Using Social Media to Connect with Users

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What is social media?

Meets two of the following conditions:

1. It allows people to communicate, collaborate and build communities online.

2. It can be syndicated, shared, reused or remixed, or it facilitates syndication.

3. It lets people learn easily from and capitalize on the behavior or knowledge of others.

Ref.: Meredith Farkas
Examples of social media

<table>
<thead>
<tr>
<th>Facebook</th>
<th>YouTube</th>
<th>Yelp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Instagram</td>
<td>Wix</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Buffer</td>
<td>LinkedIn</td>
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<tr>
<td>Digg</td>
<td>QQ</td>
<td>MySpace</td>
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<tr>
<td>Wikipedia</td>
<td>Redit</td>
<td>Waze</td>
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<tr>
<td>Tumblr</td>
<td>Pulse</td>
<td>Del.icio.us</td>
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<tr>
<td>StumbleUpon</td>
<td>Shazam</td>
<td>Dlvr.it</td>
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<td>Flickr</td>
<td>myLife</td>
<td>Orkut</td>
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<tr>
<td>Bebo</td>
<td>Ning</td>
<td>Badoo</td>
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<tr>
<td></td>
<td></td>
<td>Blogs</td>
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<td></td>
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<td>Chat widgets</td>
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</tbody>
</table>
Over 66% of American adults who use the Internet also use social media.

For adults less than 30 years old, that percentage jumps to 86%.

(72% for 30-49 years of age)
(50% for 50-64 years of age)
(34% for 65+ years of age)

2012 data
Why is your organization using social media?

- Engagement?
- Marketing?
- Service?
- Outreach?
- Networking?
- Communication?
- Public relations?
- Visibility?
- Access?
- Because it’s hip?

All of the above?
“Twitter mood predicts the stock market”

“Can Twitter track the flu?

“Twitter Earthquake Detector (TED) announced!”
Twitter overview

- Quick messaging service
- 140 character maximum
- Over 500 million participants and growing
- Followers / Following
- Hashtags and @ signs
- The Twitterverse

Image ref.: NASA
Know why you Tweet

Have guidelines for your Twitter postings
- what type of materials to include / exclude
- how frequently to post
- desired tone
- what to re-tweet
- who to follow
- who is your audience
Writing an effective Tweet

- Use < 140 characters.
- Use a consistent and appropriate tone.
- Use hashtags to improve retrieval.
- Include links! (Link shorteners are a good idea.)
- Use unique URLs so you can track click-throughs.
- Photos and images are particularly effective.
- Be specific in order to draw people’s interest.
The new issue of Sports Illustrated has arrived.
The October 3 issue of Sports Illustrated just arrived!
Philly fans rejoice! Get into the post season with "Baseball Heaven" article on the Phillies in the new 10/3/11 issue of Sports Illustrated.
Phillies in the playoffs! Great article and photos in new (10/3/11) issue of Sports Illustrated. #Phillies
Sources / ideas for Tweets

- Events (seminars, films, etc.)
- New resources – but be specific!
- User news (awards, etc.)
- Staff news (milestones, awards, etc.)
- Go ahead and ask questions
- Announcements (offers, hours, deadlines, etc.)
- Subject specific news relevant to your users
Sustaining your efforts

- Assign responsibility for the service.
- Establish methods to distribute responsibility.
- Enlist the aid of other employees.
- Set a goal for frequency and maintain it.
- Utilize tools to manage the service, e.g. Hootsuite, TweetDeck, etc.
- Re-use / Multipurpose your posts.
Ways to use Twitter

- Regular twitter account
- RSS feed on webpage
- Auto-post to Facebook, etc.
- Digital signage such as Visibletweets ("Twitter for public spaces")
## Assess your efforts!

Selected Metrics:

<table>
<thead>
<tr>
<th>Influence</th>
<th>Volume</th>
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<tbody>
<tr>
<td>Generosity</td>
<td>Frequency</td>
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<tr>
<td>Impact</td>
<td>Relevance</td>
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<tr>
<td>Reach</td>
<td>Engagement</td>
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<td>Velocity</td>
<td>Rank</td>
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<td>Clout</td>
<td>Followers</td>
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## Twitter measures

### Use analysis
- # of followers, growth/time, relevancy of followers
- # of readers or views
- # of clicks/tweet
- # of re-tweets, replies, mentions

### Content analysis
- # of tweets/day-week
- tweet subject content (relevance to mission)
- tweet composition (quality of writing/tone)
Use analysis tools

1. TweetStats – graphs tweets/day, replies, density
2. TweetReach – exposure, re-tweets
3. Twitter Counter – graph followers/time
4. Twitalyzer – impact, clout, influence, key measures & metrics
5. Twitter Grader - rank, grade
6. Klout – reach, amplification, influence type
7. PeerIndex – rank, authority by 8 benchmark topic areas
8. The Archivist (Mix Online) – top users, top words
9. Hootsuite (platform) – clicks/region, link stats, mentions
10. TwitSprout – one page dashboard

and

Google Analytics
Sample metrics

TweetStats for EMSLibraryPSU (Tweet This!)
Last updated 03 Oct 2011 at 17:37

Your Tweet Timeline - 1.5 tweets per day (tpd) / 21 tweets per month (tpm)

Click on any month above to zoom in and see stats just for that month!
## Your Tweet Density (Eas)

<table>
<thead>
<tr>
<th></th>
<th>12am</th>
<th>4am</th>
<th>8am</th>
<th>Noon</th>
<th>4pm</th>
<th>8pm</th>
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### Aggregate Daily tweets

![Aggregate Daily tweets graph]

### Aggregate Hourly tweets (Eas)

![Aggregate Hourly tweets graph]
Replies To (@'s - 1.12% of total tweets)

- @EMSLibraryPSU
- @USGS

Interface Used

- web
- Facebook
- HootSuite
- TwitPic
- Tweet Button
- Screenr
- Jing

Who You ReTweet (RT's - 6.39% of total tweets)

- @psulibs
- @USGS
- @physorg_com
- @NatGeoSociety
- @pennstatelive
- @scienconewskids
- @NatGeo
- @EarthPic
- @PSUlifeSciLib
- @wiredscience

Follow @TweetStats for updates!
TweetStats
Makin' Your Graf!

TweetCloud for EMSLibraryPSU (Tweet This!)

#fb #psuloh09 00 10 105 10am 11 12 15 15pm 1st 20 2009 2010 2011 30 6pm access album april auditorium available award birthday board book books break building bulletin campus cat cave change check climate closed closing collection college come congratulations database day days deike display earth earthquakes edu ems emsl @emslibrarypsu energy engineering facebook faculty fb film foster free gas geocache geography google gov great happy having help history hours house html ice info information join know latest learn libraries library live looking lots make map maps marcellus materials mineral mining national need new newest noon oil onemine online open org ow pa paterno patteee penn photos place planet pm posted prizes psu psul @psulibs read recent research resources room rt sat science sciences search sept series shale site state story students study sun sunday time today tomorrow tonight try tues twitpic university use usgs video visit want watch water web wed wednesday week welcome win working world worldcat www year years

Your top five words: library, new, psu, emsl, open. (Tell your tweeps)
TweetReach for lionsearch

Reached 1,298 people via 2 tweets

Searching a maximum of 50 tweets

Tweet Types

- 1 Regular Tweet
- 0 @replies
- 1 Retweet

Exposure: 1,313 Impressions

Each pie slice shows how many people saw how many tweets

PennStateDUS: RT @psulibs: Come learn more about LionSearch tomorrow AM and get a free 2 GB jump drive! http://t.co/oXT9qW05
7 days ago

psulibs: Come learn more about LionSearch tomorrow AM and get a free 2 GB jump drive! http://t.co/oXT9qW05
7 days ago

Impressions Contributed by

- psulibs: 1,283
- PennStateDUS: 30
Key Measures and Metrics

EMS Library has an average Twitalyzer Impact score in the last 30 days is **0.1%** (putting them in the **9th percentile** of all Twitter users) and is classified by Twitalyzer as a **Everyday User** (having a small circle of influence but great potential.) When we last looked **about 9 hours ago**, EMS Library had 178 followers and was following 49 other Twitter users.

![Score Icons](image)

Want more cool data? **Check out our Metrics Dashboard!**

Recommendations

**Sign in to Twitalyzer to acknowledge EMS Library's awesomeness!**

Social Relationships

Want more relationship data? **Check out our Network report!**

Topics and Communities

According to our friends at Klout and PeerIndex, EMS Library is frequently talking about **automotive**, **baseball** and **earthquake**.
### Account Summary

<table>
<thead>
<tr>
<th>Full Name:</th>
<th>Penn State Libraries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bio:</td>
<td>Penn State University Libraries. Please ask, share, retweet!</td>
</tr>
<tr>
<td>Location:</td>
<td>Pennsylvania--all PSU campuses</td>
</tr>
<tr>
<td>Followers:</td>
<td>1,283</td>
</tr>
<tr>
<td>Following:</td>
<td>116</td>
</tr>
<tr>
<td>Updates:</td>
<td>560</td>
</tr>
</tbody>
</table>

Grades:

- **Grade**: 96.9 (Out of 100)

Like: 14,784 people like this.
EMS Library has claimed their profile

Why don't you get yours? Sign in with Twitter or Facebook to claim your profile. You can personalize your profile and get full access to your statistics.

Topic Fingerprint

Components

Type a Twitter name Compare

Date range: 4 months

EMS Library’s Friends

NOAA has already joined.

Join and build your profile now
yelp
47,353 Followers

Past 7 Days
53 Tweets
253 Followers
2 Listed

@yelp is growing at a rate of 36.4 Followers / Day.
This growth rate has been declining by -0.7 % decrease in Growth Rate.
You have an epic Follower to Following ratio of 39.5 THOUSAND % Follower Ratio.
Your influence indicator (Lists to Followers) is 3.6 % Listed Ratio.
The presence of Web 2.0 apps such as Twitter has a positive correlation with overall website quality as well as perceived service quality.

Ref.: Chua and Goh, 2010
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Recommended reading:
Doing Social Media So It Matters / Laura Solomon. ALA, 2011.