When Usability Meets Social Media

Strengthen Your Connections with Users

Yoo Young Lee
Digital User Experience Librarian
Liaison Librarian to the School of Health and Rehabilitation Sciences

Willie Miller
Liaison Librarian to the School of Informatics and the Department of Journalism and Public Relations

Indiana University Purdue University Indianapolis
Outline

01. Background @ IUPUI UL
02. Social Media (2015) @ IUPUI UL
03. Data Analysis
04. Lessons Learned
05. Tools
IUPUI University Library
Campus Outreach Group (COG)
01. Background @ IUPUI UL

Social Media People

Willie Miller  Yoo Young Lee  Taylor Leonard  Alicia Añino  Jenny Johnson

Chair  UX  External Relations  Admin.  Digital Scholarship
01. Background @ IUPUI UL

History

2009

Social Media Presence

We started Facebook and Twitter!

2009-2013

Increase Fans and Followers

Facebook: 2,252 Fans
Twitter: 1,674 Followers

2014

Instagram

Instagram: 262 Followers

2015

Content Engagement

Focused on Boosting Content Engagement
01. Background @ IUPUI UL

Content Engagement

“Real people responding in measurable ways to your content...”
- Neil Patel
“Real people responding in measurable ways to your content...”
- Neil Patel

Content Engagement: Key Objectives

Real People
- IUPUI Community
  - Students
  - Faculty
  - Staff
  - Indy residents
  - Researchers

Measurable
- What we care:
  - Increase page views
  - Boost awareness
  - Encourage audience interactions

Content
- Be valuable
  - Information
  - Assistance
  - Entertainment
01. Background @ IUPUI UL

Social Media User Experience

Measure
Check current practices and gather data

Analyze
Investigate current practices based on data

Modify
Change social media practices based on analysis

Improve
People like and follow us more than ever!
01. Background @ IUPUI UL

Key Goals

1. Post Often, Schedule and Spread Out
2. Cross-Post
3. Content Diversification
Post Often, Schedule and Spread Out

Facebook Twitter Instagram
Post Often, Schedule and Spread Out

12 Posts

16 Posts

7 Posts
02. Social Media (2015) @ IUPUI UL

Content Diversification across our Social Media

<table>
<thead>
<tr>
<th>Category</th>
<th>Unique Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>42</td>
</tr>
<tr>
<td>News</td>
<td>34</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>28</td>
</tr>
<tr>
<td>Tips</td>
<td>20</td>
</tr>
<tr>
<td>Throwback Thursday (TBD)</td>
<td>13</td>
</tr>
</tbody>
</table>

- Events: 42 Unique Posts
- News: 34 Unique Posts
- Miscellaneous: 28 Unique Posts
- Tips: 20 Unique Posts
- Throwback Thursday (TBD): 13 Unique Posts
Content Diversification across our Social Media

#Events: Pass the Jag

IUPUI University Library added 11 new photos to the album: Jordan the Jaguar, passthejag — at IUPUI University Library.
Published by Willie Miller on January 14.

Jordan the Jaguar of #passthejag fame stopped by the library today. Here are some moments from his visit.

University Library @IUPUI_ullb on Jan 14
Jordan looked for a DVD to check out in the library’s Pop Shop. He could keep it for 14 days. #passthejag
02. Social Media (2015) @ IUPUI UL

#Events: I Heart UL

Content Diversification across our Social Media
Content Diversification across our Social Media

#Events: Earth Day

"The earth is what we all have in common." -- Wendell Berry. Happy Earth Day from the IUPUI University Library!
Content Diversification across our Social Media

#Events: Up Late

IUPUI University Library with Medo Alakdouk
Published by Yoo Young Lee on May 3

We're IUPUI University Library for your finals. Help yourself - coffee, tea, hot chocolate, snacks and more! #iupui #uplate #iupuil

University Library @IUPUI_lib on May 4

Therapy dogs will be available for petting and playing tonight at 8pm. #IUPUI #imajaguar

UP LATE @ UL

SUNDAY, MAY 3RD, THROUGH THURSDAY, MAY 7TH.
IUPUI UNIVERSITY LIBRARY WILL REMAIN OPEN TO IUPUI STUDENTS UNTIL 2:00 AM.

REFRESHMENTS: COFFEE, TEA, CHOCOLATE, AND SNACKS. WHILE SUPPLIES LAST. THERAPY DOGS WILL VISIT EACH NIGHT. MUST HAVE ID AT AT DURING EXTENDED HOURS.

IUPUI_Ul

Study late in IUPUI University Library this Sunday through Thursday! #imajaguar #fookweek
02. Social Media (2015) @ IUPUI UL

#Events: Welcome Week - JagSwag

Visit the library next week during Weeks of Welcome for popcorn, games, swag, and chance to win our new tee or tank.

Stop by IUPUI University Library for some premium JagSwag and info on using the library. Tues & Wed 10-4pm.
#Events: Regatta

Root for the University Library Dewey Decimators to PADDLE those @IUDentistry teams at @IUPUIRegatta this weekend.
#Events: Surprising 3D Jag

**IUPUI University Library**
Published by Taylor Leonard | Oct 15 at 12:04pm

Come get your libraryjag in the Pop Shop now!

**University Library @IUPUI_ulb** | Oct 15

Get you libraryjag while supplies last! #IUPUI #imajaguar #imatinyjaguar
02. Social Media (2015) @ IUPUI UL

Content Diversification across our Social Media

#Events: Open Access Week

IUPUI University Library
Published by Yoo Young Lee (?). October 19 at 1:27 pm. Edited.

Learn about #OpenAccess OA OAWeek

University Library @IUPUIlib Oct 20
This week is #OAWek! Infographic of OpenAccess at IUPUI Library
#News: Book Club

**IUPUI University Library**
Published by Anna Proctor · October 16 at 10:17am · Edited

Do you like to read? Do you like lunch? Join us on Friday, November 13 for our book club discussion of LaShonda Katrice Barnett's "Jam on the Vine." It's the story of two women founding the first female-run African American newspaper in 1919 Kansas City. All IUPUI students, faculty, and staff are welcome to attend. Please RSVP to aproctor@iupui.edu

**University Library @IUPUI_ulib · Feb 19**
Join the University Library Book Club for a discussion of Louise Erdrich's "The Round House," a coming-of-age... fb.me/3EUloCDeQ

Home - University Library Book Club - LibGuides at Indiana University-Purdue University Indianapolis

IUPUI.CAMPUSGUIDES.COM
Content Diversification across our Social Media

#News: Sculpture

Goodbye t-shirts, hello scissors! We are welcoming the new atrium sculpture titled 'Dream of Scissors' by Jenn Brown for the 2015-2016 school year.

Come to the 2nd floor to see the changing of the atrium sculpture! Goodbye t-shirts, hello scissors!
Content Diversification across our Social Media

News: New Website

University Library @IUPUIlib • Jul 23
Research guides connect you to major-specific resources on the new library site: ulib.iupui.edu! #IUPUI

Looking how we’ve changed!
NEW LIBRARY WEBSITE

ulib.iupui.edu
Happy to share great news! #Award #IndianapolisRecorder #IUPUI

IUPUI University Library honored for digital archive of fourth-oldest African-American newspaper...

INDIANAPOLIS -- Indiana University-Purdue University Indianapolis University Library was...

NEWS.IUPI.EDU
Content Diversification across our Social Media

#Miscellaneous

IUPUI University Library
Published by Taylor Leonard | 9/17 - September 17 - 4h
Here's your afternoon PSA from the University Library

Segway boards are ultra cool, but don't ride yours in the library.

Help us keep our public spaces safe for pedestrians.

#Pink in the Wood Plaza #Fountain to support #CancerAwarenessMonth
Courtesy: James Jennifer #Indy #IUPUI
#Imajaguar
#Tips

Study Tip #10

Make Flash Cards. Sometimes the best habits are the ones we've used forever. Writing notes and definitions more than once will help imprint information in your memory, and the cards are a great way to develop and use mnemonic devices and associative phrases.

IUPUI University Library
www.ulib.iupui.edu

Studying doesn't stop on the weekends! Here's another tip! fb.me/7b2lZrIEQ
Content Diversification across our Social Media

#Library Tips

IUPUI University Library
Published by Yoo Young Lee (?!) - March 3 - @
Don't carry your heavy school bag with books or files. Instead use our graduate study carrel service if you're a graduate student!
Find more information: http://ulib.iupui.edu/grad_carrels/

University Library @IUPUI_ulp - Mar 23
#IUPUI University Library has a 3D Printing Studio available to all students, faculty & staff! ulib.iupui.edu/info/tech/3d

IUPUI University Library

THE INDIANAPOLIS STAR

FIX THIS NOW
#ThrowbackThursday

It is bike riding season! What did roads look like in Indianapolis in 1899? #ThrowbackThursday tinyurl.com/obibbrl
03. Data Analysis

Q. Reach/Impression

- **Facebook**: 238 followers
  - Our fans: 157
  - Non-fans: 82

- **Twitter**: 5165 followers
  - Our fans: 2,252
  - Non-fans: N/A

- **Instagram**: N/A

Our Followers: 1,674
Q. Engagement

Facebook: 16%
Twitter: 1%
Instagram: 4%
Q. Which content most reached?

1. Misc. Shared Content

2. TBT

1,130 views

Meet the Junior Jaguars, a team of people-pleasing felines ready to make your final weeks of the semester a little nicer.
Q. Which content most reached?

1. Cats don't always cooperate. Here are the outtakes from our "Junior Jaguars" video shoot. Thanks to Love on a Leash-North Central Indiana Chapter for being great partners!

2. See how IUPUI is fulfilling its promise to students, employees, the state of Indiana and beyond. #imajaguar

Misc. Shared Content

IUPUI University Library shared Indiana University-Purdue University Indianapolis (IUPUI)'s video.
Published by Willie Miller (?) · April 2 · ⬤

7,183 Views

IUPUI University Library shared Indiana University-Purdue University Indianapolis (IUPUI)'s video.
Published by Yoo Young Lee (?) · March 5 · ⬤

22,552 Views

5. The #IUPUI University Library has a 3D Printing Studio available to all students, faculty, and staff! Visit the webpage for more details and a gallery of recently printed jobs. http://ulib.iupui.edu/info/tech/3d
Q. Reach on Average

The chart shows the reach on average for each month from January to October. The data peaks in March and June, and lowest in July.
Q. Which content most reached?

1. Library Tips
   - University Library @IUPUI_ullib • Mar 23
   - #IUPUI University Library has a 3D Printing Studio available to all students, faculty & staff! ulib.iupui.edu/info/tech/3d
   - 32,055

2. Events
   - University Library @IUPUI_ullib • Apr 29
   - There will be dogs in the library during extended hours! fb.me/2e4OHcavz
   - 18,560

03. Data Analysis
03. Data Analysis

Q. Which content most reached?

3. Twitter
   - University Library @IUPUI_ulib · Feb 12
   - Cold outside? Come to the Library, post it and get one of the colorful cups!
   - #IHeartUL #IUPUI #majaguar

4. Events
   - University Library @IUPUI_ulib · Feb 5
   - Post your thoughts, feelings, anything on the lovely #IHeartUL board on the 2nd floor!
   - #IUPUI #ILoveLibraries

5. Events
   - University Library @IUPUI_ulib · Feb 3
   - Come to the @IUPUI_ulib and tell us what you like or dislike about us!
   - #iupui #IHeartUL

14,095

12,193

11,792
03. Data Analysis

Q. Impression on Average


0  2000  4000  6000  8000  10000  12000
Q. Which content got most user engagement?

1. Events

IUPUI University Library added 11 new photos to the album: Jordan the Jaguar, #passthejag — at IUPUI University Library. Published by Willie Miller (?) · January 14 · 

Jordan the Jaguar of #passthejag fame stopped by the library today. Here are some moments from his visit.

2. Events

IUPUI University Library added 2 new photos to the album: 2015 IUPUI Regatta — at Downtown Indy Canal. Published by Alicia Irwing (?) · September 21 · 

University Library Dewey Decimators 2015 IUPUI Regatta co-ed team
Q. Which content got most user engagement?

- **3** Misc. Shared Content
- **4** Events

**IUPUI University Library** shared Indiana University-Purdue University Indianapolis (IUPUI)'s video.
Published by Alicia Irwin [7] - April 1 · 📺

**IUPUI University Library** added 4 new photos to the album: Library Open House for new faculty, Aug 2015 — at IUPUI University Library.
Published by Alicia Irwin [7] - August 18 · 📸

**Meow! Meet the Junior Jaguars**
65,073 Views

**Indiana University-Purdue University Indianapolis (IUPUI)**
April 1 · 📹

Meet the "Junior Jaguars," a team of people-pleasing felines ready to make your final weeks of the semester a little nicer.

---

TBD

*Now and #Then for #throwbackthursday...
NewYork #Street looking west from Blake Street 1935 and now. http://indiamond6.ulib.iupui.edu/collect/indyHist/d/8248
indianapolis #indy #IUPUI #IUPUIindy #imajaguar #IndyDT

IUPUI Center for #Digital #Scholarship
03. Data Analysis

Q. Engagement

![Facebook Engagement Chart]

- Jan.
- Feb.
- Mar.
- Apr.
- May
- June
- July
- Aug.
- Sept.
- Oct.
Q. Which content got most user engagement?

1. Events

Twitter post by @IUPUI_ullib - Jan 14
Jordan the Jaguar prowled around the #iupui library looking for something juicy to read. #passthejag

2. Events

Twitter post by @IUPUI_ullib - Feb 12
Cold outside? Come to the Library, post it and get one of the colorful cups!
#IHeartUL #IUPUI #Imajaguar

390

294
Q. Which content got most user engagement?

- **Library Tips**
  - 3
  - *University Library* @IUPUI_ullb - Apr 9
  - We are pleased to announce that the Library has recently introduced the new Netflix-like video streaming service,... fb.me/7cwWVdh9x

- **Library Tips**
  - 4
  - *University Library* @IUPUI_ullb - Mar 23
  - #IUPUI University Library has a 3D Printing Studio available to all students, faculty & staff! ulib.iupui.edu/info/tech/3d

- **Misc.**
  - 5
  - *University Library* @IUPUI_ullb - Oct 2
  - #Pink in the Wood Plaza #Fountain to support #CancerAwarenessMonth Courtesy: James Jennifer #Indy #IUPUI #Imajaguar

**Engagement Scores:**

- Library Tips: 82
- Library Tips: 78
- Misc.: 72
Q. Engagement

--- | --- | --- | --- | --- | --- | --- | --- | --- | ---
0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   | 0   
60  | 50  | 40  | 30  | 20  | 20  | 10  | 10  | 10  | 10  

03. Data Analysis
Q. Which content got most user engagement?

1. Misc.

2. Events

Which content got most user engagement?
Q. Which content got most user engagement?

1. TBD
2. TBD
3. TBD
5. TBD

- Image 1: A pagoda with a historical photograph.
- Image 2: A map of a library.
- Image 3: An image with a caption about the Indianapolis Motor Speedway.

Add a comment...
03. Data Analysis

Q. Engagement

![Graph showing engagement over time from January to October. The graph indicates a general upward trend with peaks in July and August.]
03. Data Analysis

Q. Automatic post

Reach

User Engagement

Exclude one outlier (294)
## Q. Automatic post

### Reach

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Automatic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>t-Test: Two-Sample Assuming Equal Variances</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>6128.71</td>
<td>5742.32</td>
</tr>
<tr>
<td>Variance</td>
<td>11258622.95</td>
<td>8260330.74</td>
</tr>
<tr>
<td>Observations</td>
<td>28.00</td>
<td>28.00</td>
</tr>
<tr>
<td>Pooled Variance</td>
<td>9759476.85</td>
<td></td>
</tr>
<tr>
<td>Hypothesized Mean Difference</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>df</td>
<td>54.00</td>
<td></td>
</tr>
<tr>
<td>t Stat</td>
<td>0.46</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) one-tail</td>
<td>0.32</td>
<td></td>
</tr>
<tr>
<td>t Critical one-tail</td>
<td>1.67</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) two-tail</td>
<td><strong>0.65</strong></td>
<td></td>
</tr>
<tr>
<td>t Critical two-tail</td>
<td>2.00</td>
<td></td>
</tr>
</tbody>
</table>

### User Engagement

<table>
<thead>
<tr>
<th></th>
<th>Direct</th>
<th>Automatic</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>t-Test: Two-Sample Assuming Equal Variances</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>15.70</td>
<td>2.37</td>
</tr>
<tr>
<td>Variance</td>
<td>258.14</td>
<td>4.24</td>
</tr>
<tr>
<td>Observations</td>
<td>27.00</td>
<td>27.00</td>
</tr>
<tr>
<td>Pooled Variance</td>
<td>131.19</td>
<td></td>
</tr>
<tr>
<td>Hypothesized Mean Difference</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>df</td>
<td>52.00</td>
<td></td>
</tr>
<tr>
<td>t Stat</td>
<td>4.28</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) one-tail</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>t Critical one-tail</td>
<td>1.67</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) two-tail</td>
<td><strong>0.00</strong></td>
<td></td>
</tr>
<tr>
<td>t Critical two-tail</td>
<td>2.01</td>
<td></td>
</tr>
</tbody>
</table>
Q. Automatic post

Be careful!!!!  Don’t make your followers guess!!!!
03. Data Analysis

Q. Use of multimedia

Reach: 71
Engagement: 1

Reach: 342
Engagement: 79
03. Data Analysis

Q. Use of multimedia

Impression: 6128
Engagement: 0

Impression: 11792
Engagement: 132
03. Data Analysis

Q. Use of hashtag

Reach:

<table>
<thead>
<tr>
<th>Y</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>250</td>
<td>100</td>
</tr>
</tbody>
</table>

Engagement:

<table>
<thead>
<tr>
<th>Y</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>20</td>
</tr>
</tbody>
</table>
## 03. Data Analysis

### Q. Use of hashtag

<table>
<thead>
<tr>
<th></th>
<th>Reach</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Y</strong></td>
<td><strong>N</strong></td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>236.90</td>
<td>238.73</td>
</tr>
<tr>
<td>Variance</td>
<td></td>
<td>37162.69</td>
<td>42825.23</td>
</tr>
<tr>
<td>Observations</td>
<td></td>
<td>48.00</td>
<td>73.00</td>
</tr>
<tr>
<td>Pooled Variance</td>
<td></td>
<td>40588.76</td>
<td></td>
</tr>
<tr>
<td>Hypothesized Mean Difference</td>
<td></td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>df</td>
<td></td>
<td>119.00</td>
<td></td>
</tr>
<tr>
<td>t Stat</td>
<td></td>
<td>-0.05</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) one-tail</td>
<td></td>
<td>0.48</td>
<td></td>
</tr>
<tr>
<td>t Critical one-tail</td>
<td></td>
<td>1.66</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) two-tail</td>
<td></td>
<td>0.96</td>
<td></td>
</tr>
<tr>
<td>t Critical two-tail</td>
<td></td>
<td>1.98</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Engagement</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Y</strong></td>
<td><strong>N</strong></td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>46.23</td>
<td>34.33</td>
</tr>
<tr>
<td>Variance</td>
<td></td>
<td>8038.05</td>
<td>2786.08</td>
</tr>
<tr>
<td>Observations</td>
<td></td>
<td>48.00</td>
<td>73.00</td>
</tr>
<tr>
<td>Pooled Variance</td>
<td></td>
<td>4860.39</td>
<td></td>
</tr>
<tr>
<td>Hypothesized Mean Difference</td>
<td></td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>df</td>
<td></td>
<td>119.00</td>
<td></td>
</tr>
<tr>
<td>t Stat</td>
<td></td>
<td>0.92</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) one-tail</td>
<td></td>
<td>0.18</td>
<td></td>
</tr>
<tr>
<td>t Critical one-tail</td>
<td></td>
<td>1.66</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) two-tail</td>
<td></td>
<td>0.36</td>
<td></td>
</tr>
<tr>
<td>t Critical two-tail</td>
<td></td>
<td>1.98</td>
<td></td>
</tr>
</tbody>
</table>
Q. Use of hashtag

03. Data Analysis
# 03. Data Analysis

## Q. Use of hashtag

<table>
<thead>
<tr>
<th></th>
<th>Reach</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Y</strong></td>
<td><strong>N</strong></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>5591.44</td>
<td>4779.10</td>
<td></td>
</tr>
<tr>
<td>Variance</td>
<td>17806446.93</td>
<td>7981819.26</td>
<td></td>
</tr>
<tr>
<td>Observations</td>
<td>75.00</td>
<td>83.00</td>
<td></td>
</tr>
<tr>
<td>Pooled Variance</td>
<td>12642219.56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hypothesized Mean Difference</td>
<td>0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>df</td>
<td>156.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>t Stat</td>
<td>1.43</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) one-tail</td>
<td>0.08</td>
<td></td>
<td></td>
</tr>
<tr>
<td>t Critical one-tail</td>
<td>1.65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) two-tail</td>
<td>0.15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>t Critical two-tail</td>
<td>1.98</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Engagement</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Y</strong></td>
<td><strong>N</strong></td>
<td></td>
</tr>
<tr>
<td>Mean</td>
<td>28.60</td>
<td>8.81</td>
<td></td>
</tr>
<tr>
<td>Variance</td>
<td>3333.73</td>
<td>133.23</td>
<td></td>
</tr>
<tr>
<td>Observations</td>
<td>75.00</td>
<td>83.00</td>
<td></td>
</tr>
<tr>
<td>Pooled Variance</td>
<td>1651.42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hypothesized Mean Difference</td>
<td>0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>df</td>
<td>156.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>t Stat</td>
<td>3.06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) one-tail</td>
<td>0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>t Critical one-tail</td>
<td>1.65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) two-tail</td>
<td>0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>t Critical two-tail</td>
<td>1.98</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
03. Data Analysis

Q. Use of hashtag

<table>
<thead>
<tr>
<th></th>
<th>Engagement</th>
<th>Y</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td></td>
<td>11.37</td>
<td>11.20</td>
</tr>
<tr>
<td>Variance</td>
<td></td>
<td>26.03</td>
<td>35.51</td>
</tr>
<tr>
<td>Observations</td>
<td></td>
<td>59.00</td>
<td>10.00</td>
</tr>
<tr>
<td>Pooled Variance</td>
<td></td>
<td>27.30</td>
<td></td>
</tr>
<tr>
<td>Hypothesized Mean Difference</td>
<td>0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>df</td>
<td></td>
<td>67.00</td>
<td></td>
</tr>
<tr>
<td>t Stat</td>
<td></td>
<td>0.10</td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) one-tail</td>
<td></td>
<td>0.46</td>
<td></td>
</tr>
<tr>
<td>t Critical one-tail</td>
<td>1.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>P(T&lt;=t) two-tail</td>
<td></td>
<td>0.92</td>
<td></td>
</tr>
<tr>
<td>t Critical two-tail</td>
<td>2.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Q. Links from Social Media (Digital Collections): from Jan. 1 to Oct. 31, 2015

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,266</td>
<td>75.75%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>213</td>
<td>7.08%</td>
</tr>
<tr>
<td>Twitter</td>
<td>180</td>
<td>5.96%</td>
</tr>
<tr>
<td>reddit</td>
<td>151</td>
<td>5.00%</td>
</tr>
<tr>
<td>Blogger</td>
<td>113</td>
<td>3.74%</td>
</tr>
<tr>
<td>WordPress</td>
<td>40</td>
<td>1.33%</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>15</td>
<td>0.50%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>6</td>
<td>0.20%</td>
</tr>
<tr>
<td>TypePad</td>
<td>5</td>
<td>0.17%</td>
</tr>
<tr>
<td>Yelp</td>
<td>4</td>
<td>0.13%</td>
</tr>
</tbody>
</table>

Last year:
- Facebook: 1574 sessions (75.75%)
- Twitter: 155 sessions (5.96%)
Q. Links from Social Media (UL Website): from Jan. 1 to Oct. 31, 2015

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Facebook</td>
<td>1,932</td>
<td>72.04%</td>
</tr>
<tr>
<td>2. Twitter</td>
<td>222</td>
<td>8.28%</td>
</tr>
<tr>
<td>3. Naver</td>
<td>200</td>
<td>7.46%</td>
</tr>
<tr>
<td>4. Douban</td>
<td>88</td>
<td>3.28%</td>
</tr>
<tr>
<td>5. Blogger</td>
<td>64</td>
<td>2.39%</td>
</tr>
<tr>
<td>6. Sina Weibo</td>
<td>51</td>
<td>1.90%</td>
</tr>
<tr>
<td>7. LinkedIn</td>
<td>45</td>
<td>1.68%</td>
</tr>
<tr>
<td>8. TypePad</td>
<td>16</td>
<td>0.60%</td>
</tr>
<tr>
<td>9. Pinterest</td>
<td>13</td>
<td>0.48%</td>
</tr>
<tr>
<td>10. Netvibes</td>
<td>7</td>
<td>0.28%</td>
</tr>
</tbody>
</table>

Last year:
- Facebook: 1546
- Twitter: 629
## 04. Lessons Learned

### Facebook vs. Twitter vs. Instagram

<table>
<thead>
<tr>
<th>Feature</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach</td>
<td>Less reached</td>
<td>Largest Penetration in the U.S.</td>
<td>N/A</td>
</tr>
<tr>
<td>User Engagement</td>
<td>Better engaged</td>
<td>Engaged</td>
<td>Increasing</td>
</tr>
<tr>
<td>Multimedia</td>
<td>Better reach/user engagement</td>
<td>Better reach/user engagement</td>
<td>All about pictures and videos</td>
</tr>
<tr>
<td>Hashtag</td>
<td>No difference</td>
<td>Better user engagement</td>
<td>No difference</td>
</tr>
</tbody>
</table>
04. Lessons Learned

Facebook vs. Twitter vs. Instagram for Multimedia

University Library @IUPUI_lib · Sep 21
With possibly the oldest #IUPUIRegatta member paddling, the University Library had KNOWLEDGE in their canoe on Sat.!

Facebook: 940 pixels x 788 pixels
Twitter: 1024 pixels x 512 pixels
Instagram: 620 pixels x 640 pixels
Collaboration

IUPUI University Library added 11 new photos to the album: Jordan the Jaguar, #passthejag — at IUPUI University Library.
Published by Willie Miller [-] · January 14 · 📸

Jordan the Jaguar of #passthejag fame stopped by the library today. Here are some moments from his visit.

IUPUI University Library added 7 new photos to the album: 2015 IUPUI Regatta — at Downtown Indy Canal.
Published by Alicia Inwiño (?) · September 21 · 📸

University Library Dewey Decimators 2015 IUPUI Regatta co-ed team
04. Lessons Learned

Collaboration

Way to go @IUPUI_lib @IUPUI for award-winning digital archive of @IndyRecorder! go.iu.edu/M8c

Printers of the future! Projects taking unusual shapes in @IUPUI_lib's 3D Printing studio: go.iu.edu/MsU.
04. Lessons Learned

Collaboration

lupul_ulib
LUPUI University Library

hayleighcook96, geoturkangifness, stotty_15, addydebo, lumckinneylaw, library_willie, itslibrarymarc, maddie_mae, a.human_beau and lyleawrenceulib like this

lupul_ulib Get a #libraryjag while supplies last! #lupul #majaguar

lupul Get a FREE 3D printed #libraryjag today from the @lupul_ulib! Find them at the Pop Shop on the second floor of the library at NOON! Get there fast—these won’t last long! While supplies last! #LUPUL #majaguar #instajags #instaUPUL #lupullibrary #indycollege #library #printing #3dprinting

sydneybluegreen @cjc1995
stacy_diana @sophierynavarro
lissy1866 @britbayless
karaboobear @croatiancreation
studio_grun Red!
jmarci15 @kelly_hanes
sndichu93 @juddysthikes zukula data yakho
moja ki!
juddysthikes @ndichu93 Wuhh ziko wapi
hi! nikunyakulile mission

Add a comment...
04. Lessons Learned

Reaction: We Listen to You

Indiana University-Purdue University Indianapolis (IUPUI) IUPUI University Library Indiana University – Purdue University Indianapolis Indianapolis Recorder Newspaper #BlackHistory #AmericanHistory #IndianaHistory #imajag #IUPUI

IUPUI University Library honored for digital archive of fourth-oldest African-American newspaper...
INDIANAPOLIS -- Indiana University-Purdue University Indianapolis University Library was...

NEWS.IUPUI.EDU
04. Lessons Learned

Reaction: We Listen to You

Catherine Baran @chbaran413 · May 4
Thanks @IUPUI_ulib #freesnacks #freecoffee #extendedhours

Allison Pierson @misplacedTEXAN9 · Oct 15
Good thing I have this guy to help me with this Spanish paper.
#libraryjag @IUPUI_ulib #midterms #spanishpoetry
04. Lessons Learned

Reaction: We Listen to You
05. Tools

Canva

https://www.canva.com/

Layout from Instagram
UL Social Media

https://www.facebook.com/iupuilibrary/

https://twitter.com/IUPUI_ulib

https://instagram.com/iupui_ulib/
When Usability Meets Social Media

Strengthen Your Connections with Users

Yoo Young Lee
Digital User Experience Librarian
Liaison Librarian to the School of Health and Rehabilitation Sciences

Willie Miller
Liaison Librarian to the School of Informatics and the Department of Journalism and Public Relations

Indiana University Purdue University Indianapolis