Improving the CALA's Social Media Experience: The First CALA Social Media Survey

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The goals of creating a social media presence are:
- To share news and relevant topics with peers frequently.
- To encourage interaction between members.
- To encourage interaction between members.

The Chinese American Librarians Association (CALA)

Social Media Outlets

CALA Facebook Page
- A public platform for information dissemination and sharing.
- Created in June 2012.
- It is open to the public and almost all postings are in English.
- You can post to CALA's Facebook as a guest.
- CALA's Facebook Page has 264 likes as of June 12, 2017.
- For more: "Like" the CALA's Facebook page so that you can get notifications on our postings.
- (To search "CALA" in Facebook's search box.)

CALA YouTube Channel
- A space to post CALA's videos, created in June 2012.
- Please subscribe to CALA's YouTube Channel at: www.youtube.com/user/CALAChannel
- (To search "CALA" in YouTube's search box.)

CALA WeChat Public Account
- A community space for communication and support building, started in December 2014.
- It is a closed group but anyone who's interested in the community can join.
- It has 366 members as of June 12, 2017.
- How to join:
  - If you don't have a WeChat account, please download WeChat in your phone or desktop and create an account:
    - If you already have an account, please let any of the CALA Social Media Group members know. We will add you to the WeChat group. Additional members can also be invited to join the WeChat group by existing members.

Background

Chinese American Librarians Association (CALA)
- As of April 1, 2017, CALA has 798 active members from the US, mainland China, Taiwan and other countries and areas.

18 questions were compiled by the CALA Social Media Group; and its future directions.

Purpose
- To share news and relevant topics with peers frequently.
- To encourage interaction between members.
- To encourage interaction between members.

Survey
- Create a CALA's social media presence with a collaborative focus.
- Get more CALA members involved.
- Better serve our members.
- Seek opinions and feedback from CALA members and friends on CALA's current social media practice and its future directions.

Methodology
- 18 questions were compiled by the CALA Social Media Group.
- The questions were added to the survey and distributed to the CALA members via its listserv.

Outcome
- The survey received 68 responses; among them 86 are finished and valid replies.
- The following analysis and recommendations are based on the 68 responses.

Recommendations

1. Create a Facebook private group to supplement the Facebook public page and encourage member participation where everyone can post, start discussions, and connect with each other.
2. Compare the new CALA Facebook Page to the potential Facebook Public Account and make decisions.
3. Encourage or start a collective group for CALA members to connect professionally.

CALA Social Media Content Categories, Sharing Tendency

Survey

The First CALA Social Media Survey

1. What percentage of participants use WeChat and Facebook for professional interactions in your typical day?
   - About forty to twenty percent of the participants think CALA's social media channels are high.
   - Most participants use Facebook for professional interactions.

2. How likely are you to use social networking channels in your typical day?
   - Most participants are likely to use social media in a typical day.
   - The participation in the CALA social media channels is still not high.

3. Most participants think CALA's social media channels are
   - Most participants are likely to use social media in a typical day.
   - The participation in the CALA social media channels is still not high.

4. How likely do you think about sharing your own opinions about books, libraries, etc. on CALA social networking channels?
   - About forty to twenty percent of the participants think CALA's social media channels are high.
   - Most participants use Facebook for professional interactions.

Follow Up Actions

Created CALA Facebook Private Group.
- The "CALA Members and Friends" group is now open.
- To stay in the "CALA Members and Friends" on the Facebook page, the social media group will always keep your request.
- Visit the site at: https://www.facebook.com/groups/CALAMembersAndFriends/ and ask to join. A current member will accept your request.

Created CALA LinkedIn Group.
- Go to the newly created official LinkedIn page for CALA:
  - To stay in the "CALA Members and Friends" on the LinkedIn page, the social media group will always keep your request.
- Visit the site at: https://www.linkedin.com/company/cala and request to join the group.

CALA Social Media Group:
- Anlin Yang: East Asian Cataloging Librarian
- Melody Leung: Children's Librarian
- The CALA Social Media Group:
- viewed content in various categories and promote all channels.

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