Building a Tag Library for the CALA’s Social Media Channels

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The CALA Social Media Group

**CALA Facebook Public Page**
- A public platform for information dissemination and sharing.
- It’s open to the public and all of its postings are in English.
- Accessible to the public on Facebook as a page.
- CALA’s Facebook page has 143 likes as of May 24, 2018.
- Carefully monitor the page’s content to ensure it aligns with your organization’s goals.

**“CALA Members and Friends” Facebook Private Group**
- A private discussion space for CALA members and friends to share and discuss.
- Formed in April 2018; supplemented to the public page.
- Available to members and friends through[^link]

**CALA WeChat**
- A community space for communication and rapport building; started in December 2018.
- Accessible in Chinese and English for conversations.
- It is a closed group but anyone who is interested in the CALA community can join.
- It has 211 members as of May 21, 2018.
- How to join:
  - If you don’t have a WeChat account, please download WeChat in your phone or
  - Ask one of the WeChat group members to invite you to join.

**CALA LinkedIn**
- A group for niche members to connect professionally; created in May 2017.
- Go to [https://www.linkedin.com/](https://www.linkedin.com/), add “Request to join” if necessary.
- Only those in the group can see your updates, discussions, job opportunities, and more.

**Content Analysis: CALA’s Facebook Postings**

**Creating the Tag Library**

**Tagging Project**

**Purpose**
- Monitor the CALA’s Facebook postings to be linked to its topics and themes internally.
- Allow the CALA’s Facebook postings to be exposed to a wider audience via common tags.
- Rejoice on posting trends and possible gaps to better serve our members.

**Methodology**
- Investigate the social media tagging practices of other organizations in the library & education community.
- Perform text analysis using Voyant, review the nature of the CALA’s Facebook postings, draft a tag list.
- Use previous Facebook postings using tags from both organizations, refine the tag library and apply tags to new postings.

**Outcome**
- Build a tag library for the CALA’s social media channels (Facebook, WeChat), applied tags to retroactive and new postings.
- Analyze the CALA’s Facebook postings (2018-10-01) for tag terms, trends, and gaps.

**Tags in CALA Facebook**

**Topic Analysis of CALA’s Facebook Postings**

**Future Steps**
- Exploit sources to include more social tags that the CALA Facebook does not cover currently.
- Look for feedback and additional tags from the CALA members and its public.
- Promote the CALA’s social media channels, including inviting members to tag posts/ideas in its Facebook postings.
- Analyze the tags to identify a balance among different topics for future posting.

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[^link]: [http://www.library.org](http://www.library.org)