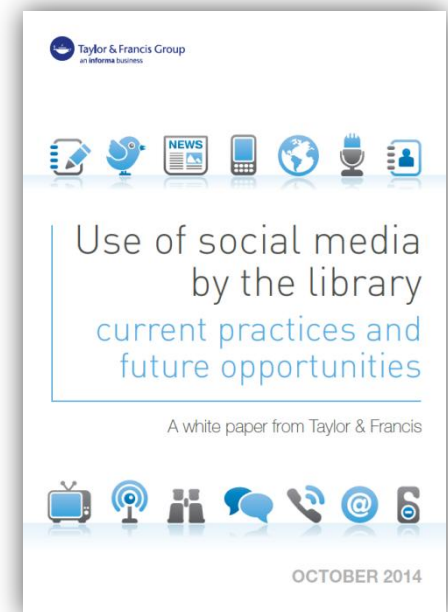


Social Media in the Library: Discovering Best Practice

Ewa Klorek

Journal Sales Manager

Taylor & Francis



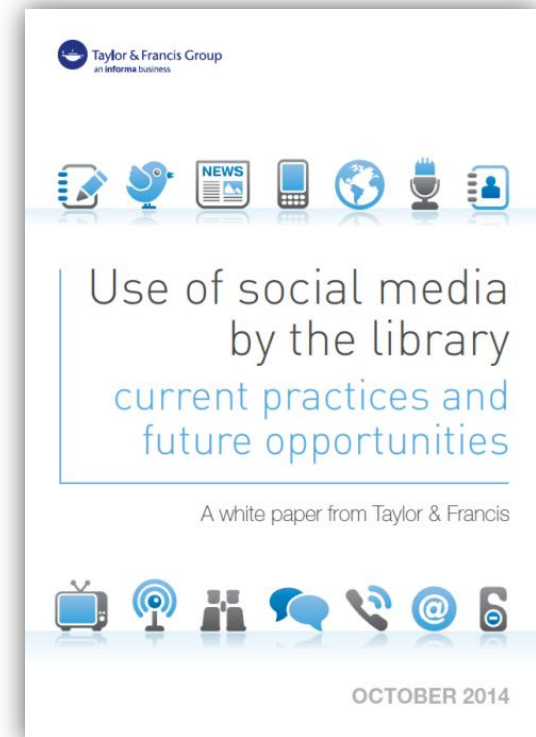
Why look at social media in the library?

- To benchmark how social media tools are currently being used in the library in a constantly evolving digital and social climate
- To prepare for the future role social media will play in a library and scholarly communication environment
- To inspire new approaches and share ideas on Social Media by creating and facilitating dialogue between our library partners



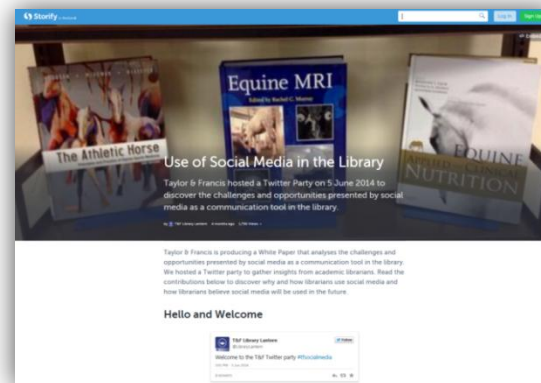
White Paper

- Document summarising findings of our research
- Launched in the UK and Singapore on 31st October, and at Charleston Conference in the US on 6th November
- Available to download for free, along with full supporting research data



Methodology

- Focus groups in the UK, USA & India
- 10 telephone interviews
- Twitter party
- Online survey
- Desk research



<https://storify.com/LibraryLantern/use-of-social-media-in-the-library/>



Who responded to our survey?

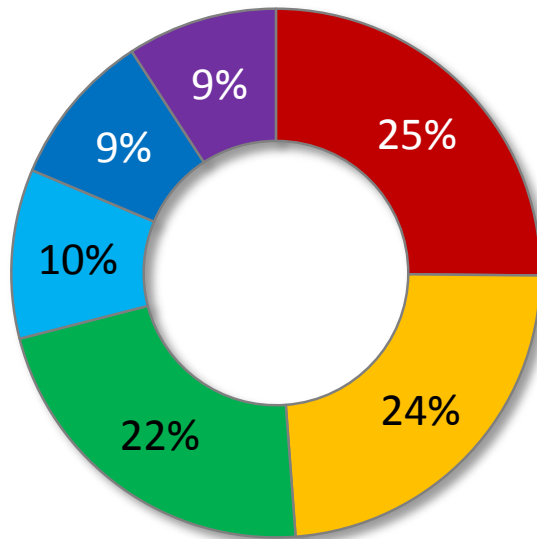


By institution type

Type of institution	Respondents	Percentage
Academic	262	78%
Public	21	6%
Medical	18	5%
Government	17	5%
Special Library	13	4%
Corporate	5	1%



By job role



- Library administration
- Training and Education roles
- Collections, acquisitions, e-resources and subscription management roles
- Communication roles
- Digital information and services roles
- Technical support

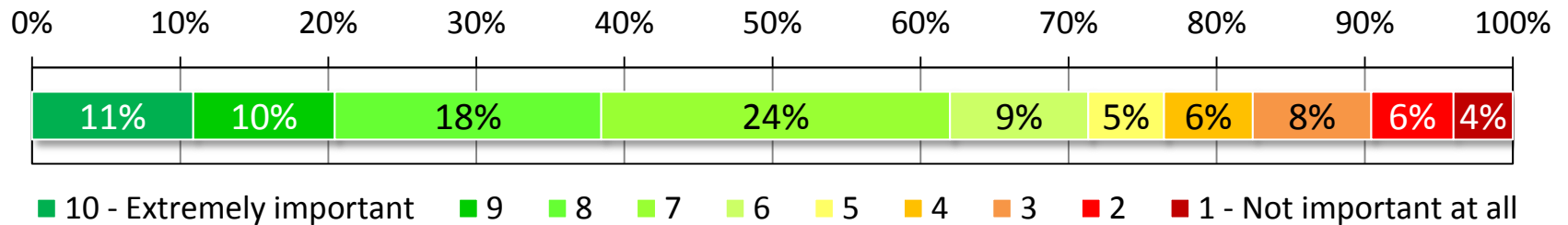


How are libraries currently using social media?

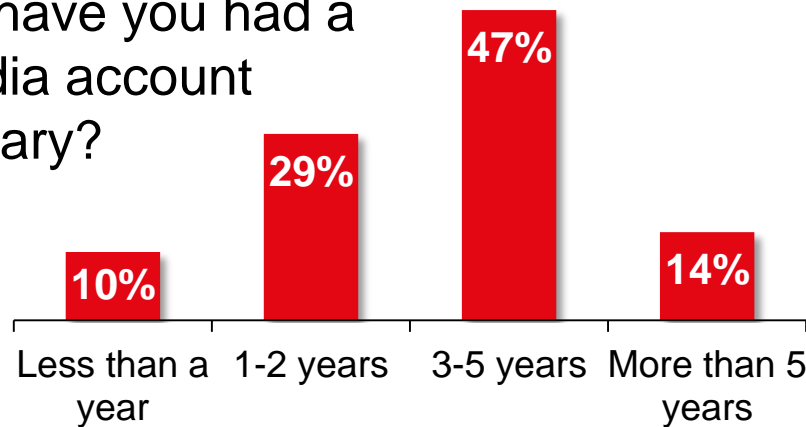


Setting the scene: current use

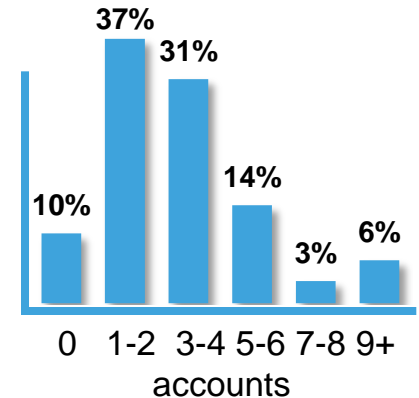
Rate how important the use of social media is in your library...



How long have you had a social media account in your library?

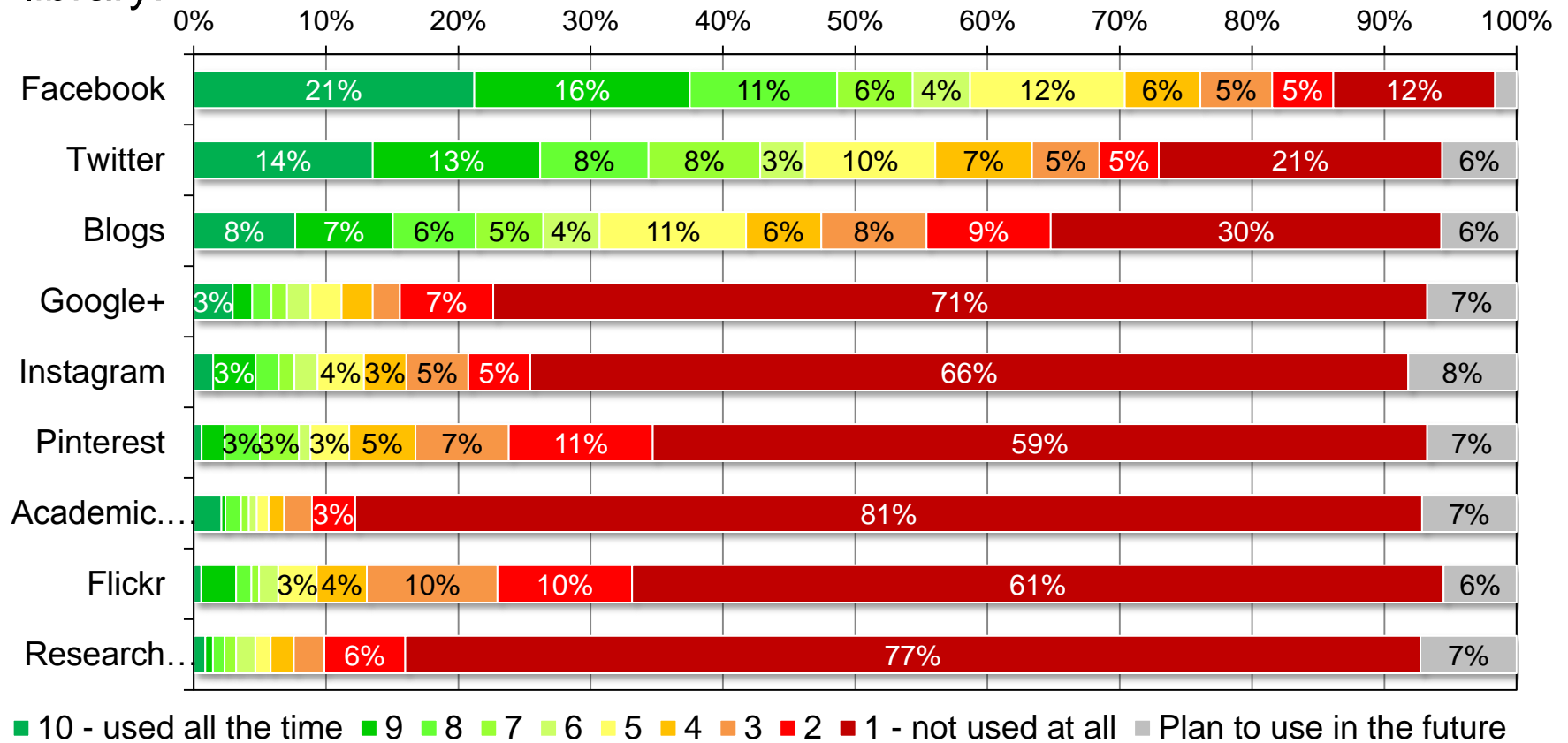


Number of social media accounts

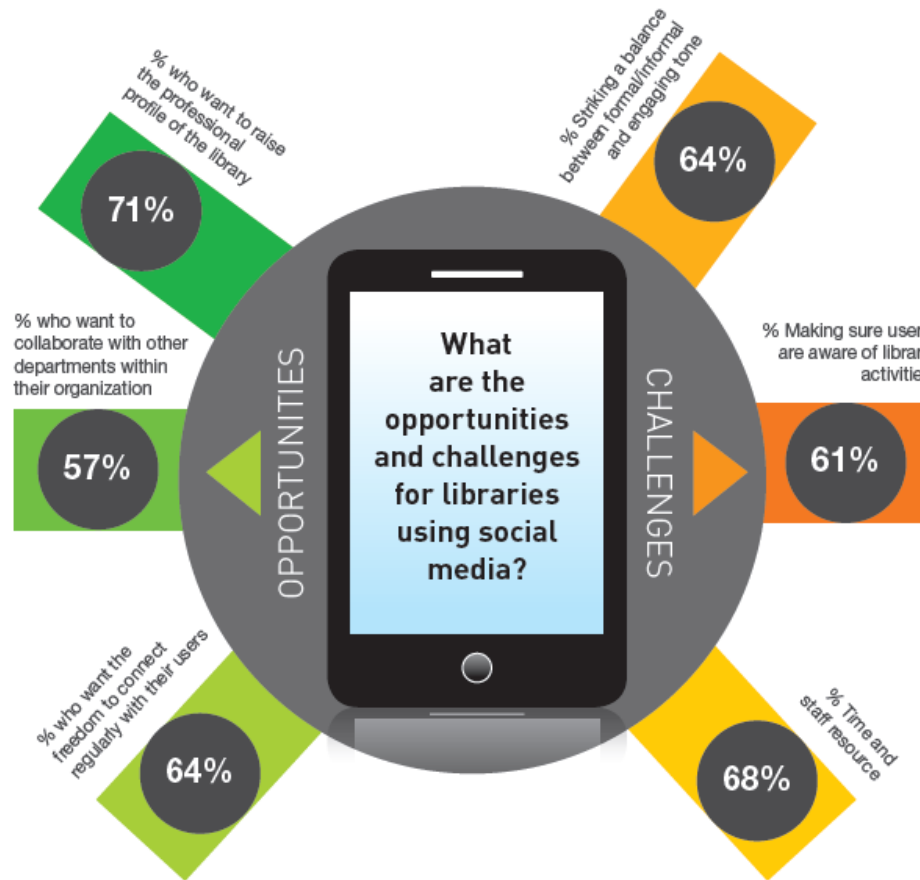


Channels currently used

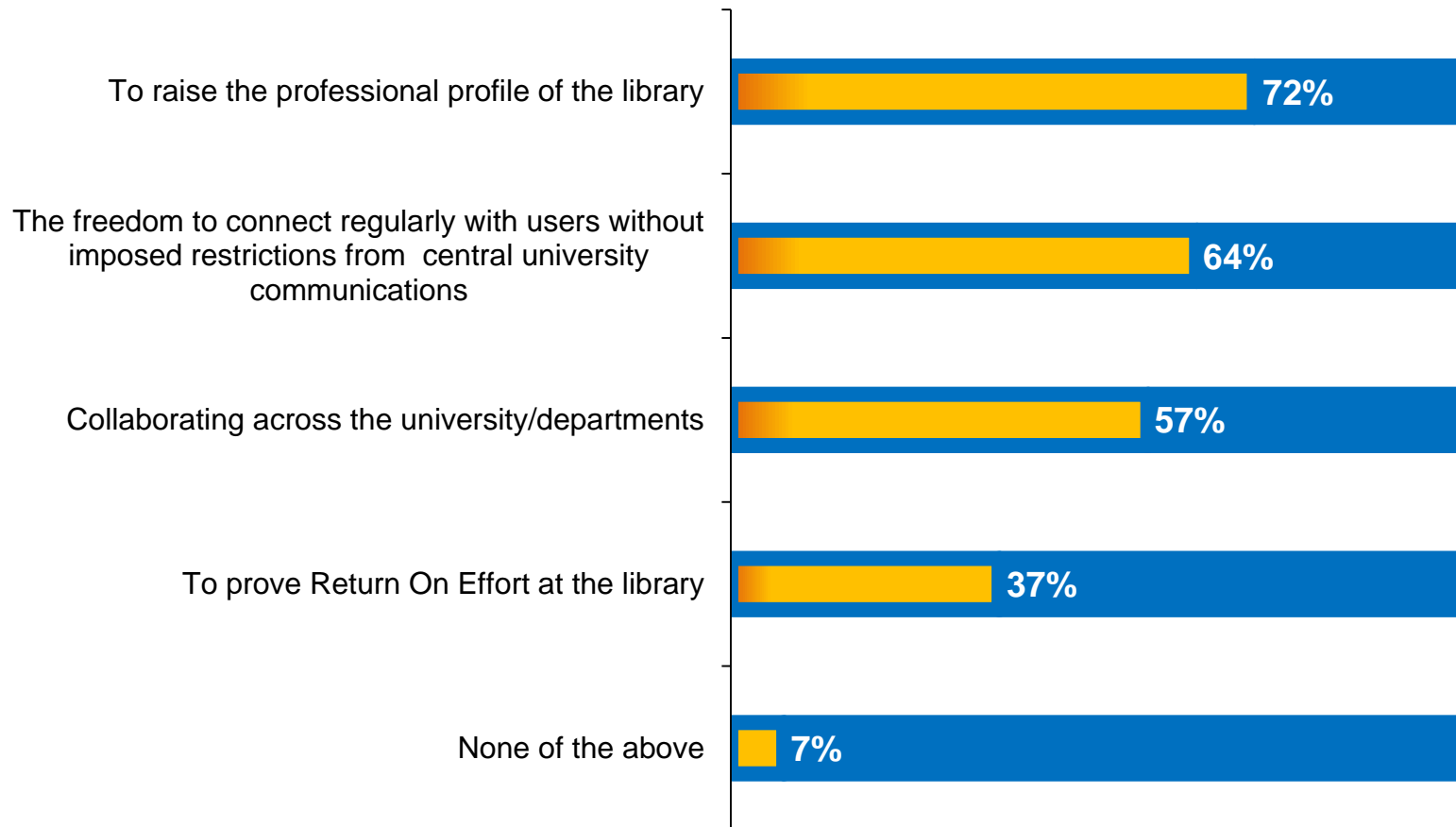
Please rate how often you use the following Social Media channels in the library:



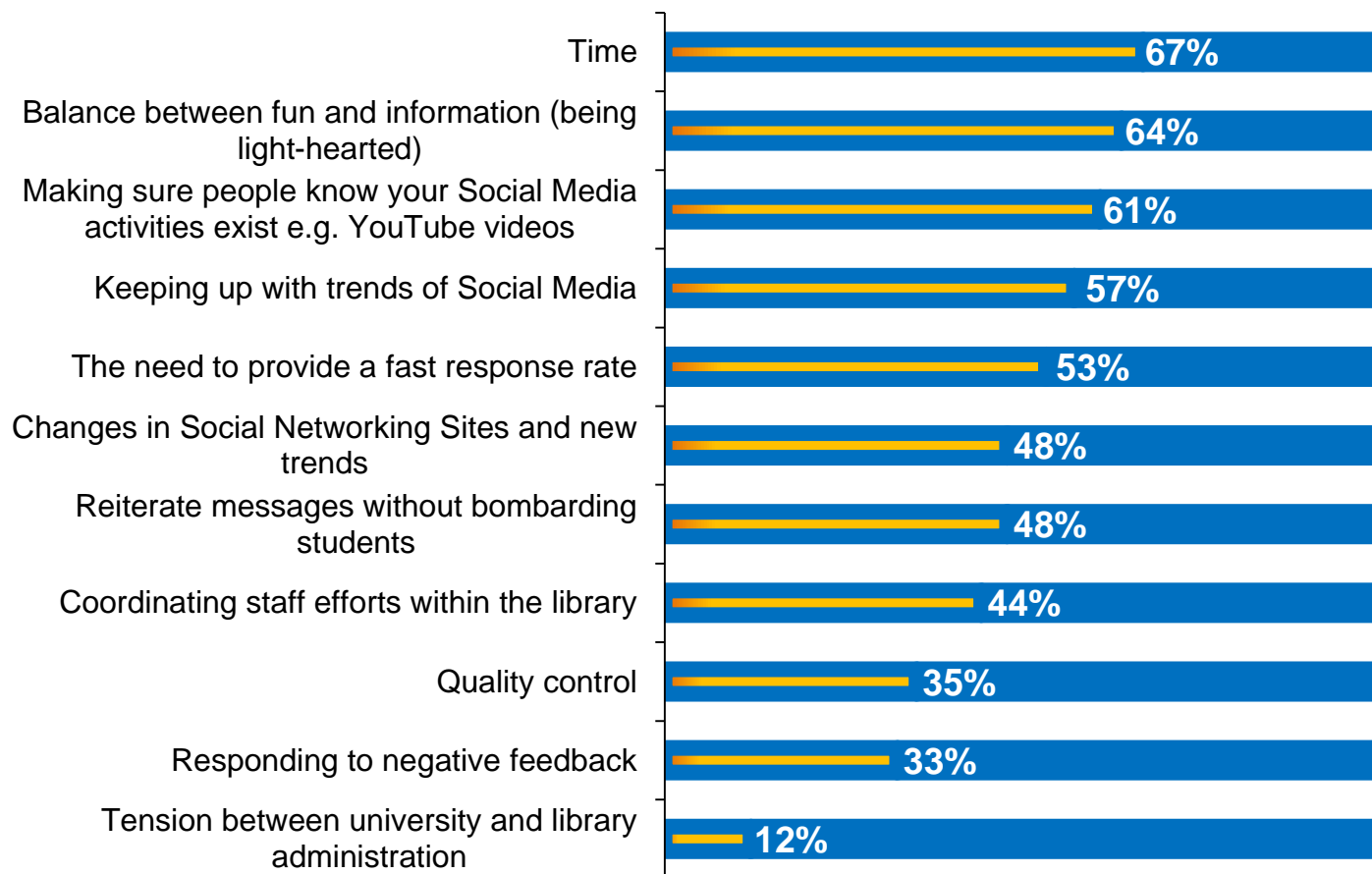
Opportunities and Challenges



What are the opportunities that Social Media presents to the library?



What are the challenges that social media presents in the library?



Channel applications



Uses for Social Media Channels

Distribute news and information

Share photographs

Build connections

Arrange events

Customer service

Engage with students

Competitions

Develop communities

Provide instructions

Promote library collections



1. Customer Service

- One of the most common developing uses of social media is to deliver customer service
- A key challenge for librarians is responding in a timely fashion, as users expect quick answers
- Librarians reported declining use of websites to deliver customer services information – social media by contrast is a better way of providing up-to-minute updates



“Students are very social media engaged. They prefer to have communications delivered by hand, in person to each person when something goes wrong”

“At times there are so many postings and because of other commitments, we are not able to reply as fast as we ought to”



Twitter as a customer services tool

[@librarylantern](#) Students use it to tell us if they're too hot, there's noise in the quiet area, if they're in a long queue. #tfsocialmedia

3:10 PM - 5 Jun 2014



[@LibraryLantern](#) students communicate complaints but also what they find useful. The real time feedback is invaluable

#tfsocialmedia

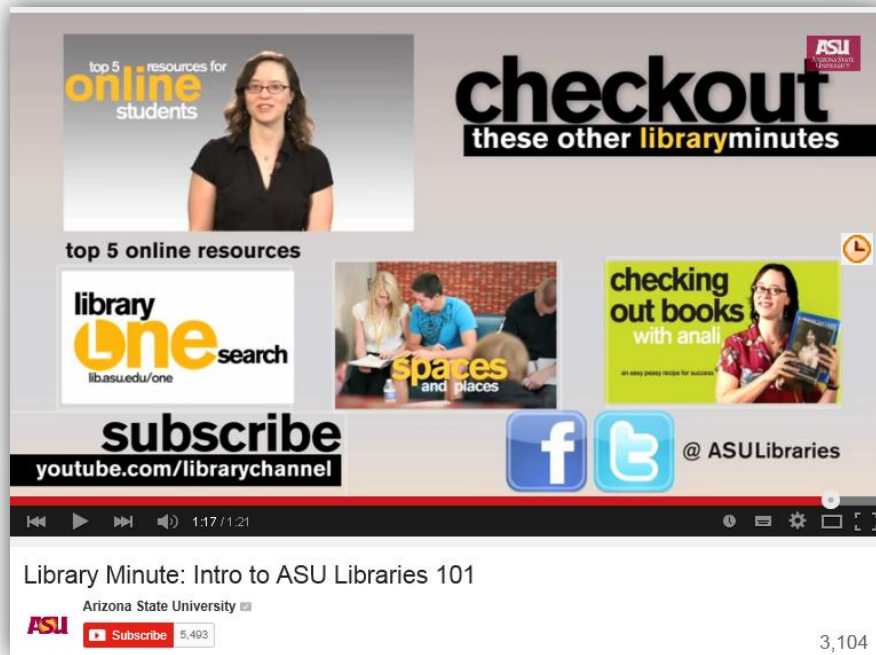
3:10 PM - 5 Jun 2014



The website was at its peak three years ago. Now, for example if there is snow closure, the last place they would look is the website; but it is the first place my colleagues would go to update information.



Case study: Providing cohesive customer service



 @ASULibraries



Customer service - top tips

- Short response times
- Staff specialists
- Initiate the conversation – invite feedback



2. Collection Promotion

- Activities using social media to encourage usage of collections are diverse and ad hoc
- From the results of the survey, promoting the library's collection was within the top 3 objectives for using social media
- Challenging to provide tailored communications to users with niche interests
- Listening is felt to be as important as broadcasting



Case study: YouTube as collection management tool



Allan Cho, University of British Columbia:

“As a collection management tool, YouTube is unparalleled. [We] made a switch from Content DM to YouTube because [we] realized [our] digital video collections were not accessible to the common user

...

It became clear that a social media platform such as YouTube was the key to unlocking the great collections that we have online for our future audiences.”



Collection promotion - top tips

- Integrate channels
- Introduce regular posts, e.g. Information Literacy Friday
- Focus on an interesting angle to pique curiosity



Future of social media

Will social media become more important to the library in the future?



● Yes 88%

● No 12%

Will more roles dedicated to social media appear in the library in the future?



● Yes 73%

● No 27%



Future of social media

Librarians will need at least some degree of digital literacy, and the willingness to see these channels as ways into the institution, as much as means to broadcast out of it.

We will have to become more media adept; will need to learn advertising skills

We need to dive in on the teaching front – students are taking on the role as educators.

It's crucial to note that our upcoming wave of library patrons - students, colleagues, and staff - will be from this generation who are technologically sophisticated, well-connected on the social web, entrepreneurial, and oftentimes, impatient.



Join the conversation

Visit <http://bit.ly/LibrarySM> to:

- Read the white paper in full
- View accompanying infographics
- Browse full supplementary data, including analysis by librarian role and a copy of the survey

Follow us on Twitter
@LibraryLantern





Děkuji!

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