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 seek opinion and feedback from CALA members and friends on CALA's current social media practice.
- To better serve our members.
- To create CALA's social media presence with a collaborative focus.
- To encourage more members to participate in all social media channels and build stronger communities.

Chinese American Librarians Association (CALA)

Social Media Outlets

**CALA Facebook Page**
A public platform for information dissemination and sharing; created in June 2013; it’s open to the public and almost all posts are in English; you can post to CALA’s Facebook as a guest.

**CALA Facebook Page** Has 288 Fans as of June 12, 2017; Please “Like” the CALA Facebook page so that you can get notifications on our postings (http://facebook.com/calalibrarynetwork)

**CALA WeChat Public Account**
A closed group but anyone who’s interested in the CALA community can join.

**CALA WeChat Public Account** Has 161 members as of June 12, 2017; Additional members can also be invited to join the WeChat group by existing members.

**CALA YouTube Channel**
A public platform for information dissemination and sharing; it’s open to the public and almost all posts are in English; you can post to CALA’s YouTube channel as a guest.

**CALA YouTube Channel** Has 255 subscribers as of June 12, 2017; Please subscribe to CALA’s YouTube Channel at http://www.youtube.com/user/CALAchannel

**CALA LinkedIn Group**
A community space for professional networking and information exchange; it’s open to the public and almost all posts are in English; you can post to CALA’s LinkedIn group as a guest.

**CALA LinkedIn Group** Has 464 members as of June 12, 2017; You can join the CALA LinkedIn group if interested. An invitation will be sent to you by one of the CALA Social Media Group members who will accept your request. If you have a video to share, please let any of the CALA Social Media Group members know. You can also send a direct message to the CALA LinkedIn group administrator at calalibrarians@gmail.com

**CALA Facebook Private Group**
A private platform for information dissemination and sharing; created in December 2013. It is a closed group but anyone who’s interested in the CALA community can join.

**CALA Facebook Private Group** Has 344 members as of June 12, 2017; You can join the CALA Facebook private group if interested. An invitation will be sent to you by one of the CALA Social Media Group members who will accept your request.

**CALA WeChat Private Group**
A private platform for information dissemination and sharing; created in December 2013. It is a closed group but anyone who’s interested in the CALA community can join.

**CALA WeChat Private Group** Has 344 members as of June 12, 2017; You can join the CALA WeChat private group if interested. An invitation will be sent to you by one of the CALA Social Media Group members who will accept your request.

**CALA WeChat Public Account**
A public platform for information dissemination and sharing; created in June 2013; It is open to the public and almost all posts are in English; you can post to CALA’s WeChat as a guest.

**CALA WeChat Public Account** Has 161 members as of June 12, 2017; Please “follow” the CALA WeChat account so that you can get notifications on our postings (http://bit.ly/1pOfFTI)

**Social Media Usage, Participation Level**

- Most participants use Facebook and Facebook for professional information sharing.
- Most participants are likely to see social media in a typical day. The participation in the CALA social media channels is overall high.

**CALA Social Media Content Categories, Sharing Tendency**

- Most participants use videos and Facebook for professional information sharing.
- Most participants are likely to see social media in a typical day. The participation in the CALA social media channels is overall high.

**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 WeChat Public Account and open discussions; investigate to start a closed group for CALA members to connect professionally.
3. Write simple instructions on how to use CALA’s social media channels; continue to develop content in various categories and promote all channels.
4. Use English as the official language for all CALA’s social media channels.

**Follow Up Actions**

- Created CALA Facebook Private Group.
- Go to the newly created official LinkedIn page for CALA: http://www.linkedin.com/company/calalibrarynetwork to post the “Follow” button if interested. An invitation will be sent to you if you will be able to join the group.
- Created CALA LinkedIn Group.
- Shared the first CALA social media survey on the LinkedIn page for CALA’s social media channels.

- CALA WeChat Public Account: Discussed its possibility with members.
- Promoting CALA Social Media: Shared simple instructions and further promoted all CALA’s social media channels via CALA’s LinkedIn, Newsletter, and within each channel.

**CALA Social Media Survey Participants Information**

- The survey received 66 responses; among them 46 are finished and valid replies.
- The goals of creating a social media presence are:
  - To share news and relevant topics with peers frequently.
  - To encourage interaction between members.
  - To seek opinion and feedback from CALA members and friends on CALA’s current social media practice.
  - To better serve our members.
  - To create CALA’s social media presence with a collaborative focus.
  - To encourage more members to participate in all social media channels and build stronger communities.

**Survey**

- The survey received 66 responses; among them 46 are finished and valid replies.
- The following analysis and recommendations are based on the 46 responses.

- The questions were added to LimeSurvey and distributed to the CALA members via its Listserv.

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

- The analysis and recommendations are based on the 46 responses.

- As of April 7, 2017, CALA has 704 active members from the US, mainland China, Taiwan and other countries and areas.

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- The following analysis and recommendation are based on the 46 responses.

**Background**

The First CALA Social Media Survey

Recommender: Anlin Yang: East Asian Cataloging Librarian
Recommender: Melody Leung: Children’s Librarian
Recommender: Sai Deng: Associate Librarian and Metadata Librarian
Recommender: Chenwei Zhao: Electronic Resources Access and Discovery Librarian

The CALA Social Media Group:

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**The CALA Social Media Group**

- Bi-lingual: Associate librarians and Metadata librarian — University of Central Florida Libraries
- Multilingual: Children’s Librarian — Wrighton County Library System
- Multilingual: East Asian Cataloging Librarian — University of Iowa
- Multilingual: Asian American Librarians Association — University of Connecticut