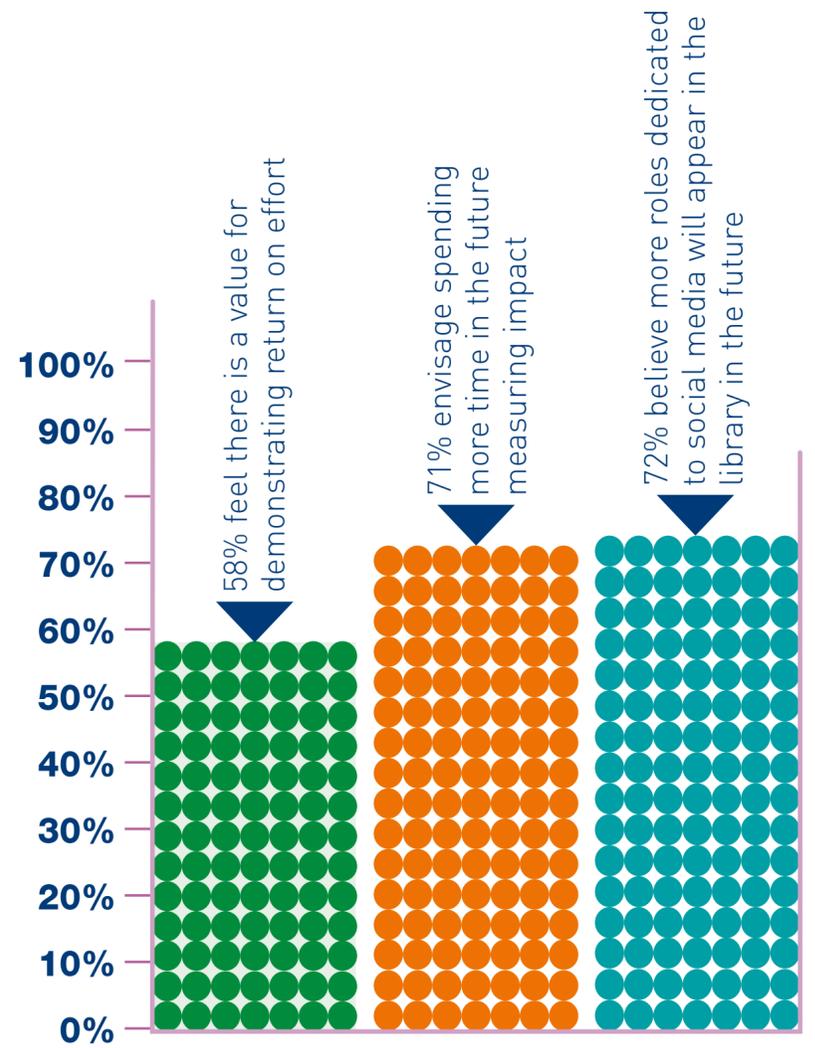
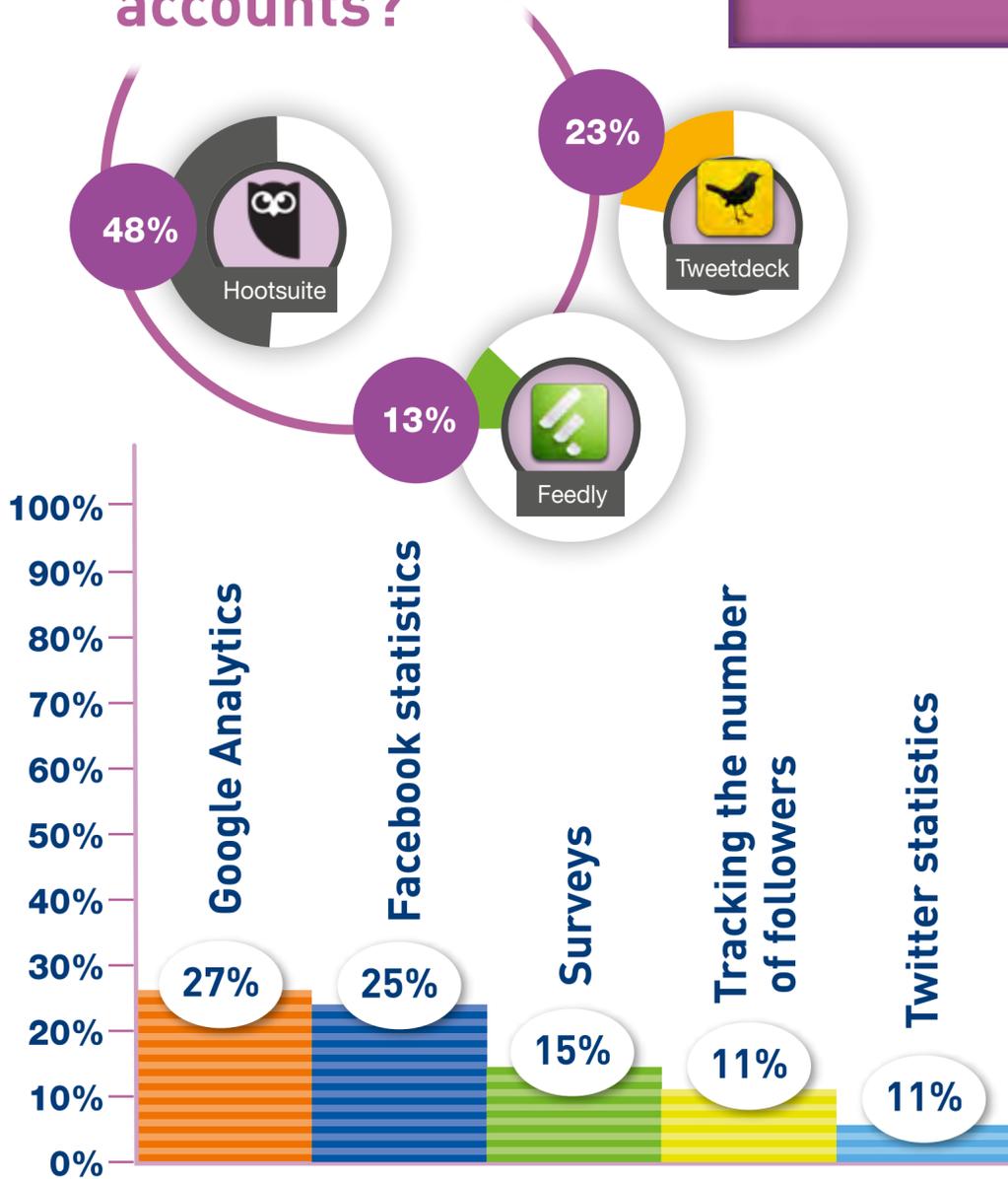


# Measuring effectiveness of social media

## How do libraries manage their social media accounts?



## How do libraries measure the impact of social media?

## Why do libraries measure impact?

**US focus group:** "Twitter is definitely the best platform, because we hashtag all of our posts with the keyword of the publication, and so for the academic audience, once they click it's going to pull up all of the similar publications under that topic. So we found out we'd get far more re-tweets or favouriting with our posts on Twitter."

**UK focus group:** "We keep track of something particularly successful, then we redo the campaign 6 months later."

**UK survey:** "We pride ourselves on being available on Twitter at times when there may be no staff in the library to answer a user's question. On several occasions, we have been able to respond very quickly to a user query or complaint at unexpected times, which has surprised our users and elicited great feedback."

**US focus group:** "Students want to be where you are, but not too much. They said we'll be friends with you on Facebook, we'll follow you on Twitter, but just like don't post too much, because I will get rid of you."

**US interview:** "YouTube as a social media tool allowed for me to do a complete reworking of the way digital cataloguing takes place."

**India focus group:** "The librarian should be the social administrator".

