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

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The First CALA Social Media Survey
The CALA Social Media Group

Background

Chinese American Librarians Association (CALA)

Purpose

- To share news and relevant topics with members frequently.

Survey

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

Methodology

Outcome

- The survey received 68 responses; among them 46 are finished and valid responses.
- The following analysis and recommendations are based on the 46 responses.

Recommendations

1. Create a Facebook page to support the CALA's social media presence.
2. Encourage more members to participate in social media channels.
3. Write simple instructions on how to use CALA's social media channels.
4. Use English as the official language for all CALA's social media channels.

CALA Social Media Outlets

Facebook Page

- A public platform for information dissemination and sharing.
- Created in June 2012.

CALA WeChat

- A community space for communication and support building.
- Started in December 2014.
- It is a closed group but anyone who is interested in the CALA community can join.
- It has 366 members as of June 1, 2017.
- How to join:
  - If you already have a WeChat account, please download WeChat on your phone or desktop and create an account.
  - If you don't have a WeChat account, please download WeChat in your phone or desktop and create an account.
  - You can also invite other members to join the WeChat group.
- Additional members can also be invited to join the WeChat group by existing members.

CALA Facebook Private Group

- Created CALA LinkedIn Group.
- Created CALA Facebook Private Group.
- Created CALA LinkedIn Group.
- Join “CALA Members and Friends” Group in two ways:
  - Search for “CALA Members and Friends” and ask to join. A current member will accept your request.
  - Go to the newly created official LinkedIn page for CALA: https://www.linkedin.com/company/CALA

CALA YouTube Channel

- A public platform for information dissemination and sharing.
- Created in June 2012.

Follow Up Actions

- CALA WeChat Public Account: Discuss its possibility with members.
- Promoting CALA Social Media: Write simple instructions and further promote all CALA’s social media channels via CALA’s newsletter and within each channel.

The CALA Social Media Group

- Anlin Yang: East Asian Cataloging Librarian
- Melody Leung: Children’s Librarian
- Sai Deng: Associate Librarian and Metadata Librarian

The First CALA Social Media Survey
CALA Social Media Survey Participants Information

Social Media Usage, Participation Level

CALA Social Media User Perception and Experience

CALA Social Media User Preferences and Feedback

Background

Chinese American Librarians Association (CALA)

- As of April 1, 2015, CALA has 793 active members from the U.S., mainland China, Taiwan and other countries and areas.

The goals of creating a social media presence are:

- To share news and relevant topics with members frequently.

Survey

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