Social Media Trends: Applications for Higher Education Professionals

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Agenda

- Introductions, experience & interests.
- Organizations:
  - The Pollak Library’s approach.
  - Is your organization ready?
  - Good higher ed examples.
- Individuals:
  - Personal Learning Networks (PLNs).
  - My PLN toolbox.
- Getting Started.
Introductions
The Pollak Library's approach

@pollaklibrary
Our main social channels

facebook

YouTube
Broadcast Yourself™

twitter

flickr™

myspace.com
How do we choose our channels?

Target Audience

Extra Horsepower

Image courtesy of Martin Deutsch

Image courtesy of NASA
### Channel-Specific Social Networking Site (SNS) Stats

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>66% of younger SNS users (12-29 years old)</td>
<td>use MySpace.</td>
<td>Pew Internet &amp; American Life Project (2010, February 3)</td>
</tr>
<tr>
<td>36% of older SNS users (age 30 and up)</td>
<td>use MySpace.</td>
<td></td>
</tr>
<tr>
<td>71% of younger SNS users (12-29 years old)</td>
<td>use Facebook.</td>
<td></td>
</tr>
<tr>
<td>75% of older SNS users (age 30 and up)</td>
<td>use Facebook.</td>
<td></td>
</tr>
<tr>
<td>8% of teen SNS users (17-17 years old)</td>
<td>use Twitter.</td>
<td></td>
</tr>
<tr>
<td>33% of young adult SNS users (18-29 years old)</td>
<td>use Twitter or another status updating service.</td>
<td></td>
</tr>
<tr>
<td>19% of adult SNS users (age 30 and up)</td>
<td>use Twitter or another status updating service.</td>
<td></td>
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</tbody>
</table>
Why MySpace, Facebook, and Twitter as primary channels?

<table>
<thead>
<tr>
<th>Site Traffic Comparison</th>
<th>MySpace</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors (09/2010)</td>
<td>59,475,424</td>
<td>130,812,106</td>
<td>28,353,704</td>
</tr>
<tr>
<td>Change in Unique Visitors (since 09/2009)</td>
<td>-19.19%</td>
<td>+23.91%</td>
<td>+13.47%</td>
</tr>
</tbody>
</table>

Even though Twitter currently has a much lower percentage of SNS users, its site traffic is climbing at too high a rate to ignore.

Our Social Media Team will reassess the continued use of MySpace after the 2010-11 academic year ends.

-- Compete, Inc. (2010, September).
Our social media goals
Goal 1: To Engage

- Interact with library patrons using communication tools they already embrace.

 Teens and young adults converge in enthusiasm for social networking sites

- Teens 12-17: 73%
- Young adults 18-29: 72%
- Adults 30 and older: 40%

September 2009 data.
Goal 1: To Engage

- Provide interactive or appealing content that has an immediate use or starts a conversation.
Encourage the campus community to use these tools in a way that promotes academic goals and student involvement.
Goal 2: To Educate

- Provide useful credible content and emphasize new resources or services, in addition to reminding patrons of existing library materials and services (I/M, phone text, 24/7 chat, e-books, etc.).
Goal 2: To Educate

- Cross-link between services and sources (i.e., Tweeting a subject guide link) to provide different avenues to library materials and services.
Goal 3: To Empower

- Share information and services by making these easily and readily accessible via a variety of communication tools.
Goal 3: To Empower

- Encourage feedback to determine if we are meeting user needs, and if not, how we can effectively improve.
Goal 3: To Empower

- Provide patrons with a public feedback and response channel.
Goal 4: To Exemplify

- Demonstrate potential academic uses of social media for the campus, instructors, and students.
Goal 4: To Exemplify

- Demonstrate to the campus our innovative use of social media and demographic reach.
Goal 4: To Exemplify

- Demonstrate responsible and appropriate uses of social media to students.
Goal 5: To Explore

- Keep abreast of, review, and evaluate new social media tools and uses.
Goal 5: To Explore

- Recommend those that meet our other Social Media Goals and that might be of value to our patrons.
Our social media contributors

- Social Media Coordinator
  - Social Media Team Chair
  - Blog Editor
- Social Networking Sites
  - Social Media Team
  - Team members have to already be active users
- Social Content Sites
  - Social Media Team
  - Library faculty and staff
Our toolkit of “extras”
Is your organization ready?

Image courtesy of Matt Hamm
Social media probably isn't for your organization if:

- Your content contributors don’t already use it personally.
- Someone has to approve every post before it can go live.
- You don’t want to actually engage & seek contributions from your community.
Identify your “why” factor

Strategy isn’t the goal. It’s the path you plan to take to get there. So, let’s put some goals out, and then talk through how to build a strategy to reach them.

-- Chris Brogan
Good higher ed examples
Twitter: @johnshopkins

JohnsHopkins: Johns Hopkins
16 Oct

JohnsHopkins: Johns Hopkins
Are you coming to the Fall 2010 JHU Social Media Meetup? Thurs. 10/28 at 11am on Homewood Campus (Room TBD); join us for lunch after. #JHSM10
16 Oct

KimberlyWriter: Kimberly Bradley @ by johnshopkins
Homewood Museum Historic Tours @johnsHopkins Fridays now thru 10/29 http://bit.ly/ChFCyF #Baltimore #DMV #FreeFallBaltimore
16 Oct

SuzyGuz: SuzyGuz @ by johnshopkins
The octagon at johns hopkins http://plx.com/p/51132877
16 Oct

JohnsHopkins: Johns Hopkins
Good job Brian! RT @thenacamat: Congrats @JHU_Brian, winner of Twitter retweet gift card contest! See @NACA_Dawn for your prize. #nacamat10
17 Oct

JohnsHopkins: Johns Hopkins
@bobocyd @mingleow Thanks for the recommendation. Let us know if you have questions about the program.
17 Oct

JohnsHopkins: Johns Hopkins
@annesthesi We're sure it is! Let us know if you have any questions along the way.
17 Oct

HopkinsSports: JHU Sports Info @ by johnshopkins
V. Volleyball: Johns Hopkins Defeats Muhlenberg. Montclair State http://tinyurl.com/2dj9yb
16 Oct
Twitter: @uscparking
YouTube: Fresno State’s Office of Advising Services
Personal Learning Networks (PLNs)

Image courtesy of Warrick Mole
What is a PLN?

- Includes all the different people and websites you use in order to collaborate, communicate and learn.
- The avenues of sharing you use to exchange ideas cross the web.

-- Lisa Michelle Dabbs, M.Ed.
My PLN toolbox

facebook
Google Reader
delicious
social bookmarking
twitter
LinkedIn
flickr
YouTube
Slideshare
friendfeed
posterus
Mendeley
Ning
Facebook (social networking)
Facebook (social networking)
#highered: ongoing discussion of all things related to higher ed.

#edchat:
- Ongoing discussion of current education topics and issues.
- Weekly chat on pre-selected topic Tuesdays 12pm EDT & 7pm EDT.
Twitter (micro blogging)
Twitter (micro blogging)
What if no Twitter account?

http://search.twitter.com
Delicious (social bookmarking)
Google Reader (social reading feeds)

- reader.google.com
- Organize feeds into folders
- Generate an RSS feed of your own shared items
- Follow colleagues with similar interests
Google Reader (social reading feeds)

WHAT I SUBSCRIBE TO
- Blogs.
- Google News alerts.
- Twitter hashtags.
- Twitter searches (mentions) of my organization(s).

HOW FREQUENTLY I CHECK
- Personal feeds
  - A few times a week.
  - Evenings, weekends, or lunch.
- Professional feeds
  - Daily during work week.
  - Not so much on weekends.
YouTube (social content)
Baby Steps:

- It’s easy to get overwhelmed.
- Start with 1 or 2 different tool types.
- Explore a new tool every few months.
But don’t be afraid to try!

- **Why?**
  - It’s fun!
  - It’s not going away.
  - Students and patrons expect it.
  - It’s a great way to stay informed & learn!

- **Commit:**
  - Give it at least 3-6 months before calling it quits.
  - Ask for advise!

*Image courtesy of Brent Moore*
Want to continue this dialog?

@colleengreene

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Questions?