

# Data Analysis

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[Valid Survey Responses \(of 3 possible responses\)](#)

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# Summary

## Survey methodology

### Participation

#### *Method of survey recruitment*

- Direct contact via Facebook, LinkedIn, and email (23 individuals)
- Cascading snowball: Contacts were asked to share the survey with others who might be eligible to participate
- Survey announcements and reminders were posted via social media, personal blog, personal website

#### *Participant requirements:*

- Must be or have been an officer of or social media administrator for the group
- Group must be located in or affiliated with the San Francisco Bay Area
- Group must be a group of information professionals, paraprofessionals or students (including unions, professional associations, student associations, and other groups of individual information professionals)
- Group may not be an individual organization such as a library, archive or museum
- Participation in the survey is voluntary, and no compensation was provided to respondents

#### *Survey design and delivery:*

- Survey questions were made available to participants in an online format only
- Survey designed and administered using Google Drive Forms

#### *Survey responses received:*

- **13 total survey responses**
- **11 valid survey responses**
  - 8 unique groups are represented
  - 3 duplicate groups are represented
- **2 invalid survey responses**
  - Both invalid responses were from individuals who were not officers or social media administrators for the named group, and thus were not provided with an opportunity to complete the survey
  - Invalid responses were thrown out and not considered as part of the survey's data

## **Data Representation and Interpretation**

*Quantitative and qualitative mixed method was used*

- Most survey data is presented as quantitative data
- Unique text based and long answers have been treated qualitatively and analyzed for themes

*Problems for interpretation of data*

- 3 groups were represented by responses from two respondents each
  - These responses are labeled as “duplicate responses” throughout the analysis
  - When survey data captures information about the respondent, all 11 responses are considered where possible
  - When survey data captures information about the group, duplicate responses are not considered
  - In instances where duplicate responses include conflicting data, the responses are thrown out or combined as necessary, and noted in the survey analysis
- Other problems interpreting survey data are noted throughout the analysis
- Because the survey sample is small, the survey results should not be generalized. Data and analysis only represent the groups polled.

## Section 1: Information Professional Groups

### 1.1: Group Name

*Valid Survey Responses*

**8 unique, eligible groups named**

4 School of Library and Information Science affiliated groups  
4 Professional groups

*Problems for interpretation of survey data*

**3 groups named more than once by different respondents**

Survey data was adjusted as necessary to account for this, combining matching and similar results as necessary when specific information about the group in question was needed.

### 1.2: Is this group located in or affiliated with the San Francisco Bay Area? [Yes; No; Not sure]

*Valid Survey Responses*

**7 Yes**

**1 No**

**0 Not sure**

*Amended Valid Survey Responses*

**8 Yes**

**1 No**

**0 Not sure**

*Problems interpreting survey data*

Duplicate survey responses were not included in the analysis. On further review, the one “No” response should have been a “Yes” as the group is based out of San Jose, which falls inside of the Bay Area according to the survey definitions.

### 1.3: Web address

*Valid Survey Responses*

**5 unique official organizational web addresses were provided**

**1 unique social media website was provided (a group with no official website)**

**1 response had no text provided (a group with no official website)**

**1 response provided a comment (“Website is still under construction”)**

**1.4: On which social media platforms does your professional group have profiles?  
[Facebook, Google Plus, LinkedIn, Pinterest, Twitter, Other]**

*Valid Survey Responses*

**8 Facebook**  
**1 Google Plus**  
**4 LinkedIn**  
**0 Pinterest**  
**6 Twitter**  
**2 Other (2 YouTube)**

*Groups with profiles on more than one social media platform*

**2 groups with profiles on four social media platforms**  
**2 groups with profiles on three social media platforms**  
**3 groups with profiles on two social media platforms**  
**1 group with profiles on one social media platform**

*Problems for interpretation of survey data*

Duplicated group responses were eliminated. At least one respondent confused the question to mean what social media outlets are used by the group as opposed to what social media platforms does the group have an official profile. To adjust for this, all social media profiles were verified online. Because the list of social media profile options is not comprehensive, it is possible not all answers are represented.

**1.5: Social media user names and/or web addresses**

*Valid Survey Responses*

**8 groups provided social media profile identifiers**

All valid responses included at least one social media profile identifier  
17 unique social media profile identifiers were provided

*Problems interpreting survey data*

Duplicate survey responses were eliminated.



## **Section 1 Summary**

- **8 unique groups using social media**
- **7 groups have more than one official social media profile**
- **21 social media profiles are found across all 8 groups**
- **$\frac{2}{3}$  of these profiles are found on Facebook and Twitter**
- **All 8 groups list a Facebook profile [account type: 3 groups; 4 pages; 1 personal profile used as a group profile]**
- **Only 1 group lists a Google Plus profile**
- **0 groups list profiles on Pinterest**

## Section 2: Social Media Administrators

**2.1: How many individuals are social media administrators for your social media platform(s)? [Number of administrators: 1, 2, 3, 4+, not sure]**

*Valid Survey Responses*

**4 groups list 2 social media administrators**

**3 groups list 1 social media administrator**

*Problems for interpretation of survey data*

Duplicate conflicting responses were not considered as part of the data analysis. As a result, only 7 of 8 groups were considered for this question.

**2 duplicate responses have conflicting data**

- (one respondent lists 1 administrator and the other lists 2 administrators--these answers were thrown out, and not included in the valid survey data above)
- (one respondent lists "not sure" and the other lists 1, which was used in the valid survey responses above)

**2.2: What is the title of your current role?**

*Valid Survey Responses (Current titles)*

**10 titles were provided**

**Alphabetical listing of titles (# listings):** Co-founder (2); Communications officer (1); Event coordinator (1); Faculty advisor (1); Member (2); Organizer (1); President (1); Social media administrator (1); Student social media manager (1); Web services manager (1)

10 respondents provided 1 title  
1 respondent provided 2 titles

3 groups were represented by 2 titles  
5 groups were represented by 1 title

4 titles reflect primary web or social media administrator duties:

communications officer  
social media administrator  
student social media manager  
web services manager

**2.3: Which of the following best describes your current role(s)? [Officer; Web or social media administrator; Member; Other]**

*Valid Survey Responses (Respondents)*

**7 Officer**

**6 Web or social media administrator**

**3 Member**

**1 Other [Faculty advisor]**

2 respondents listed 3 current roles  
2 respondents listed 2 current roles  
7 respondents listed 1 current role

2 groups are represented by 3 roles  
2 groups are represented by 2 roles  
4 groups are represented by 4 roles

## Section 2 Summary

- **At least half of groups polled list more than 1 social media administrator**
- **Nearly half of groups polled list only 1 social media administrator**
- **It is common for social media administrators to serve in more than one capacity**
  - 4 respondents currently serve as both officers and social media administrators for their group
  - 3 respondents currently serve only as officers of their group
  - 2 respondents currently serve only as social media administrators for their group
  - 2 respondents currently serve in other capacities (Advisor; Member)
- **Current leadership roles of survey participants fall into the following categories:**
  - Founders/leaders (3)
  - Event organizers (2)
  - Communications/Web/Social media (4)
  - Advisors (1)

## Section 3: Membership

### 3.1: At what professional level are members of your group? [Professional, Paraprofessional, Students, Not sure, Other]

#### *Valid Survey Responses*

**7 Professional**

**5 Paraprofessional**

**6 Students**

**1 Other [“A little bit of everything”]**

#### *Problems interpreting survey data*

Matching duplicate answers for groups were eliminated. Duplicate, conflicting answers were combined. As a result some answers were broader than individual, duplicate responses may have provided for. For example, if one conflicting answer provided 3 response options and another provided 2 response options, all three response options were kept as part of the data.

Additionally, the nature of the question is broad and somewhat vague, and doesn't distinguish between primary constituencies and secondary constituencies.

### 3.2: In what environment do members of your group work or study in? [Archives, Libraries, Museums, Not sure, Other]

#### *Valid Survey Responses*

**6 Archives**

**7 Libraries**

**5 Museums**

**2 Other [“Multi-type libraries” and “Businesses”]**

#### *Problems interpreting survey data*

Matching duplicate answers for groups were eliminated. Duplicate, conflicting answers were combined. As a result some answers were broader than individual, duplicate responses provided for. For example, if one conflicting answer provided 3 response options and another provided 2 response options, all three response options were kept as part of the data.

Additionally, the nature of the question is broad and somewhat vague, and doesn't distinguish between primary environments and secondary environments.

### 3.3: Do group members have a particular field of expertise? [Yes, No, Not sure]

#### *Invalid Survey Responses*

**3 Yes**

**2 No**

**2 Not sure**

#### *Problems interpreting survey data*

Matching duplicate answers for groups were eliminated. Two duplicate responses were conflicting (One included “Yes” and “No”; the other included “Yes” and “Not sure”). The former conflicting set of duplicate responses was thrown out, as there was no way to resolve the conflict. The latter set of conflicting responses was kept as an affirmative response. As a result of the conflicting duplicate response, only 7 of 8 groups are represented in the tabulated data.

It is possible, with the high number of conflicting (2) and “Not sure” responses (3) that the question was not well understood by all respondents, as a result of an insufficient definition for the concept “field of expertise.” This question will be thrown out, and should be clarified if used as part of future research.

### 3.4: [If yes] Please indicate the area(s) of expertise of your group membership?

#### *Invalid Survey Responses*

**4 groups listed areas of expertise among members**

**Alphabetical listing of areas of expertise:** Academic Libraries, Archives, Digital Services, Law Libraries, Librarianship, Library Science, Public Libraries

**3 groups list one area of expertise  
1 group lists five areas of expertise**

#### *Problems interpreting survey data*

Because responses to this question are dependent on the prior question, which had invalid data, this data is also being thrown out. However, it is noteworthy that there clearly are areas of expertise among the professional groups participating in the survey.

### 3.5: Other comments on group membership

#### *Valid Survey Responses*

**6 respondents provided comments [representing 5 groups]**

## 5 respondents provided no comments

### *Themes regarding group membership*

**Themes regarding member constituency include:** “students & new professionals” “occasional attendance by paraprofessionals” “library students” “librarians” “retired librarians” “unemployed librarians” “institutional library organizations” “students & some faculty members” “library students or alumni” “anyone working in information sciences” “library students” “library directors”

**Related membership themes include:** One group states and one group implies that membership is open to various constituencies, at every level of information organizations; Two groups imply that library school communities include students, faculty, and alumni; One group invites students to present on research, internships, and jobs.

## Section 3 Summary

- **Most groups polled are open to members of all professional levels**
  - 5 groups list Professional, Paraprofessional, and Students
  - 1 group lists Professional only
  - 1 group lists Students only
  - 1 group lists Other [“A little bit of everything”]
- **Most groups polled have members working or studying in a range of professional environments**
  - 7 groups list multiple environments
    - 5 Archives, Libraries, Museums
    - 1 Archives, Libraries
    - 1 Libraries, Multi-type libraries
  - 1 group lists one environment [Businesses]
- **Areas of expertise are present and vary among the groups polled** (Data for this section are not reliable, so specifics are not provided here.)
- **Comments provide insight into the general categories of members across all groups:**
  - School groups
    - Alumni
    - Faculty
    - Students
  - Professionals
    - Job seekers
    - Librarians
    - New professionals
    - Paraprofessionals
    - Retired professionals

## Section 4: Survey Participants

Section four primarily describes information about individual respondents to the survey. As a result, all eleven valid responses are considered in this section. Group related data revealed are also noted, however.

### 4.1: Are you or have you been an officer or administrator of this group? [Yes; No]

*Valid Survey Responses*

**11 Yes [Representing 8 eligible groups]**

**0 No**

*Problems for interpretation of survey data*

Being an officer or social media administrator for the group was a precondition of completing the survey. As a result, it is not surprising that all valid responses are affirmative.

This survey question was designed to limit survey responses to valid responses. If the answer to the question was “No” the respondent was automatically redirected to the end of the online survey form.

### 4.2: Which of the following best describes your current role(s)? [Officer; Web or social media administrator; Member; Other]

*Valid Survey Responses (Respondents)*

**7 Officer**

**6 Web or social media administrator**

**3 Member**

**1 Other [Faculty advisor]**

2 respondents listed 3 current roles  
2 respondents listed 2 current roles  
7 respondents listed 1 current role

2 groups are represented by 3 roles  
2 groups are represented by 2 roles  
4 groups are represented by 4 roles

#### 4.3: What is the title of your current role?

*Valid Survey Responses*

**10 current titles were provided**

**Alphabetical listing of titles (# listings):** Co-founder (2); Communications officer (1); Event coordinator (1); Faculty advisor (1); Member (2); Organizer (1); President (1); Social media administrator (1); Student social media manager (1); Web services manager (1)

10 respondents provided 1 title  
1 respondent provided 2 titles

3 groups were represented by 2 titles  
5 groups were represented by 1 title

4 titles reflect primary web or social media administrator duties:

communications officer  
social media administrator  
student social media manager  
web services manager

*Problems interpreting survey data*

Without job descriptions, it is not possible to know exactly the domain of each title, and it is possible that there is overlap in type of duties performed.

#### 4.4: Which of the following best describes your past role(s)? [Officer; Web or social media administrator; Member; NA; Other]

*Valid Survey Responses (Respondents)*

**3 Officer**

**3 Web or social media administrator**

**3 Member**

**5 NA**

**0 Other**



5 respondents listed 1 past role  
6 respondents listed 0 past roles

5 groups are represented by 1 past roles  
3 groups are represented by 0 past roles

*Problems interpreting survey data*

The term “past role” is not well defined, and the survey provides no specific guidelines as to its application. It is possible that survey respondents have responded based on differing criteria. Survey results for this question are general, rather than specific.

**4.5: If you were an administrator or officer in the past, what was the title of your past role(s)?**

*Valid Survey Responses (Past titles)*

**5 unique past titles were provided**

**Alphabetical listing of past titles (# listings):** Chair (President) (1); Co-founder (1); Events coordinator (1); Treasurer (1); Webmaster (1)

5 respondents provided 1 past title  
6 respondent provided 0 past titles

5 groups were represented by 1 past title  
3 groups were represented by 0 past titles

*Problems interpreting survey data*

The concept “past” is not well defined as it relates to the term “title”, and the survey provides no specific guidelines as to its application. It is possible that survey respondents have responded based on differing criteria. Survey results for this question are general, rather than specific.

**4.6: Additional comments regarding your role in the group**

*Valid Survey Responses*

**3 respondents provided comments [representing 3 groups]**

**8 respondents provided no comments**

*Paraphrased themes regarding respondents' role in the group*

“finding and contacting venues for meet-ups” “circulate invitations via social media platforms and mailing list” “respond to RSVPs with personal messages” “involvement with chapter committees” “help recruit faculty for our speaker series” “communicating with other [social media administrator] regarding approach and coverage”

*Themes revealed regarding respondents' role in the group*

- **Communication**
  - Internal (with other officers or social media administrators)
  - External (with event attendees or presenters)
- **Coordination/Cooperation** (among those sharing duties)
- **Event planning activities**
  - Finding and contacting venues
  - Recruiting speakers/presenters
  - Promotion via various social media outlets as well as mailing lists
  - Tracking RSVPs
- **Administrative tasks/Committee work**

**4.7: In your opinion, is your group's use of social media platforms effective for your group's purposes? [Yes, No, Sometimes]**

*Valid Survey Responses*

**7 Yes [representing 5 groups]**

**0 No**

**4 Sometimes [representing 3 groups]**

*Problems interpreting survey data*

The question is subjective, and respondents may have different measures of effectiveness. There was no conflicting data among groups with more than one representative respondent.

## Section 4 Summary

- **11 valid survey respondents [representing 8 groups]**
- **Less than half of survey respondents (4 of 11) currently serve in more than one role, all of these list both *Officer* and *Web or social media administrator***
- **64% of respondents (7 of 11) currently serve in only one role**
  - 3 Officer
  - 2 Web or social media administrator
  - 1 Member
  - 1 Other (Faculty advisor]
- **64% of respondents (7 of 11) are officers**
- **More than half of respondents (6 of 11) are web or social media administrators**
- **10 unique, current position titles held by 11 respondents represent 4 categories**
  - Leadership (3 respondents)
  - Communications (4 respondents)
  - Event organization/coordination (2 respondents)
  - Other [Member; Faculty advisor] (2 respondents)
- **Comments provide insight into how tasks and activities required by the respondent's role in the group such as committee work and event planning are accomplished through use of social media**
  - Communication (internal and external)
  - Coordination/Cooperation (among those in leadership roles and shared duties)
- **Respondents are confident in the use of social media by the group, and the ability of the use to meet the goals of the group:**
  - 5 respondents say group use is effective
  - 3 respondents say group use is sometimes effective
  - 0 respondents say group use is not effective

## Section 5: Social Media Use

### Social Media Presence

5.1: On which social media platforms does your professional group have profiles?  
[Facebook, Google Plus, LinkedIn, Pinterest, Twitter, Other]

*Valid Survey Responses*

**8 Facebook**

**1 Google Plus**

**4 LinkedIn**

**0 Pinterest**

**6 Twitter**

**2 Other (YouTube)**

2 groups use four social media platforms  
2 groups use three social media platforms  
3 groups use two social media platforms  
1 group uses one social media platform

*Problems for interpretation of survey data*

Duplicated group responses were eliminated. At least one respondent confused the question to mean what social media outlets are used by the group generally as opposed to on what social media platforms does the group have an official profile. To adjust for this, all social media profiles were verified online, and responses were amended above as necessary. Because the list of social media profile options is not comprehensive, it is possible not all answers are represented. Two respondents specify YouTube, however it is possible others also have profiles on YouTube or other social media outlets.

#### Summary: Social Media Presence

- **All groups are have a Facebook profile**
- **$\frac{2}{3}$  of all groups have profiles on Facebook and Twitter**
- **Nearly all groups (7/8) have profiles on more than one social media platform**
- **Few groups currently have profiles on newer social media platforms**
  - **0 have profiles on Pinterest**
  - **1 has a profile on Google Plus**



*Problems interpreting survey data*

Some of the comments included above were implied but not explicitly stated. These have been placed in brackets. Most comments are paraphrased for brevity and/or in order to take out identifying information. Direct quotes are included where possible to maintain the feel of the respondent's original comment. There is a lot of overlap between questions 5.2 and 5.3, as refined definitions for "broader mission and purpose in use" were not provided. Some of the comments are quite specific and the data is better suited to question 5.3. This data has been added to section 5.3 and is noted with an asterisk (\*).

**5.3: What are the groups' more specific goals in using social media?**

*Valid Survey Responses*

**11 respondents provided comments [representing 8 groups]**

**0 respondents provided no comments**

*Themes regarding purpose in using social media*

**Paraphrased comments:** "event planning" "information/resource sharing" "to brand our group" "to promote news about the information profession (new jobs, group tours, other association meetings, school events and classes, news articles)" "to advertise group meet-ups" "to stay connected with our members" "to communicate to members and those interested in our activities" "planning events (tours of local repositories, invite members, track RSVPs, share details and photos after the event)" "share resources (career development workshops, job/internship opportunities, news)" "serves as a discussion forum for members (practical and/or theoretical topics, advice, learn about emerging issues in the field)" "to broadcast face-to-face and virtual events" "to collect event RSVPs" "to network with fellow students" "to share information (professional and/or about our school)" "to share information (jobs, events, other items of interest to the library community)" "branding" "event planning" "member recruiting" "job posting announcements" "to announce events" "posting links and comments of general interest" "[Potential future use to include] member highlights/features: "[Potential future use to include audience specific] posts for the tech-savvy information science student" "[Potential future use to include] community building activities" "event promotion" "[to promote the group by sharing] benefits of joining" "to recruit student members" "reposting (event announcements, [information/resources])" "[collaborative] event venue and activity selection" "event planning and [promotion] (face-to-face meet-ups/cocktails/picnics/[celebrations])"\* "meeting new people" "sharing news" "information distribution (face-to-face events, job announcements, informational webinars/seminars)"



### Summary: Purpose of Use

- **Themes emerging from broader mission & purpose of use:**
  - 10 mentions of social networking and/or related concepts
  - 9 mentions of communication and/or related concepts
  - 7 mentions of administrative and/or related concepts
- **Themes emerging from specific goals in using social media:**
  - 6 mentions of social networking and/or related concepts
  - 16 mentions of communication and/or related concepts
  - 17 mentions of administrative and/or related concepts

## Social Media Planning

**5.4: Does your group have a social media plan or strategy that guides its use of social media? [Yes, No, Not sure]**

*Valid Survey Responses*

**3 Yes**

**5 No**

**0 Not sure**

**5.5: [If yes to 5.4] In your view, is your group's social media plan or strategy formal, semi-formal, or otherwise? [Formal, Semi-formal, Other]**

*Valid Survey Responses (of 3 possible responses)*

**0 Formal**

**3 Semi-formal**

**0 Other**

**5.6: [If yes to 5.4] Comments regarding your social media plan or strategy**

*Valid Survey Responses (of 3 possible responses)*

**3 groups [represented by 4 respondents] provided comments**

**0 groups provided no comments**

*Themes regarding purpose of social media plan or strategy*

“to make sense of what platforms we were using and why” “establish what kinds of content”  
“establish when to post” “establish who is responsible” “a guide about what items to post”

*Related social media planning themes*

“social media plan established in 2011” “plan/strategy is currently under committee review”  
“strategic plan goal to increase traffic on our social media sites by 25% this year” “a work in progress we hope to finish by the end of the year”



*Problems interpreting survey data*

Comments are paraphrased for brevity and/or in order to take out identifying information. Direct quotes are included where possible to maintain the feel of the respondent's original comment.

**5.7: [If no to 5.4] Does your group plan or have plans to develop a social media strategy in the near future? [Yes, No, Not sure, Other]**

*Valid Survey Responses (of 5 possible responses)*

**0 Yes**

**5 No**

**0 Not sure**

**0 Other**

*Problems interpreting survey data*

Duplicated group responses were eliminated. One group with duplicated data was conflicting, with one respondent indicating "No" and the other indicating "Not aware of any plans." As both answers suggest the negative response, "No", I resolved the conflict as such, and have tabulated the results accordingly.

**5.8: [If no to 5.4] Comments regarding your plans to develop a social media plan or strategy**

*Valid Survey Responses (of 5 possible responses)*

**3 groups provided comments**

**2 groups provided no comments**

*Themes regarding nature of the group and plans to develop a social media plan or strategy*

"it would be a good idea to [develop a plan or strategy], we just don't have enough time/resources" "due to the transitory nature of our board, we utilize the social media sites for member recruitment and nothing more at this time" "[our group is] an ad hoc group, we have no official plan or strategy" "we like to keep things democratic and see what the members are interested in doing" "social media promotion is limited to what I promote and link to via my [personal social media accounts]"

*Problems interpreting survey data*

Comments are paraphrased for brevity and/or in order to take out identifying information. Direct quotes are included where possible to maintain the feel of the respondent's original comment.

## Summary: Social Media Planning

- **Less than half (3/8) of groups polled have a social media plan or strategy**
- **All groups with plans, have plans that are semi-formal in nature**
- **Reasons for having a plan include:**
  - to clarify reasons for use of specific platforms for specific purposes
  - to clarify what content to post
  - to determine best frequency and times to post specific content
  - to assign responsibility for particular tasks
- **Reasons for not having a plan include:**
  - not enough time or resources
  - ad hoc or transitory nature of group or leadership
  - desire for bottom-up leadership

## Specific Social Media Tools and Applications

**5.9: What specific tools or applications provided by a social media platform does your group use *to communicate with group members*?**

*Valid Survey Responses*

**6 Event planning tools**

**5 Profile or timeline posts**

**5 Direct, personal or “in” messaging**

**2 Instant message/chat services**

**0 Profile subpages such as G+ Pages**

**5 Polls/surveys**

**3 Organizational tools such as lists, hashtags, groups, etc.**

**1 Conferencing/webcast technology such as Hangouts**

**1 NA**

**0 Other**

**5.10: What specific tools or applications provided by a social media platform does your group use *to maximize the administration or reach of your group*?**

*Valid Survey Responses*

**0 Advertising services such as Ads, Ads Manager**

**2 Analytics tools such as Page Insights or summary emails**

**2 Promoted posts or sponsored stories**

**1 Trending topics**

**0 Paid premium accounts**

**5 NA**

**0 Other**

## 5.11: Comments regarding specific tools and applications

### *Valid Survey Responses*

**2 groups provided comments**

**6 groups provided no comments**

### *Themes regarding use of specific social media tools and applications*

“we use Facebook to promote news stories on trends and finds in the IP field” “a good way to tell our followers about new things happening in the field” “I frequently look at Facebook’s page insights to see what kind of usage we are getting” “still learning about all of the features”

### *Problems interpreting survey data*

Respondents from only two groups provided comments in response to the prompt. The sample is very small, and should not be generalized.

## Summary: Specific Social Media Tools and Applications

- **Nearly all (7/8) groups use specific social media tools and applications to enable communication with members or fans**
- **The most commonly used social media tools and applications used for communication with members and fans include:**
  - 6 Event planning tools
  - 5 Profile or timeline posts
  - 5 Direct, personal, or “in” messaging
  - 5 Polls and surveys
- **Less than half (3/8) of groups use specific social media tools and applications to maximize the administration or reach of the social media profile**
- **Tools used to maximize administration or reach include**
  - 2 Analytics tools such as Page Insights or summary emails
  - 2 Promoted posts or sponsored stories
  - 1 Trending topics

## Effectiveness of Use

**5.12: In your opinion, is your group’s use of social media platforms effective for your group’s purposes? [Yes, No, Sometimes]**

### *Valid Survey Responses*

**5 Yes**

**0 No**

**3 Sometimes**

*Problems interpreting survey data*

The question is subjective, and respondents may have different measures of effectiveness. There was no conflicting data among groups with more than one representative respondent.

**5.13: Does your group measure or track social media return on investment (ROI)? [Yes, No, Sometimes]**

*Valid Survey Responses*

**0 Yes**

**5 No**

**3 Sometimes**

**5.14: [If “Yes” or “Sometimes” to 5.13] If your group does track social media ROI, please describe how**

*Valid Survey Responses (of 3 possible responses)*

**3 groups provided comments**

**0 groups provided no comments**

*Themes regarding use of social media ROI measures*

**Measures:** “event RSVPs” “fans” “event RSVPs” “page likes” “likes for specific posts” “unique posts from community members” “Twitter followers” “retweets” “adds” “likes” “joins” “leaving” “attendees at virtual meetings” “corresponding likes/followers to paid chapter members” “retweets”

**Related comments:** “we don’t do anything very actively” “free service” “our social media administrator does report to the board about member activity on these sites”

*Problems interpreting survey data*

The low response rate on this question is to be expected, as only three groups claim to track social media ROI in question 5.13. Most comments are paraphrased for brevity and/or in order to take out identifying information. Direct quotes are included where possible to maintain the feel of the respondent’s original comment.

**5.15: [If “No” to 5.13] If your group does not currently track social media ROI, does your group have plans to track social media ROI in the near future? [Yes, No, Not sure]**

*Valid Survey Responses (5 possible responses)*

**0 Yes**

**3 No**

**2 Not sure**



### Summary: Effectiveness of Use

- **Respondents are confident in the use of social media by the group, and the ability of the use to meet the goals of the group:**
  - 5 respondents say group use is effective
  - 3 respondents say group use is sometimes effective
  - 0 respondents say group use is not effective
- **Just over 1/3 (3 of 8) of groups report sometimes tracking social media return on investment**
- **A high level of satisfaction with ease of use and results of social media use is apparent in respondents' comments, which are on the whole positive**
  - 9 of 16 comments are positive in tone
  - 5 of 16 comments are negative in tone
  - 2 of 16 comments are neutral in tone

### 5.17: Final comments

#### *Valid Survey Responses*

**1 group provided pertinent comments**

**7 groups provided no pertinent comments**

#### *Final comments*

“difficult to get participation on the social media sites” “very thankful for feedback received [from those who participate online]” “thankful for those that do attend our virtual meetings” “one [virtual event] included giftcards as incentive to attend, [as a result there were many attendees and several new members, including one leadership candidate]”

#### *Problems interpreting survey data*

Several respondents used the Final Comments section to express thanks and other notes regarding the research project itself, that were not pertinent to the research topic. These comments have not been included as part of the survey analysis. As a result, only one respondent provided comments pertinent to the research project. This is a very narrow result that can't be generalized.

### Summary: Final comments

- **The respondent expresses positive and negative comments regarding the results of social media use for the group**