Reactions / Likes
- Shares / Retweets
- Facebook Group: number of posts, user growth, and likes
- Twitter Chat: total tweets and mentions of a hashtag during the event

Run a social contest at your library.

Specific: Get 50 patrons to participate in your book selfie contest on Instagram and Twitter using the hashtag #BookFaceFriday. Get 20 geo-tagged posts on Instagram with your location.

Measurable: Track the hashtag #BookFaceFriday on Instagram and Twitter using Keyhole (or manually track natively in an excel spreadsheet). Track the geo-locations on Instagram of total count.

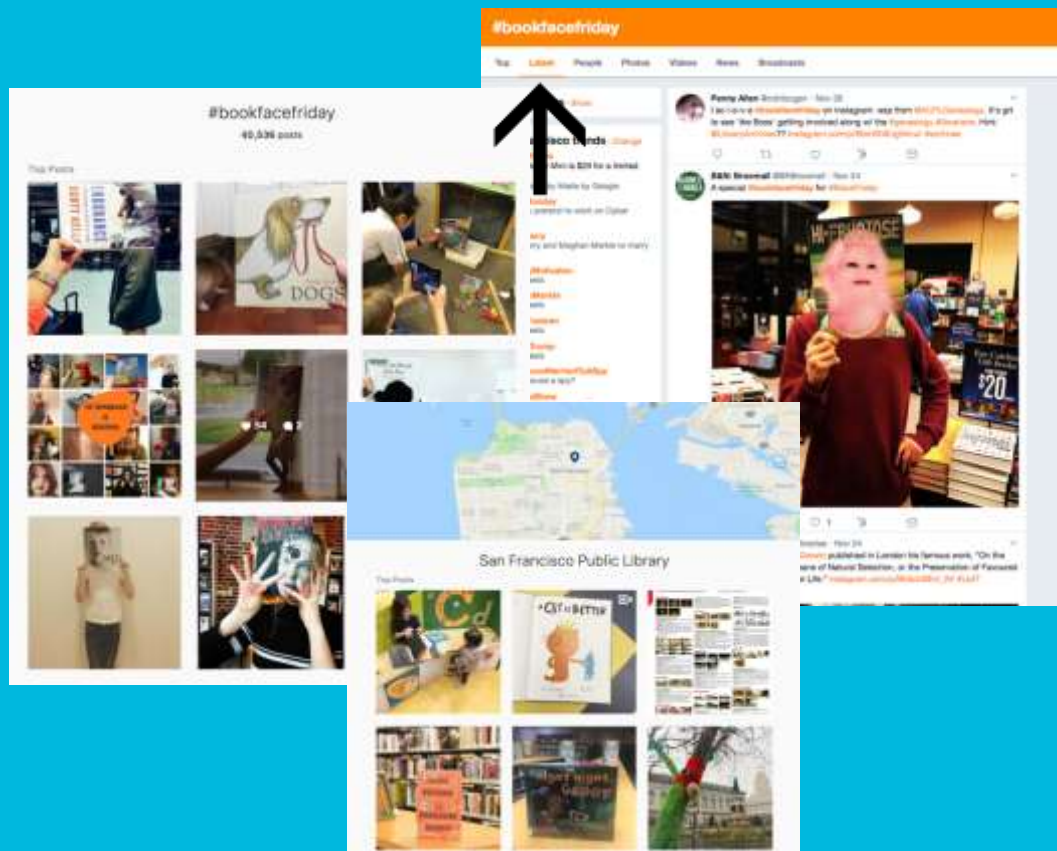
Achievable: Yes

Realistic: Encourage the contest throughout the Library. Post weekly on Twitter and Instagram about the contest. Encourage users on Twitter and Instagram to participate in the campaign.

Time-sensitive: 2 month time limit on achieving the goal.



Track Hashtags



<http://keyhole.co/>



Goal:

Lead Generation

Metrics to Track:

- Emails/ Contact info
- Downloads
- Participation or Sign Ups
- Clicks on Lead/Gen Content
- Conversations From Lead

Increase emails obtained from downloading your free emergency preparedness checklist.

Specific: Increase emails collected by 40 via social. Create 4 posts on Facebook and 7 on Twitter, with a call to action linking to the checklist.

Measurable: Track clicks to the download URL on Twitter, and Facebook. Track referrals upon downloading the checklist and ask if they heard about it on social.

Achievable: Yes

Realistic: Create compelling graphics to supplement the check-list on social. Create content about emergency preparedness that will spark interest to your followers. Identify 40 Twitter users that might be interested and tag them on an image tweet about the check-list.

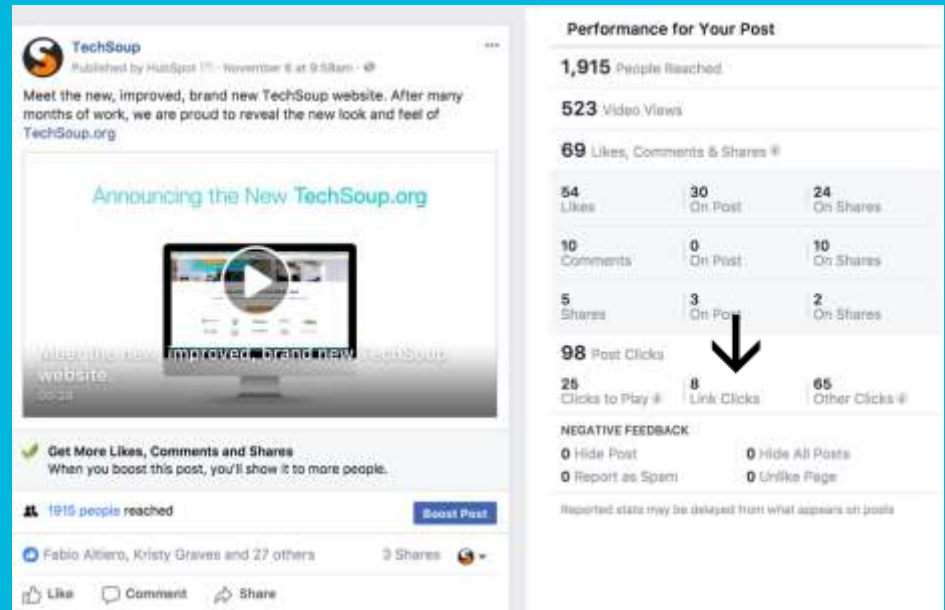
Time-sensitive: 1-month time limit on achieving the goal.



Track Website Clicks



Impressions	4,681
Total engagements	75
Likes	25
Link clicks	22
Detail expands	14
Retweets	10
Replies	3
Profile clicks	1



Also Track in Google Analytics:

<https://www.orbitmedia.com/blog/google-analytics-url-builder/>



What Types of Content Can Your Library Create to Support Your Goals?

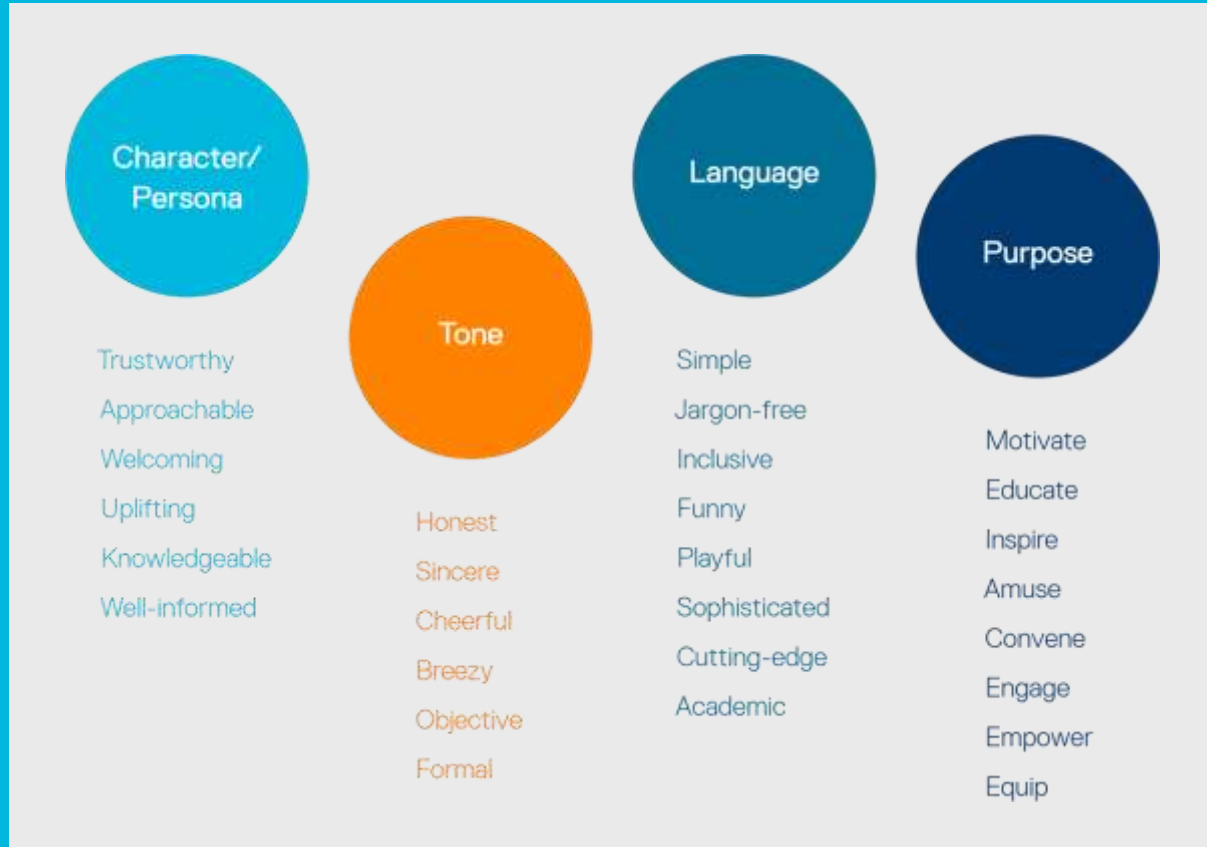
- ☐ Blogs
- ☐ Newsletters / E-books
- ☐ Infographics
- ☐ Events
- ☐ Original Photos
- ☐ Curated/Graphic Images (free photos or graphics)
- ☐ Gifs
- ☐ Jokes, Puns, Funny Content
- ☐ Staff Updates
- ☐ Neighborhood Updates
- ☐ Program Updates
- ☐ How To's
- ☐ Job Postings
- ☐ Book Recs
- ☐ Videos
- ☐ Inspirational Content
- ☐ Library News
- ☐ Live Videos
- ☐ Webinars





Social Media
Voice

Social Media Voice



A background image showing a person's hands pointing at various business reports and charts pinned to a wall. The reports include line graphs, bar charts, and pie charts. Colorful sticky notes (yellow, orange, pink) are attached to the reports. A large orange circle is overlaid in the center, containing the word "Reporting".

Reporting

Turn Your Goals into a Social Media Strategy.

Create a working document to record your goals, voice, and key metrics.

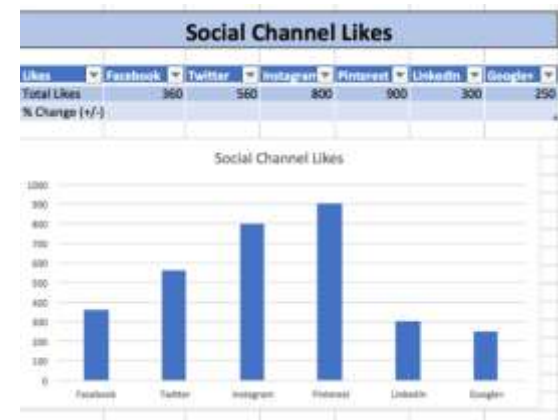
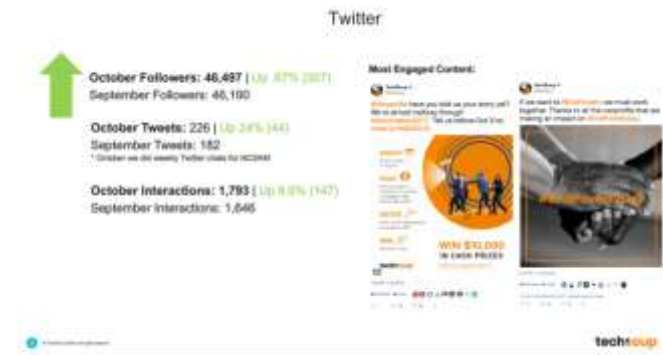


Create a Monthly Report

Add Goal Progress

Record Month Over Month Change

Keep It Consistent



Free Excel Template Reports:
<https://coschedule.com/blog/social-media-report-template/>



How Are You Managing Your Social Media?

- ☐ Only Native Platforms
- ☐ Native & External Platforms



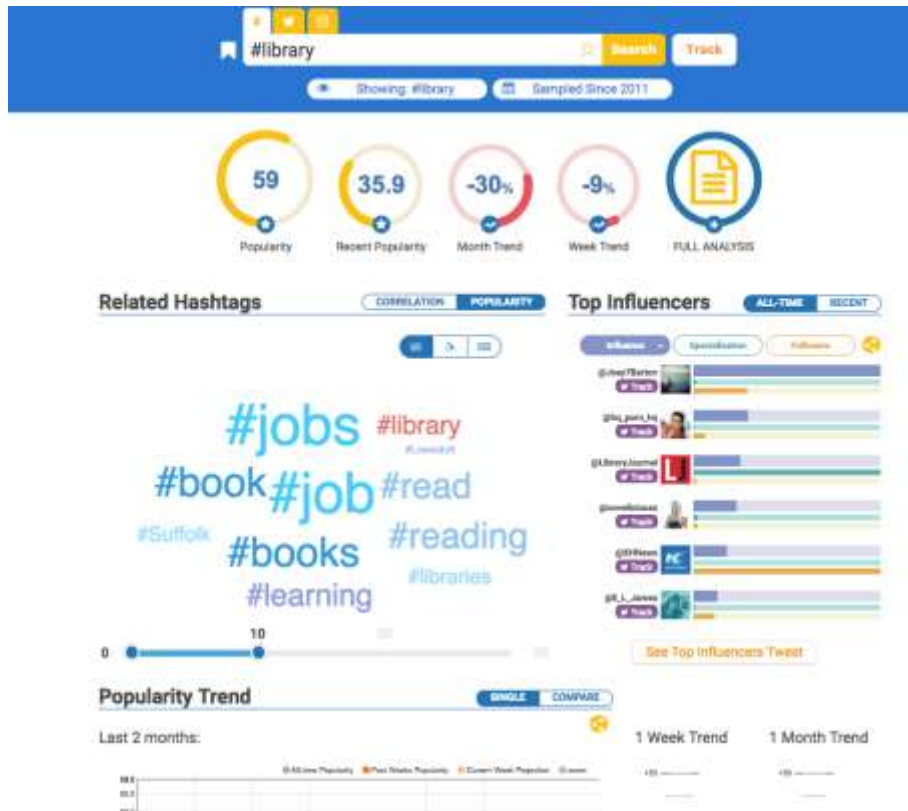


External Platforms:

Content Publishing,
Listening, & Analytics
Reporting Platforms:

- [Hootsuite](#)
- [Buffer](#)
- [CoSchedule](#)
- [MavSocial](#)
- [SocialPilot](#)
- [Socialloomph](#)





[Hashtagify](#)

External Platforms:

Hashtag Tracking:

- [Keyhole](#)
- [Hashtracking](#)

Hashtag Analysis:

- [Hashtagify](#)

Free Alerts on Your Brands Mention & Keywords:

- [Talkwalker](#)



Thank you!
Questions?

Contact Me:

Email me: mbacon@techsoup.org

Twitter: @mollymbacon

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Have you taken the survey?

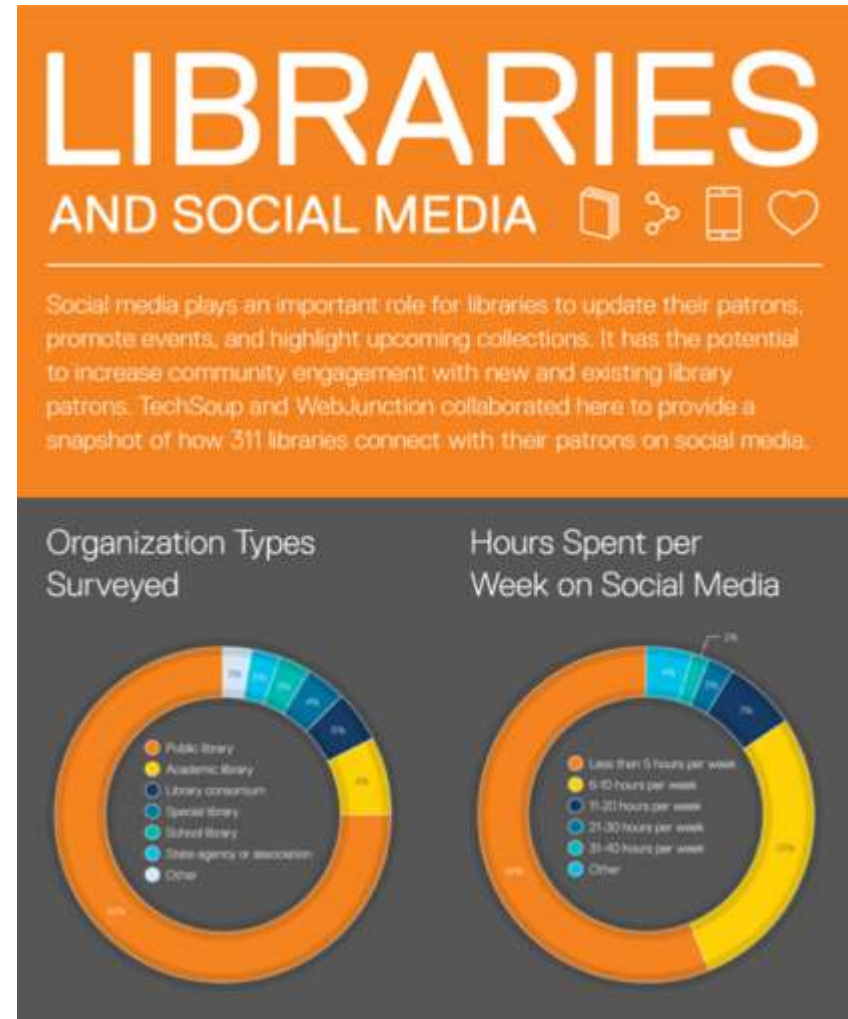
<https://www.surveymonkey.com/r/libsSM>

Initial analysis on 311 respondents,
[How Libraries Use Social Media](#)

Over 435 respondents as of today!

Survey open through December 19

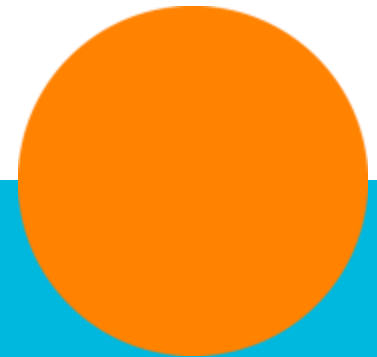
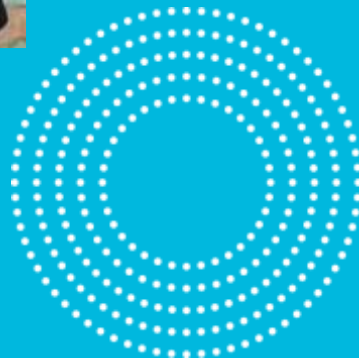
Final report available in early 2018



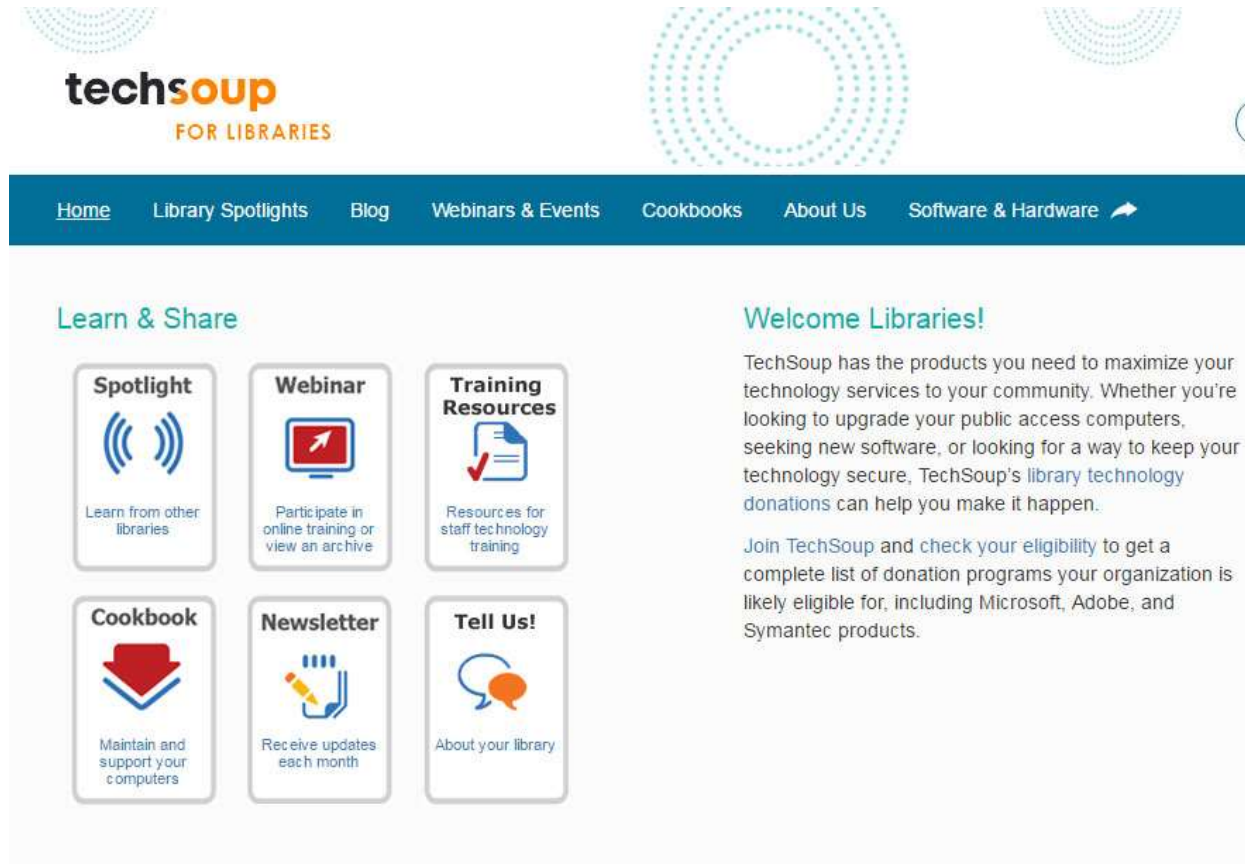
Maximize Your Library Technology



Molly Bacon
Social Media Manager,
TechSoup for Libraries



About TechSoup for Libraries



TechSoup for Libraries gathers and shares stories from the field so libraries can learn from each other

Our Impact



\$160.4M

in lifetime savings for
public libraries



Over Half

Of all public libraries in US
served

Our Corporate Partners



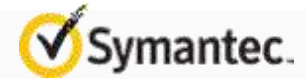
- Acclivity
- Adobe
- Alpha Software
- Atlas Business Solutions
- Atomic Training
- Autodesk
- Azavea
- BetterWorld
- Bitdefender
- Blackbaud
- Bloomerang
- Box
- Brocade
- Bytes of Learning
- Caspio
- CauseVox
- CDI Computer Dealers
- Cisco
- Citrix
- CitySoft
- CleverReach



- ClickTime
- Closerware
- Comodo
- Connect2Give
- Dell
- Dharma Merchant Services
- Digital Wish
- Dolby
- DonorPerfect
- Efficient Elements
- FileMaker
- GoDaddy
- GrantStation
- Guide By Cell
- Headsets.com
- Horizon DataSys
- HR Solutions Partners
- Huddle
- Idealware
- InFocus



- Informz
- InterConnection
- Intuit
- JourneyEd
- Litmos
- Little Green Light
- Mailshell
- Microsoft
- Mobile Beacon
- NetSuite
- Nielsen
- NonProfitEasy
- O&O Software
- OneNFP
- PayAnywhere
- PC Rebuilders & Recyclers
- People-OnTheGo
- PhilanTech
- Pitney Bowes
- Quickbooks Made Easy



- Reading Eggs
- ReadyTalk
- Red Earth Software
- Sage Software
- Shopify
- Simple Charity Registration
- Skillsoft
- Smart Business Savings
- Society for Nonprofit Organizations
- Sparrow Mobile
- Symantec
- Tableau
- TechBridge
- Tech Impact
- Teespring
- Telosa
- Tint
- Ultralingua
- Western Digital
- Zoner



Who Can Get TechSoup Technology?

- Public Libraries with an IMLS listing
<https://harvester.census.gov/implssearch>
- Public libraries with 501(c)3 status
- Friends of the Library or Library Foundation groups with 501(c)3 status
- <http://www.techsoup.org/libraries>



Discounted Hardware

Choose from discounted and donated desktops, laptops, tablets, hotspots, projectors, and more to enhance your library's technology offerings!

<http://www.techsoup.org/hardware>

Social Media and Libraries Webinar Series

- Use the Learner Guide between sessions to take action
- Connect with each other in [Libraries & Social Media](#) group

Part 1: Getting Started with Social Media for Your Library

Part 2: Social Media Analytics: What to Measure and Why

Part 3: Going Deeper with Social Media

Tuesday, December 19, 2:00-3:30 pm Eastern Time

Presented by **Lisa Bunker** and **Cesar Garza**

techsoup

 **WebJunction**[®]
The learning place for libraries.

