Resources

Webinar Series Learner Guide

Social Media and Libraries

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
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
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?

How do we stack up against other libraries and departments?

Is our social media supporting our goals?

Your boss

Your boss’ boss

You
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
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
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
Activity Metrics

What are you up to?

Adapted from ADWEEK: Cutting Through the Social Media Jargon: What are Reach, Impressions and Engagement? by Kimberlee Morrison
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.”
Mesa Public Library

Published by Sara Lipich | November 8 at 9:58am

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

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 Post

0 Report as Spam | 0 Unlike

Get More Likes, Comments and Shares

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

2670 people reached

Boost Post

Top media Tweet earned 886 impressions

#StreamitSunday recommendation: Beowulf - Season 1, available on @HooplaDigital and free w/your Mesa Library card ow.ly/y92U30ccccUf pic.twitter.com/Txo0FQCLab
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.”
### Reach

<table>
<thead>
<tr>
<th>Action</th>
<th>Last 28 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actions on Page</td>
<td></td>
</tr>
<tr>
<td>Total Actions on Page</td>
<td>7</td>
</tr>
<tr>
<td>Page Views</td>
<td></td>
</tr>
<tr>
<td>Total Page Views</td>
<td>1,011</td>
</tr>
<tr>
<td>Page Likes</td>
<td></td>
</tr>
<tr>
<td>Page Likes</td>
<td>97</td>
</tr>
<tr>
<td>People Reached</td>
<td>21,150</td>
</tr>
</tbody>
</table>

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.

We don't have data to show you this week.
I can’t tell if anything I’m doing is working.
Excel Basics - Resources

GCF LearnFree.org

gcflearnfree.org/excel2016

Microsoft

support.office.com/excel

lynda.com

lynda.com/Excel-training-tutorials
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

Facebook Page Terms

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.
### Page Post Impressions

- 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
- Lifetime Post impressions by story type

### Page Stories

- Search
- Clear Search

### Page Video Posts

### Page Video Views

**Name for your preset**: Default 11/20/2017
<table>
<thead>
<tr>
<th>Date</th>
<th>Lifetime Total Likes</th>
<th>Daily Page Engaged Users</th>
<th>Daily Total Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/24/17</td>
<td>4064</td>
<td>355</td>
<td>4142</td>
</tr>
<tr>
<td>10/25/17</td>
<td>4066</td>
<td>213</td>
<td>3887</td>
</tr>
<tr>
<td>10/26/17</td>
<td>4070</td>
<td>190</td>
<td>2800</td>
</tr>
<tr>
<td>10/27/17</td>
<td>4072</td>
<td>75</td>
<td>1619</td>
</tr>
<tr>
<td>10/28/17</td>
<td>4072</td>
<td>57</td>
<td>1337</td>
</tr>
<tr>
<td>10/29/17</td>
<td>4075</td>
<td>54</td>
<td>1209</td>
</tr>
<tr>
<td>10/30/17</td>
<td>4075</td>
<td>127</td>
<td>2055</td>
</tr>
<tr>
<td>10/31/17</td>
<td>4079</td>
<td>195</td>
<td>2398</td>
</tr>
<tr>
<td>11/1/17</td>
<td>4081</td>
<td>116</td>
<td>2074</td>
</tr>
<tr>
<td>11/2/17</td>
<td>4083</td>
<td>71</td>
<td>1652</td>
</tr>
<tr>
<td>11/3/17</td>
<td>4084</td>
<td>114</td>
<td>1560</td>
</tr>
<tr>
<td>11/4/17</td>
<td>4085</td>
<td>61</td>
<td>1358</td>
</tr>
<tr>
<td>11/5/17</td>
<td>4086</td>
<td>37</td>
<td>1242</td>
</tr>
<tr>
<td>11/6/17</td>
<td>4086</td>
<td>305</td>
<td>4017</td>
</tr>
<tr>
<td>11/7/17</td>
<td>4091</td>
<td>298</td>
<td>3815</td>
</tr>
<tr>
<td>11/8/17</td>
<td>4091</td>
<td>251</td>
<td>3975</td>
</tr>
<tr>
<td>11/9/17</td>
<td>4094</td>
<td>252</td>
<td>3672</td>
</tr>
<tr>
<td>11/10/17</td>
<td>4102</td>
<td>209</td>
<td>3221</td>
</tr>
<tr>
<td>11/11/17</td>
<td>4105</td>
<td>144</td>
<td>2997</td>
</tr>
<tr>
<td>11/12/17</td>
<td>4110</td>
<td>123</td>
<td>2738</td>
</tr>
<tr>
<td>11/13/17</td>
<td>4118</td>
<td>177</td>
<td>3648</td>
</tr>
<tr>
<td>Date</td>
<td>Lifetime Total Likes</td>
<td>Daily Page Engaged Users</td>
<td>Daily Total Reach</td>
</tr>
<tr>
<td>------------</td>
<td>----------------------</td>
<td>--------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td></td>
<td>Lifetime: The total number of people who have liked your Page. (Unique Users)</td>
<td>Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)</td>
<td>Daily: The number of people who have seen any content associated with your Page. (Unique Users)</td>
</tr>
<tr>
<td>10/24/17</td>
<td>4064</td>
<td>355</td>
<td>4142</td>
</tr>
<tr>
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<td>4118</td>
<td>177</td>
<td>3648</td>
</tr>
</tbody>
</table>
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.
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
<table>
<thead>
<tr>
<th>Post Message</th>
<th>Type</th>
<th>Posted</th>
<th>Lifetime Post Total Reach</th>
<th>Lifetime Post Total Impressions</th>
<th>Lifetime Engaged Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only two more weeks until this terrible Link</td>
<td>Link</td>
<td>12/30/16 2:21 PM</td>
<td>478</td>
<td>761</td>
<td>14</td>
</tr>
<tr>
<td>Happy last Friday of 2016, Mesa! Don't forget to take advantage of the Link</td>
<td>Link</td>
<td>12/30/16 8:55 AM</td>
<td>727</td>
<td>1141</td>
<td>22</td>
</tr>
<tr>
<td>Mesa Public Library's cover photo</td>
<td>Photo</td>
<td>12/29/16 9:15 AM</td>
<td>271</td>
<td>403</td>
<td>11</td>
</tr>
<tr>
<td>Make 2017 your year! Whether you're Status</td>
<td>Status</td>
<td>12/29/16 7:58 AM</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Librarian Andrea with a parents group!</td>
<td>Photo</td>
<td>12/28/16 3:27 PM</td>
<td>876</td>
<td>1351</td>
<td>24</td>
</tr>
<tr>
<td>Remember George Michael by relisten</td>
<td>Photo</td>
<td>12/27/16 7:48 AM</td>
<td>1245</td>
<td>1993</td>
<td>11</td>
</tr>
<tr>
<td>All Mesa Public Library locations are open and inviting</td>
<td>Status</td>
<td>12/26/16 7:46 AM</td>
<td>322</td>
<td>583</td>
<td>2</td>
</tr>
<tr>
<td>It's the last weekend of Read Down Link</td>
<td>Link</td>
<td>12/24/16 2:34 PM</td>
<td>140</td>
<td>272</td>
<td>1</td>
</tr>
<tr>
<td>Wheee! If you need to come visit us</td>
<td>Link</td>
<td>12/24/16 8:05 AM</td>
<td>474</td>
<td>778</td>
<td>6</td>
</tr>
<tr>
<td>In case you need a last-minute gift</td>
<td>Photo</td>
<td>12/24/16 6:47 AM</td>
<td>901</td>
<td>1387</td>
<td>34</td>
</tr>
<tr>
<td>Make sure to finish up your books this week!</td>
<td>Photo</td>
<td>12/23/16 1:42 PM</td>
<td>950</td>
<td>1551</td>
<td>53</td>
</tr>
<tr>
<td>This water tower tree at Red Mountain</td>
<td>Photo</td>
<td>12/23/16 7:31 AM</td>
<td>1103</td>
<td>1802</td>
<td>20</td>
</tr>
<tr>
<td>Today was a Community Spirit day! C Photo</td>
<td>Photo</td>
<td>12/22/16 3:07 PM</td>
<td>971</td>
<td>1480</td>
<td>108</td>
</tr>
<tr>
<td>Step 1: #ReadMoreThan4 Step 2: Share</td>
<td>Photo</td>
<td>12/22/16 12:26 PM</td>
<td>1565</td>
<td>2533</td>
<td>171</td>
</tr>
<tr>
<td>We can't help but feel like this little c</td>
<td>Photo</td>
<td>12/22/16 7:31 AM</td>
<td>992</td>
<td>1524</td>
<td>60</td>
</tr>
<tr>
<td>THINKspot is spruced up for the holidays</td>
<td>Photo</td>
<td>12/21/16 4:38 PM</td>
<td>921</td>
<td>1442</td>
<td>14</td>
</tr>
<tr>
<td>Mesa Express Library has the best wi fi</td>
<td>Photo</td>
<td>12/21/16 12:47 PM</td>
<td>553</td>
<td>937</td>
<td>46</td>
</tr>
<tr>
<td>Let's Get Ready for School educates Status</td>
<td>Status</td>
<td>12/20/16 1:14 PM</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Would you like to help shape the future?</td>
<td>Photo</td>
<td>12/19/16 1:29 PM</td>
<td>1801</td>
<td>2777</td>
<td>82</td>
</tr>
<tr>
<td>This sweet, handmade card was sent</td>
<td>Photo</td>
<td>12/19/16 12:20 PM</td>
<td>654</td>
<td>991</td>
<td>37</td>
</tr>
<tr>
<td>Don't forget to take advantage of the Link</td>
<td>Link</td>
<td>12/17/16 12:33 PM</td>
<td>262</td>
<td>484</td>
<td>3</td>
</tr>
<tr>
<td>When it rains in Arizona. :)</td>
<td>Link</td>
<td>12/16/16 8:07 AM</td>
<td>700</td>
<td>1112</td>
<td>38</td>
</tr>
<tr>
<td>Today was our Volunteer Appreciation</td>
<td>Photo</td>
<td>12/15/16 1:30 PM</td>
<td>1162</td>
<td>2029</td>
<td>27</td>
</tr>
<tr>
<td>It's snow secret how much we love the snow</td>
<td>Photo</td>
<td>12/15/16 9:42 AM</td>
<td>932</td>
<td>1633</td>
<td>11</td>
</tr>
<tr>
<td>Just ran across this gem from 1987 - Link</td>
<td>Photo</td>
<td>12/14/16 3:24 PM</td>
<td>724</td>
<td>1121</td>
<td>28</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Tweet Description</th>
<th>Total Reach</th>
<th>Impressions</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>How're you doing with your #ReadMe Link</td>
<td>243</td>
<td>396</td>
<td>9</td>
</tr>
<tr>
<td>#TBT to when the internet was just magic Photo</td>
<td>1501</td>
<td>3817</td>
<td>22</td>
</tr>
<tr>
<td>What a wonderful treat to have cellis Phone</td>
<td>1260</td>
<td>3098</td>
<td>14</td>
</tr>
<tr>
<td>Marissa just checked out a Fitbit from Photo</td>
<td>1061</td>
<td>2042</td>
<td>70</td>
</tr>
<tr>
<td>Paws 2 Read is a non-profit organization Status Photo</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Paws 2 Read is a non-profit organization Status</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Sock Monsters! Re-purpose a lonely #Photo</td>
<td>1765</td>
<td>3102</td>
<td>75</td>
</tr>
<tr>
<td>This is mesmerizing...52,000 books &amp; Link</td>
<td>338</td>
<td>592</td>
<td>15</td>
</tr>
<tr>
<td>We're excited to announce our new #Photo</td>
<td>1370</td>
<td>2748</td>
<td>94</td>
</tr>
<tr>
<td>Halloween Boo Halloween Boo Halloween #Photo</td>
<td>1262</td>
<td>2024</td>
<td>123</td>
</tr>
<tr>
<td>Brianna, Ezra and Evan stopped by @Photo</td>
<td>875</td>
<td>1697</td>
<td>20</td>
</tr>
<tr>
<td>Our next Imagination Lab series is starting #Photo</td>
<td>2184</td>
<td>4639</td>
<td>25</td>
</tr>
<tr>
<td>Lady Gaga's new album, Joanne, just now</td>
<td>348</td>
<td>607</td>
<td>12</td>
</tr>
<tr>
<td>It's almost time for what we like to call #Photo</td>
<td>1872</td>
<td>4533</td>
<td>13</td>
</tr>
<tr>
<td>Hey, hoopla digital users! Hoopla did #Photo</td>
<td>1320</td>
<td>3220</td>
<td>11</td>
</tr>
</tbody>
</table>

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

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/LMCConference - 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
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!

Social Library

The Social Library Series spreadsheet (xls) collects all volumes and can be sorted by state, library, and topic.
Geek the Library on Facebook

- 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
Social Media Starter Kit

http://info.techsoup.org/social-media-starter-kit/
Top Platforms for Libraries

Social Media Followers

- Facebook: 54% (1,000 or fewer), 34% (1,000 – 5,000)
- Twitter: 34% (5,000 – 10,000), 10% (More than 10,000)
- Instagram: 40% (1,000 or fewer), 40% (Not applicable)

Legend:
- Orange: 1,000 or fewer
- Yellow: 1,000 – 5,000
- Blue: 5,000 – 10,000
- Teal: More than 10,000
- Light blue: Not applicable
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 seconds)
- **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)
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

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>182</td>
<td>Tweet Impressions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>333K</td>
</tr>
<tr>
<td>Profile visits</td>
<td>9,656</td>
<td>Mentions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>401</td>
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<tr>
<td>New followers</td>
<td>364</td>
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</tbody>
</table>

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LinkedIn Metrics

Key Metrics:

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

Facebook:

\[
\text{Engagement Rate} = \frac{\text{Likes} + \text{Shares} + \text{Comments} + \text{Clicks}}{\text{Post Reach}} \times 100
\]

Twitter:

\[
\text{Engagement Rate} = \frac{(\text{Clicks} + \text{Retweets} + \text{Replies} + \text{Follows} + \text{Likes})}{\text{Total Impressions}} \times 100
\]

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)*
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

See this blog post for SMART social media goals.
https://blog.hootsuite.com/smart-social-media-goals/
<table>
<thead>
<tr>
<th>Activity</th>
<th>Currently</th>
<th>Have dabbled</th>
<th>Would like to start</th>
<th>No plans to</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share about library events</td>
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<tr>
<td>Share event pictures</td>
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<tr>
<td>Share about library services</td>
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<tr>
<td>Highlight library collections</td>
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<td>Share others’ posts</td>
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<td>Invite followers’ comments</td>
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<tr>
<td>Share other community news</td>
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<td>Artwork from the library</td>
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<td>Topics of hyperlocal interest</td>
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<tr>
<td>Provide reference advisory</td>
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<tr>
<td>Pop culture news</td>
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<tr>
<td>Work life behind the scenes</td>
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<tr>
<td>Leveraging hashtags</td>
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<tr>
<td>Focused engagement</td>
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<tr>
<td>User profiles</td>
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<tr>
<td>Live streaming</td>
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<tr>
<td>Public policy advocacy</td>
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</tbody>
</table>
Where is Your Target Audience on Social?
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
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?

<table>
<thead>
<tr>
<th>Channel</th>
<th>Benefits</th>
<th>Goals</th>
<th>Content</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Brand awareness, community engagement, content distribution, lead generation, fundraising/revenue, social listening.</td>
<td>- High use among younger adults (59 percent of adults 18 – 29).</td>
<td>- Fun visual photos, Human stories, Live video.</td>
<td>- Do you have an ad budget? Are you ready for Facebook “pay-to-play” costs?</td>
</tr>
<tr>
<td>The channel of the “moment” (24 percent of adults use it).</td>
<td>Brand awareness, customer support, earned media/press, influencer marketing, social listening.</td>
<td>- Content related to current events. Live video. Popular current event topical posts, “Listicles” and how-tos.</td>
<td>- Do you have staff available to respond at any moment? Do you have an editorial policy on engaging over sensitive issues?</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Brand awareness, community engagement, content distribution, lead generation, fundraising/revenue, social listening.</td>
<td>- 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.</td>
<td>- Thought leadership posts. White papers, E-books, instructional content, “Listicles” and how-tos.</td>
<td>- 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?</td>
</tr>
<tr>
<td>Twitter</td>
<td>A channel popular with millennials. A unique visual channel with special geo-targeted features.</td>
<td>- Brand awareness, community engagement, content distribution, influencer marketing.</td>
<td>- 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?</td>
<td>- Photos, super-short live video.</td>
</tr>
<tr>
<td>Instagram</td>
<td>Brand awareness, community engagement, influencer marketing.</td>
<td>- Live video. Original photos and curated third party photos.</td>
<td>- Do you have the capacity to post one photo a day?</td>
<td></td>
</tr>
</tbody>
</table>

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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

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

Character/Persona
- Trustworthy
- Approachable
- Welcoming
- Uplifting
- Knowledgeable
- Well-informed

Tone
- Honest
- Sincere
- Cheerful
- Breezy
- Objective
- Formal

Language
- Simple
- Jargon-free
- Inclusive
- Funny
- Playful
- Sophisticated
- Cutting-edge
- Academic

Purpose
- Motivate
- Educate
- Inspire
- Amuse
- Convene
- Engage
- Empower
- Equip
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
• Socialoomph
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

Follow Us:
@TechSoup4Libs
@TechSoup

TechSoup.org
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/imlssearch

➢ 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