They Don't Have to Like You

Facebook Marketing for Libraries in the Age of Paid Ads

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Western Carolina University | Hunter Library

Introduction and Purpose

March 2016 – Oct 2017 – Cullowhee, NC

Hunter Library uses multiple social media platforms, including Facebook, Twitter, and Instagram to market resources and services. The presenters noticed that the library's Facebook fan engagement was low and wondered why. Are patrons using newer social media platforms? Did recent newsfeed and page changes bury the library's content? Does the lack of a staff member devoted solely to social media management hurt our engagement?

Ultimately, do the outreach benefits outweigh library staff time/resources required to maintain a Facebook page? Can libraries produce and manage an effective page with little to no funds?

Research Questions

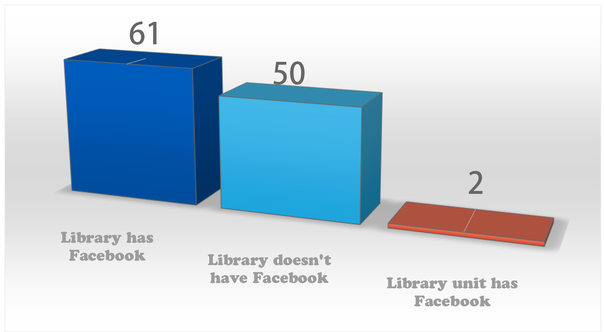
March 2016 – Oct 2017 – Cullowhee, NC

In summer 2016, we began exploring how other libraries in North Carolina use Facebook. Data was collected about 113 academic libraries, answering some of the following questions:

- Does the library have a Facebook page?
- How many likes, followers, or "has been heres" does each library have?
- What was the fan growth rate during our study?
- What contributed to the highest growth rates?
- How many posts included photos/text/videos?
- How often does the library post and how many fans do they engage?

NC Academic Libraries

October 19, 2017 – Winston-Salem, NC



NC Academic Libraries by Likes

March 2016 – Oct 2017 – Cullowhee, NC

		Likes			Increases		Likealyzer.com data: Types of Posts			Likealyzer.com data: Analysis					
Ranking	University	Mar-2016	Jul-2017	Oct-2017	Total Likes	Percentage	Photos	Text	Videos	Posts per day	Events posted	Pages liked	Can users post?	Interaction with users	Engagement over likes
1	North Carolina State University	2930	3266	3335	405	14%	36%	52%	6%	1.1	12	100+	yes	27	1%
2	Wake Forest University	2988	3020	3024	36	1%	52%	22%	0%	0.8	19	57	no	30	1%
3	Duke University	2444	2756	2792	348	14%	13%	88%	0%	0.3	6	21	yes	9	0%
4	East Carolina University	1464	1536	1554	90	6%	61%	17%	0%	0.7	11	11	yes	27	2%
5	University of North Carolina at Charlotte	1433	1521	1542	109	8%	45%	55%	0%	2.3	0	11	yes	35	2%
6	University of North Carolina at Chapel Hill	1073	1259	1307	234	22%	40%	47%	0%	0.5	16	56	yes	21	2%
7	Appalachian State University	984	1104	1121	137	14%	25%	50%	0%	0.1	2	5	no	14	1%
8	Western Carolina University	886	950	991	105	12%	43%	14%	43%	0.2	1	25	yes	14	1%
9	University of North Carolina at Asheville	858	987	988	130	15%	85%	8%	0%	0.4	8	60	yes	4	0%
10	University of North Carolina at Wilmington	881	946	978	97	11%	71%	18%	0%	0.6	6	36	yes	19	2%
11	Elon University	258	827	832	574	222%	67%	11%	22%	0.3	0	100+	no	20	2%
12	Guilford College	683	694	703	20	3%	100%	0%	0%	0.2	0	47	no	1	0%
13	Campbell University	595	650	653	58	10%	11%	33%	0%	0.3	10	14	yes	5	1%
14	Pitt Community College	581	605	607	26	4%	40%	40%	0%	0.2	2	9	no	3	0%
15	Salem College	514	551	552	38	7%	0%	0%	0%	0	0	0	yes	0	0%

314 people reached — Boost Post

Like Comment Share

NC Academic Libraries by Like % Increase

March 2016 – Oct 2017 – Cullowhee, NC

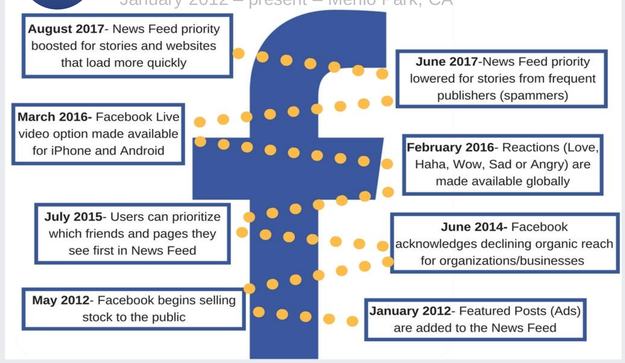
		Likes		Increase		Ranking	Likealyzer.com data: Type of Posts			Likealyzer.com data: Analysis					
Increase Ranking	University	Initial (Mar '16)	Current (Oct '17)	Total	Percent	Total Likes	Photos	Text	Videos	Posts per day	Events posted	Pages liked	Can users post?	Interaction with users	Engagement over likes
1	Elon University	258	832	574	222%	11	67%	11%	22%	0	0	100+	no	20	2%
2	University of Mount Olive	144	237	93	65%	39	94%	6%	0%	1	0	0	no	10	4%
3	Winston-Salem State University	58	89	31	53%	58	73%	19%	2%	2	7	1	yes	5	6%
4	Lenoir-Rhyne University	70	104	34	49%	55	0%	88%	0%	0	1	0	yes	5	5%
5	Central Carolina Community College	358	522	164	46%	18	100%	0%	0%	0	0	8	yes	15	3%
6	Catawba College	31	45	14	45%	61	75%	25%	0%	0	0	3	yes	1	2%
7	Warren Wilson College	73	102	29	40%	56	33%	0%	67%	0	1	0	yes	3	3%
8	University of North Carolina at Greensboro	234	314	80	34%	25	33%	25%	8%	0	20	12	yes	8	3%
9	Central Piedmont Community College	235	310	75	32%	26	56%	44%	0%	1	0	3	no	12	4%
10	Brevard College	162	212	50	31%	42	47%	33%	17%	1	0	66	yes	9	4%
11	Randolph Community College	169	211	42	25%	44	82%	12%	6%	1	0	12	yes	14	7%
12	North Carolina Central University	104	129	25	24%	53	43%	57%	0%	0	0	0	yes	2	2%
13	Blue Ridge Community College	102	125	23	23%	54	0%	100%	0%	0	0	97	yes	1	1%
14	Southeastern Baptist Theological Seminary	273	334	61	22%	23	79%	21%	0%	1	0	5	yes	5	1%
15	University of North Carolina at Chapel Hill	1073	1307	234	22%	6	40%	47%	0%	1	16	56	yes	21	2%

431 people reached — Boost Post

Like Comment Share

Facebook timeline

January 2012 – present – Menlo Park, CA



Decline of Organic Reach

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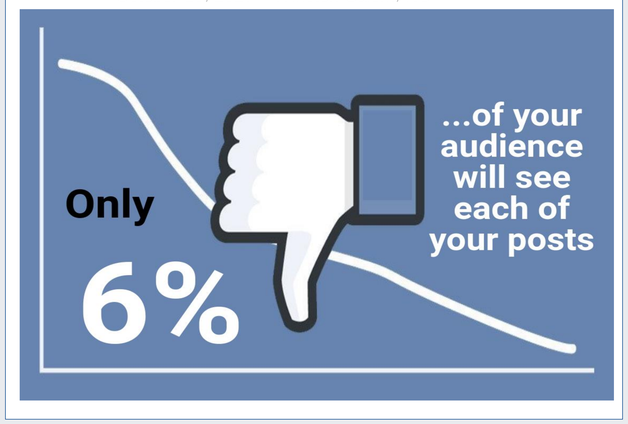

Increase your Reach!

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Checklist for Optimizing Your Library's Facebook Page Settings

- ☐ When creating a new page for your library or revitalize an established page, consider choosing/changing your page type to **Local Business/Place**. This page type allows administrators to include the most detailed, practical information for local users including real time library hours, mapped location with directions, and multiple contact information options for patrons.

- ☐ Update your account profile to include the most recent, thorough contact information, an About statement, library hours, website link, and other social media links. Add up to three page categories to help Facebook/search engine users find your page. Suggested categories include, but aren't limited to, **Library**, **College & University**, and **Education**.

- ☐ Review your page's Insights tab weekly to view in-depth data about the account including page views, post engagement, and event reach, as follower activity can vary widely day to day.

- ☐ Use Facebook's **Scheduled Posts** feature under **Publishing Tools** to increase and consistency of posts and reach followers if they are primarily online after regular office hours. Identify the time of day/day of the week most of your followers are online through **Insights>Posts.**

- ☐ Identify your general audience demographic trends (% of students, faculty, alumni, community members) through **Settings>People and Other Pages.** Tailor your content to this audience and/or reach out to new followers using some of the tips below.

Tips for Engaging Fans and Increasing Organic Reach

- Distribute content no more than 2 times per day, on average. Create a post schedule to using the guidelines above to encourage consistent marketing, even after hours.

- Ask open-ended questions or encourage feedback about library services, requesting that fans respond or react to your post.

- Relate posts to Facebook's trending news to boost news feed relevance and draw a broader audience.

- Present content in photo and video form, as news feed algorithms often rank these formats higher. Use Canva, PicMonkey, Piktochart, or Easel.ly to create professional images and infographics for free.

- Feature your Facebook page in a visible location on the library website, as well as other print and online library marketing materials like newsletters, brochures, bookmarks, and flyers.

- Collaborate with larger, established Facebook page/group administrators in your institution/community to share content and target new audiences. **Examples:** Official Western Carolina University page, WCU Residential Living Class of 2021

Checklist and Tips References

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Poster Images

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