A history and analysis of CALA's social media

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A History and Analysis of CALA's Social Media

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CALA Facebook

- Created in June 2013 by Sai Deng to initially host a video featuring Dr. Hwa Wei Lee.
- Shares content related to libraries, information, and social networking.
- As of May 25, 2016, has 221 fans (as of May 25, 2016).

CALA WeChat

- Created in June 2013 by Sai Deng to initially host a video featuring Dr. Hwa Wei Lee.
- Shares content related to libraries, information, and social networking.
- As of May 25, 2016, has 221 fans (as of May 25, 2016).

Research Methods

- Data Collection
  - Facebook: 327 postings from 6-10-2012 to 6-6-2016
  - WeChat: 661 messages from 5-8-2015 to 4-8-2016

- Data Analysis
  - Code Scheme: modified from literature
  - Statistical analysis: R Studio
  - Text analysis: Voyant

Origin

CALA’s Facebook:
- Marketed in June 2013. Created by Sai Deng under the charge of the then CALA President Ms. Chou.
- CALA WeChat:
  - Created by the then CALA Vice-President Lian Ruan on Dec. 3, 2014.
- CALA YouTube Channel:
  - Created in June 2013 by Sai Deng to initially host a video featuring Dr. Hwa Wei Lee.

CALA Facebook Members: 113 (as of May 25, 2016)

CALA WeChat Members: 113 (as of May 25, 2016)

CALA Facebook Top 7 Postings

- Language: English/Chinese
- Description: Most liked posts
- Title: "Library of Congress, 185, 73.14%"
- Title: "CALA Book Choice, 15, 6.41%"
- Title: "CALA’s Facebook of the Week, 10, 4.15%"
- Title: "CALA in Action, 10, 4.15%"
- Title: "CALA’s Facebook of the Week, 10, 4.15%"}

CALA WeChat: Member Percentage by Country/Area (as of May 25, 2016)

<table>
<thead>
<tr>
<th>Country/Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>42.48%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>0.88%</td>
</tr>
<tr>
<td>US</td>
<td>44.25%</td>
</tr>
<tr>
<td>UK</td>
<td>32.73%</td>
</tr>
<tr>
<td>Canada</td>
<td>1.77%</td>
</tr>
</tbody>
</table>

CALA Facebook Top 25 Postings

- Language: English/Chinese
- Description: Most liked posts
- Title: "Library of Congress, 185, 73.14%"
- Title: "CALA Book Choice, 15, 6.41%"
- Title: "CALA’s Facebook of the Week, 10, 4.15%"
- Title: "CALA in Action, 10, 4.15%"
- Title: "CALA’s Facebook of the Week, 10, 4.15%"

Chinese American Librarians Association

Conclusion & Future Directions

- For CALA Facebook and WeChat:
  - Invite more English speakers to join and contribute.
  - Explore new features to enhance social interaction.
  - Improve the visual design and user interface.

- For CALA Social media channels:
  - Offer more professional training and encourage more participation from members.
  - Create more social media campaigns and events.

- For the CALA WeChat and Facebook:
  - Explore new features to enhance user engagement.
  - Improve the visual design and user interface.

- For CALA’s Facebook and WeChat:
  - Invite more English speakers to join and contribute.
  - Explore new features to enhance social interaction.