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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 YouTube Channel
- CALA LinkedIn

Purpose
- To create a tag library for the CALA’s social media channels to better serve our members.
- To allow the CALA members to join and participate in the social media channels.
- To analyze the social media tagging practices of other organizations in the library & information field.

Methodology
- Tag previous Facebook postings using tags from both researches, refine the tag library and apply tags to new postings.
- Content analysis of CALA’s Facebook Postings.
- Topic analysis of CALA’s Facebook Postings.
- Tagging project.

The Tag Library

- Category: Design and Content Analysis
- Content Analysis: CALA’s Facebook Postings
- Topic Analysis of CALA’s Facebook Postings
- Creating the Tag Library
- Add Tags for CALA’s Facebook Postings (2013-2017)
- Tagging Project

-CALA's Facebook Postings (2012 – 2018)
- Tag Words from Old Postings
- Top Words from Old Postings
- Top Tags (2012-2018)
- Analysis (2015-2018)

Future Steps
- Expand coverage to include more social media tags that the CALA Facebook does not cover currently.
- Look for feedback and additional tags from the CALA members and the public.
- Promote the CALA's social media channels, including inviting members to tag week/activities in its Facebook pages.
- Analyze the tags to derive a commonality among different topics for future posting.

The CALA Social Media Group (2017-2018)

- Li, Shu, Metropolitan University, University of Central Florida Libraries
- Wei Yang, Business Librarian, University of Central Florida Libraries
- Li, Shu, Southeastern College, Tianjin University