

Welcome to the Survey!

Thank you for participating in a survey designed to provide insight on current practices for social media management for academic libraries. This research will help develop best practices and will inform libraries how to best leverage social media platforms for strategic advancement of their institutions and missions. The results of this survey will be published in Scholars Compass, VCU's institutional repository, and may be used in future publications or presentations.

You have been invited to participate in this study because you subscribe to a library email discussion list comprised of librarians or other faculty or professionals who are involved in public relations, communications, management, collections, technology, outreach or other work involving social media at an academic institution. We hope you will share your knowledge and ideas. We also invite you to forward the link to others at your library who have roles involving content creation or social media management.

The results of this survey will remain anonymous. There are no risks associated with this survey, and it does not require any identifying data. Participation is completely voluntary. Clicking on the next button below to begin the survey indicates that you have voluntarily agreed to participate. You may contact us if you have any questions about the survey.

This study has been reviewed by the Virginia Commonwealth University Review Board (IRB# H20004723). If you have questions pertaining to your rights as a research subject, please contact the Office of Research at Virginia Commonwealth University, Richmond, VA, (804) 828-0868.

We anticipate that it will take no more than 10-20 minutes of your time, and the survey will remain open until 07/1/2016.

Thank you for your participation.

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Social Media Best Practices in Academic Libraries (2016)

1. As someone with knowledge of social and emerging media management in my library, I am responding to the survey questions from a particular vantage point. My primary job role in the library is:

- ☐ Communications/Public Relations
- ☐ Technology/Web Services
- ☐ Technical Services
- ☐ Public Services
- ☐ Reference/Instruction
- ☐ Outreach
- ☐ Collections
- ☐ Advancement/Development/Fundraising
- ☐ Library Management/Leadership
- ☐ Human Resources
- ☐ Legal

Other (please specify)

2. Does your library use a committee to manage social media?

- ☐ Yes
- ☐ No
- ☐ Uncertain/don't know

3. If your library does use a committee to manage social media what job responsibilities are represented?
Check all that apply.

- ☐ Communications/Public Relations
- ☐ Technology/Web Services
- ☐ Technical Services
- ☐ Public Services
- ☐ Reference/Instruction
- ☐ Outreach
- ☐ Collections
- ☐ Advancement/Development/Fundraising
- ☐ Library Management/Leadership
- ☐ Human Resources
- ☐ Legal

Other (please specify)

4. How does social media work within your library's overall public relations and communications strategy?

Check all that apply.

- ☐ Written strategy
- ☐ Integrated with other media (news, articles, announcements)
- ☐ Integrated with events (photos, live Tweets, promotion)
- ☐ Integrated with other outreach (presentations, classroom sessions, consultations)
- ☐ Written policy or guidelines
- ☐ Audience and purpose defined for each platform
- ☐ Content/identity defined for each platform
- ☐ Campaigns and themes
- ☐ Tone and "voice" defined
- ☐ Evaluation/analysis of performance
- ☐ Editors or curators overseeing

Other (please specify)

5. How do you manage posts?

- ☐ Most postings are planned (and can be written and edited) in advance.
- ☐ Some postings are planned, some are posted in response to news, shares, in the moment.
- ☐ Most postings are not planned but are posted in response to news, shares, in the moment.

6. Which of the following communication strategies do you use for social media communication?

- ☐ The same message for all platforms
- ☐ Different messages for various social media platforms
- ☐ Uncertain/don't know
- ☐ It varies

Other (please specify)

7. On the average, how much time per week does your department/library (including all contributors, reviewers, planners) spend creating, posting and managing social and emerging media?

- ☐ 5 hours or less weekly
- ☐ 5 to 10 hours weekly
- ☐ 10 to 20 hours weekly
- ☐ 20 to 30 hours weekly
- ☐ Full time position

8. Estimate how much time each week your department/unit/library spends on engagement--seeking new friends/followers, responding to others', posting questions to users' groups/communities?

- ☐ 1 hour or less weekly
- ☐ 1 to 5 hours weekly
- ☐ 5 to 10 hours weekly
- ☐ 10 to 20 hours weekly
- ☐ 20 to 30 hours weekly
- ☐ More than 30 hours weekly

9. How does your library manage content? Answer at the library (system) level if possible. (If your knowledge is at one library/department/unit, please share your answers and note that in the comments box.) Within our library/unit, we have:

	Yes	No
One manager who oversees all social media	<input type="radio"/>	<input type="radio"/>
While one person has overarching responsibility, different managers or curators may oversee different platforms	<input type="radio"/>	<input type="radio"/>
Different managers/curators oversee different platforms	<input type="radio"/>	<input type="radio"/>
Multiple people with permissions to post to the same platform	<input type="radio"/>	<input type="radio"/>
Posters who are trusted/empowered to post based on using their judgment	<input type="radio"/>	<input type="radio"/>

	Yes	No
Posters who are trusted/empowered to post based on pre-approved plans or themes	<input type="radio"/>	<input type="radio"/>
An approval/editing process that is required before any postings are released	<input type="radio"/>	<input type="radio"/>
An approval process required before any new library platform is created	<input type="radio"/>	<input type="radio"/>
A system where anyone or any department can start a platform	<input type="radio"/>	<input type="radio"/>
A system of evaluation and measurement to determine effectiveness and time invested in media management/posting	<input type="radio"/>	<input type="radio"/>
Writing style "rules" posters are expected to follow	<input type="radio"/>	<input type="radio"/>
Don't know anything about the library's content "strategy"	<input type="radio"/>	<input type="radio"/>
Other/Comment	<div></div>	

10. How important are different platforms to your library's communications strategy?

	Very Unimportant	Somewhat Unimportant	Neither Important nor Unimportant	Somewhat Important	Very Important
Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronic Forums or Message Boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Search Engine Optimization/Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Networks (Facebook, Linked In, Google+ etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microblogging (Twitter, Tumblr, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video/Content Sharing Sites (YouTube, Vimeo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photo and Content Sharing Sites (Flickr, Pinterest, Instagram)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media Management Sites (Hootsuite, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bookmarking Management Sites (SpringPro, Evernote, Google Keep, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Screencast Applications (Screenr, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enterprise Social Media (Snapchat, YikYat)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

11. Please tell us how frequently you access each of the following social networking, microblogging and video sharing sites as part of your work in the library. (Please do not count time spent for personal use.)

	Very Infrequently	Infrequently	Neither Frequently nor Infrequently	Frequently	Very Frequently
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tumblr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flickr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pinterest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foursquare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hootsuite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Snapchat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other (please specify)

12. Please list other social networking, microblogging, content sharing sites you use and tell us how frequently you use them for professional purposes.

13. In follow up to the above questions, have you recently changed or are you considering changing your focuses and priorities? Are you considering stepping back from some platforms and embracing new ones? Share, please.

14. What emerging trends do you see in this "new" media? Or, what predictions would you make, based on your experience and observation, about future platforms and best practices?

15. How do you measure success with these platforms. Check all that apply.

- ☐ Number of followers/friends
- ☐ Number you follow
- ☐ Engagement expressed through likes, reposts, retweets
- ☐ Engagement expressed through comments
- ☐ Klout score
- ☐ Compare to peer institutions
- ☐ We do not currently assess our social media presence

Other (please specify)

16. What is your No. 1 goal regarding Facebook in 2016-17?

17. What is your No. 1 goal regarding Twitter in 2016-17?

18. What is your No. 1 goal(s) regarding other platforms in 2016-17.

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Demographic Information

In order to better understand the survey results, we request some demographic information. We also may want to follow up with interviews with some people. If you are willing to be interviewed or to complete a more detailed follow-up questionnaire, please provide your contact information.

19. Your organization

- ☐ Academic Library, Public
- ☐ Academic Library, Private
- ☐ Public Library
- ☐ Special Library (law, music, medical, etc., private)
- ☐ Special Library (law, music, medical, etc., public)
- ☐ College or University Communications Office

Other (please specify)

20. Size and scale of your organization

- ☐ Very small (less than 1,000 students)
- ☐ Small (1,000-3,000 students)
- ☐ Medium (3000-10,000 students)
- ☐ Large (10-30,000 students)
- ☐ Very Large (more than 30,000 students)

Other (please specify)

21. Staffing for social media at my library is provided by (check all that apply).

- ☐ Full-time public relations and communications professional
- ☐ Part-time public relations and communications professional
- ☐ Staff or faculty member with partial duties for public relations and communications
- ☐ Full-time social media manager/community manager
- ☐ Part-time social media manager/community manager
- ☐ Outreach librarian, who may have varied public services and public relations duties
- ☐ Staff or faculty members from throughout the library with posting rights
- ☐ Student interns
- ☐ Freelancer or independent contractor

Other (please specify)

22. If you would be willing to be interviewed or provide more in-depth information, please provide your contact information.

Email Address