Herding Cats, Knitting Fog, and Nailing Pudding to the Wall

TOWARD A MIXED METHODS APPROACH TO EVALUATING SOCIAL MEDIA

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UVM LIBRARIES CONFERENCE DAY
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THE UNIVERSITY OF VERMONT Libraries
Ask. Discover. Create.
Social media is:

“Forms of electronic communication ([such]as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content ([such]as videos).”

--Merriam-Webster

http://www.merriam-webster.com/dictionary/socialmedia
## We Pay Attention

<table>
<thead>
<tr>
<th>Year</th>
<th>Retrieved articles via social media or web 2.0 as subject in Library Literature &amp; Information Science Full Text</th>
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<tbody>
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<td>2012 (Aug 2012)</td>
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Library literature focuses on why & how we should use social media for:

- communicating with existing patrons
- attracting new audiences
- brand exposure
- driving traffic to the library’s Web site
- promoting resources
- advocacy for library budgets
- facilitating collaborative learning strategies
- professional development
Exceptions to Every Rule

- Harry Glazer. “‘Likes’ are lovely, but do they lead to more logins?” College & Research Libraries News Vol. 73 Issue 1, January 2012. pp. 18-21.
Over There...Return on Investment

Facebook
YouTube
Can’t Stop the Signal
$2 + 2 = ?$
Once and Future Social Media Kings and Queens

Three projects/three plans:

• Bingo-gram (the Scavenger Hunt)

• Discovery of the Day (the Scheduled Tweets)

• Text to Video (the Xtranormal Contest)
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- Facebook by Max-B (http://www.flickr.com/photos/massimobarbieri/3185202042/)
- YouTube meets CoverPop (http://www.flickr.com/photos/krazydad/212545979/) “A mosaic showing 1512 of the most popular videos on the YouTube video sharing service.”
- Twitter Republic. Scott Beale / Laughing Squid. Laughingsquid.com (http://www.flickr.com/photos/laughingsquid/5301039823/)
- Bath Tub Math by Natural Math (http://www.flickr.com/photos/26208371@N06/3852908098/)
Questions? SUGGESTIONS?