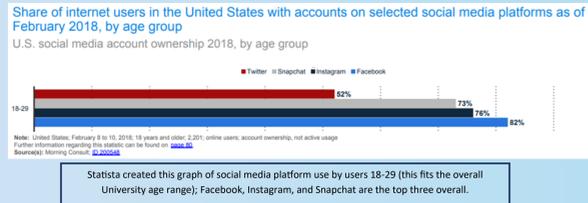
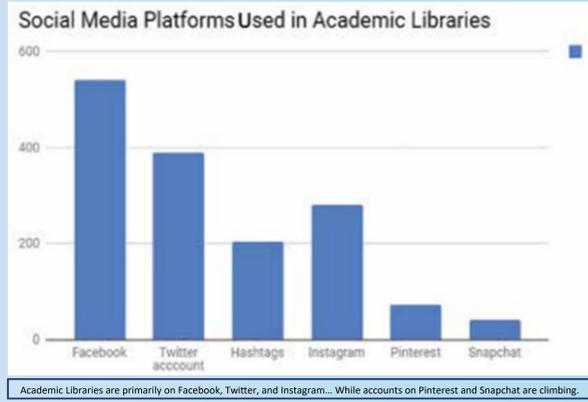


## General Social Media Stats



## Some Terms to Know

Vocab & definitions collected from Merriam-Webster, hootsuite.com, and hubspot.com

### Social Media Glossary Terms

- Cadence:** publishing frequency
- Facebook Reactions:** Reactions to Facebook post beyond a simple "Like"; currently includes: "love," "laugh," "wow," "sad," and "angry"
- Favorite:** An indication that someone likes your Tweet, given by clicking the star icon
- Hashtag:** The hashtag is a word or phrase preceded by the "#" sign. #Hashtags are a simple way to mark the topic (or topics) of social media messages and make them discoverable to people with shared interests
- Like:** Derived from the dictionary-approved meaning (children like ice cream, duh), to like something on social media is a Facebook invention that's evolved into an understood expression of support for content
- Meme:** An idea, fashion, or behavior that is transmitted from person to person through media, speech, gestures, and other forms of communication.
- Retweet:** A re-posting of a tweet posted by another user on Twitter
- Tone:** Reflection of the mood/attitude of a writer (e.g. "sarcastic" or "honest")
- Voice:** A writer's personality towards her readers (e.g. "formal" or "funny")

### Marketing Acronyms

- CRM (Customer Relationship Management):** an approach to manage an organization's interactions with current and potential customers
- CTA (Call to Action):** A text link, button, image, or some other type of web link that encourages a website visitor to take an action on that website, such as visiting a landing page to download a piece of content. The action you want people to take could be anything: Download an ebook... attend an event... so on.
- KPI (Key Performance Indicator):** A type of performance measurement companies use to evaluate an activity's success. While KPIs are used throughout a business, marketers look at KPIs to track progress toward marketing goals.
- ROI (Return on investment):** A performance measure used to evaluate the efficiency and profitability of an investment. The formula for ROI is: Gain from Investment minus Cost of Investment, divided by Cost of Investment.
- SMM (Social Media Marketing):** When people use social media to market their business to customers, potential customers... and anyone else in the social universe.

## Caldwell University Accounts



# DON'T JUST POST!

## Why Tracking on Social Media is Essential During These Disruptive Times

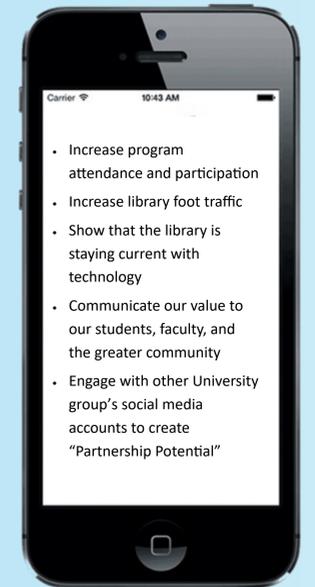


### Are you speaking your customers' language?

All academic Libraries must have a marketing/communication plan for promoting different resources and services to various populations. Students themselves comprise one of the larger populations that we want to reach. While one of the main avenues for reaching students is through library instruction classes, we realized we needed to use multichannel marketing to meet the students "where they are". One very cost-effective and organic way to do this is through the social media channels where current students spend so much of their time.

While many Academic Libraries are creating social media accounts and posting on different platforms (see: Social Media Directory of Academic Libraries, <https://sites.google.com/wpunj.edu/nj-social-media-directory/>), not all are formally tracking what they're posting. We already track other e-resource usage on an annual basis, so we simply added social media tracking to this process. Doing so has helped us evaluate our online presence and continually adapt our strategy based on performance.

## Smaller Goals

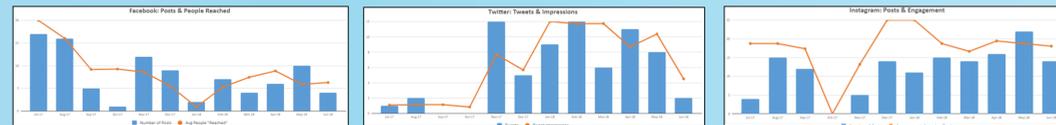


## Different Metrics (KPIs) to Track

### Activity/Posting

This is the number of posts that staff have created.

- Remember:
- Use hashtags (esp. on Twitter), locations, & Facebook Reactions whenever possible
  - Know your memes!
  - Be both authentic and consistent (posts need to have a regular cadence, or your account will look abandoned)
  - Have a clear CTA, when necessary
  - Cross-post (posting from one account to another) occasionally to reach different audiences

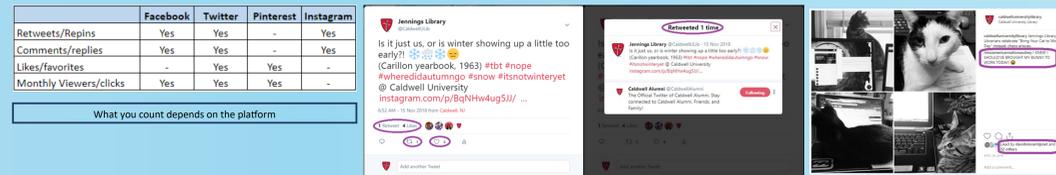


### Engagement

These metrics measure activities taken by people on your social media accounts.

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- Top Posts seem to vary by platform, which could have many causes, including different:
- personality types
  - audience demographics
  - platform personalities



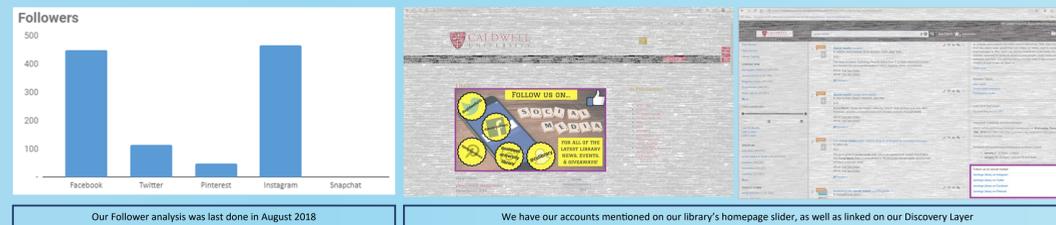
	Facebook	Twitter	Pinterest	Instagram
Retweets/Repins	Yes	Yes	-	Yes
Comments/replies	-	Yes	-	Yes
Likes/favorites	Yes	Yes	Yes	-
Monthly Viewers/clicks	Yes	Yes	Yes	-

What you count depends on the platform

### Audience

The number of followers for each platform is one easily tracked metric that provides the "reach" of each post.

It's vitally important to "know your customer/audience" (CRM). And in a university, the vast majority of freshman are also teenagers; so it's important to remember to have fun (using a playful/friendly tone and voice)! If the students are interested, they'll keep coming back for more... And when they do need the library for a project, the relationship will already exist.



### ROI

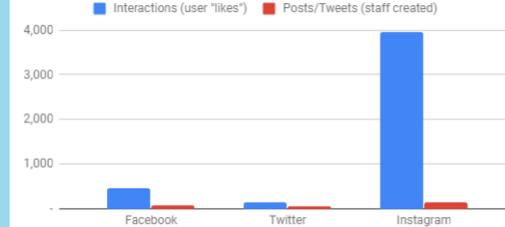
This can be hard to calculate, especially in regards to social media.

- Tip: Compare the time invested in social media management to the benefits, which include:
- Activity on social media channels (engagements)
  - Library foot-traffic
  - Program attendance
  - Books being checked out

So far, we've only compared number of posts to engagement (on average, we get 2 likes for every Twitter post, 5 for every Facebook post, and 28 for every Instagram post).

While our library currently tracks many other parts of this puzzle, we have not yet fully analyzed this.

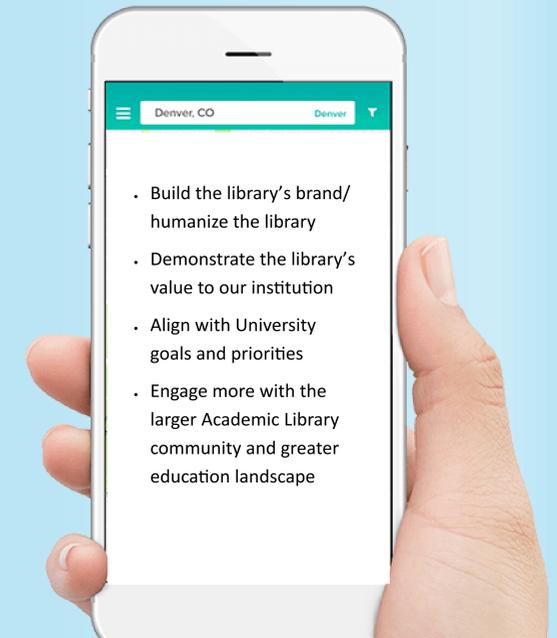
### Number of Interactions per Post Created (3 platforms)



## CONTACT

Linda Salvesen is currently the E-Resources/Serials Management Librarian at Caldwell University. Prior to Caldwell, she worked at an advertising agency, where she picked up various skills related to marketing. She can be reached at [lsalvesen@caldwell.edu](mailto:lsalvesen@caldwell.edu).

## Larger Goals



## There's No "I" in Library!

Ok bear with me...

Creating social media posts can be a time-intensive process. The more staff members you have creating and managing the library's social media presence, the more diverse your brand will be, and the more students you will reach with your posts.

To help manage and organize your social media posts across multiple staff members, you can share a Social Media Calendar. Here you can record both planned and ad hoc posts, noting the use of items such as hashtags, holidays, author's birthdays, and library events.



Happy Posting and Tracking!!