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

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Chinese American Librarians Association (CALA)

The goals of creating a social media presence are:

- To share news and relevant topics with peers frequently.
- To encourage interaction between members.
- Better serve our members
- Get more CALA members involved
- Create CALA's social media presence with a collaborative focus

Methodology

18 questions were compiled by the CALA Social Media Group; the questions were added to the WeChat group. Additional members can also be invited to join the WeChat group by existing members.

Follow Up Actions

- Go to the newly created official LinkedIn page for CALA (https://www.linkedin.com/company/cala-social-media-group) and ask to join. A current member will accept your request.
- Discuss it with http://shibboleth.lib.unc.edu/ to start a LinkedIn group for CALA members to connect professionally.
- Encourage more members to participate in all social media channels and build stronger communities.
- Use English as the official language for all CALA's social media channels.

Survey

Purpose

- Increase CALA's social media presence with a collaborative focus
- Get more CALA members involved
- Better serve our members
- Seek opinions and feedback from CALA members and friends on CALA's current social media practice and its future directions.

CALA Social Media Group

- Spaces created for communication and rapport building: started in December 2014.
- It's a closed group but anyone who's interested in CALA's community can join.
- It has 565 members as of June 17, 2017.

CALA WeChat

- A community space for communication and support building: started in December 2014.
- It's a closed group but anyone who's interested in CALA's community can join.
- It has 362 members as of June 17, 2017.

CALA YouTube Channel

- A space to post CALA's videos: created in June 2013;
- It's open to the public and almost all postings are in English.
- We invite CALA's Facebook page with over 1,000 subscribers.

CALA Facebook Public Page

- A public platform for information dissemination and sharing: created in June 2012;
- It's open to the public and almost all postings are in English.
- You can post to CALA's Facebook page as a group.

CALA Social Media Survey Participants Information

- Social Media Outlets
  - Facebook
  - YouTube Channel
  - WeChat Public Account
  - WeChat Group
  - LinkedIn

Social Media Usage, Participation Level

Survey

- 46 responses received in total.
- Among the 46 responses, 30 are finished and valid replies.

CALA Social Media User Perception and Experience

Survey

- 30 participants indicate that they have found a sense of community in CALA’s social media channels.
- About 20% of the participants think CALA’s social media channels are “Helpful”.
- About 30% of the participants think CALA’s social media channels are “Very Useful” or “Useful”.
- Most participants use Facebook and LinkedIn for professional networking.
- Most participants are likely to use social media daily, but not all.
- About 50% of the participants agree that they have “found a sense of community in CALA’s social media channels.”
- About 30% of the participants use Facebook and LinkedIn for professional networking.
- Most participants use Facebook and LinkedIn for professional networking.
- About 20% of the participants think CALA’s social media channels are “Helpful”.
- About 30% of the participants think CALA’s social media channels are “Very Useful” or “Useful”.
- Most participants use Facebook and LinkedIn for professional networking.

Social Media Content Categories, Sharing Tendency

Survey

Most participants use videos and Facebook for professional networking.
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Follow Up Actions

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

The CALA Social Media Group

- We invite CALA’s social media members to connect professionally.
- Use English as the official language for all CALA’s social media channels.
- Encourage more members to participate in all social media channels and build stronger communities.
- Write simple instructions on how to use CALA’s social media channels, continue to develop content in various categories and promote all channels.

Recommendations

- Create a Facebook private group (e.g. supplement the Facebook public page and encourage members to participate where everyone can post, start discussions, and connect with each other).
- Create a new WeChat channel and the corresponding WeChat Public Account and open discussion to invite a collaborative group for CALA members to connect professionally.
- Write simple instructions on how to use CALA’s social media channels, continue to develop content in various categories and promote all channels.
- Use English as the official language for all CALA’s social media channels.
- Discuss it with https://www.linkedin.com/company/cala-social-media-group to start a LinkedIn group for CALA members to connect professionally.
- Encourage more members to participate in all social media channels and build stronger communities.