



Assessing an Academic Library's Social Media Program

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Objective

The MSU strategic plan identifies primary aspects of student success as increasing six-year graduation rates and increasing the full time freshmen retention rate. The Library can contribute to these goals in various ways, one of which is to engage students through Social Media, thus creating avenues for providing instruction and building community. The goals for participating in Assessment in Action are to assess the effectiveness of the Social Media program, in particular, through Twitter.

Methodology

@MSULibrary on Twitter

Social Media Guide and Group – Established May 2012

1. Audience Focus
2. Goal
3. Values
4. Tone and Tenor
5. Activity Focus
6. Posting Frequency
7. Posting Categories
8. Posting Personnel
9. Assessment

	Followers	Tweets	Duration
Group 1	1-514	1-329	Nov. 2008 - May 2012
Group 2	515-937	330-998	May 2012 - Aug. 2013

Group 1

- Automated Tweet content
- Low responsiveness
- No dedicated personnel
- No programmatic approach
- Twitter as a broadcast platform

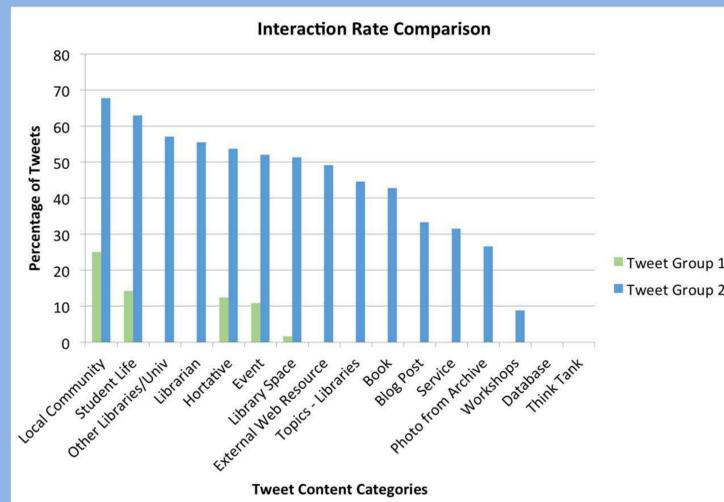
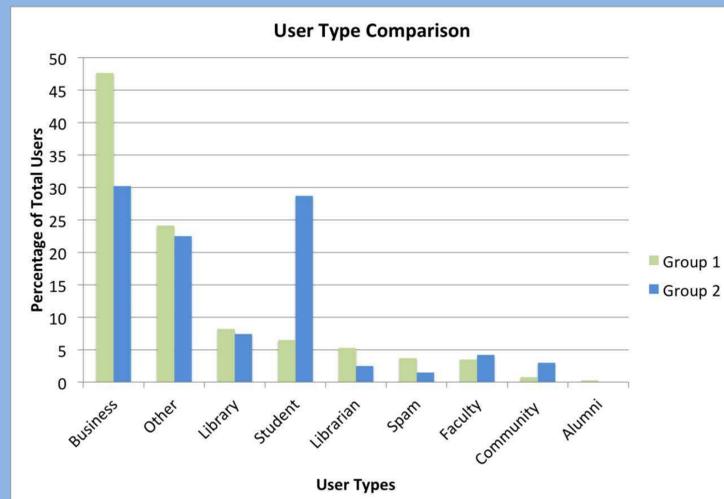
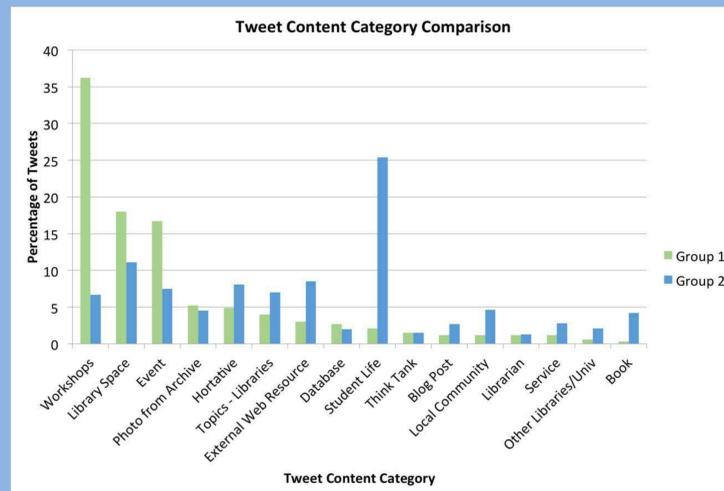


Group 2

- Original and unique content
- High responsiveness
- Dedicated personnel
- Programmatic approach
- Twitter as an interactive platform



Results



Interaction Rates

Group 1 Median Interaction Rate: 12.5%

Group 2 Median Interaction Rate: 46.8%

Group 1 → Group 2: 275%



"Be Interesting, Be Interested"
 — Glazer, 2012

"[My ideal Library Twitter Account would be]. . . a Twitter account that was more than just updating you on events, but that was more inviting you in and creating that community."

— Student Focus Group

"If you have a Twitter account, you have to give people a reason to follow you. I think a lot of entities at MSU don't understand that. The library does an awesome job. You guys give people a reason to follow you. You're responsive. You're clever. Interesting. And it's not just event updates. And I'm serious. I really admire all of the social media at the library."

— Student Focus Group

Future Considerations

What We Know about Social Media at the MSU Library

Group 1 → Group 2

- New content
- New interactions
- New connections
- New community

What We Know About Community

Social Media → Community
 Community → Student Success

What Our Research Suggests About Social Media & Libraries

Does community building suggest a new value for the library?
 How do libraries contribute to student success?

Social Media → Student Success