Building a Tag Library for the CALA’s Social Media Channels

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The CALA Social Media Group

CALA’s Social Media Channels

- CALA Facebook Public Page
- CALA WeChat
- CALA LinkedIn
- CALA YouTube Channel

Social Media Tags from Different Library Organizations

Content Analysis: CALA’s Facebook Postings

Creating the Tag Library

Purpose
- Make CALA’s Facebook postings more accessible to the public
- Allow CALA members to easily access postings

Methodology
- Identify the most frequent terms
- Analyze the frequency of terms
- Use Voyant tools to analyze postings

Outcome
- A tag library has been created
- Terms have been added to the tag library
- Tags have been removed from the tag library

Future Steps
- Plan to add more tags to the library
- Plan to establish a tag library for CALA’s other social media channels

Tags in CALA’s Facebook

Topic Analysis of CALA’s Facebook Postings

Topic Analysis by Year

Future Steps
- Plan to add more tags to the library
- Plan to establish a tag library for CALA’s other social media channels