Title
Evaluation & Iteration: using statistics to help craft your libraries social media presence

Permalink
https://escholarship.org/uc/item/6dg7p9wg

Author
Kane, Danielle A.

Publication Date
2012-04-05

License
CC BY-NC-SA 4.0
**Evaluation & Iteration:**
Using statistics to help craft your libraries social media presence

**Emerging Technologies @ UC Irvine Libraries**
The Emerging Technologies Team (ETT) seeks a balanced, methodical and evaluative approach to utilizing technology for the UC Irvine Libraries. How do we do that?

- Develop yearly vision documents
- Use a system of quarterly pilots and final reports
- Keep daily statistics
- Revise strategy based on quarterly evaluation and analysis of statistics
- Determine Return on Investment
- Create best practices

**End of Pilot (Quarterly Reports)**
- Each pilot runs for a quarter (approx. 10 weeks)
- The statistics are compiled and assessed
- Based on results the pilot may be extended, move to full service or be mainstreamed
- If the pilot is extended, trends are identified and actions based upon those trends are added to the next phase

**Timely Implementation of Technology**
The ETT monitors tools, services and technologies to determine the best time to implement projects. We also strive to remain current in understanding the trends and application of mature technologies.

- Implement early and you may be ahead of your users
- Implement late and you might miss the trend

**Assessment Plans**
As part of each pilot, the ETT creates a pilot proposal that describes in detail:

<table>
<thead>
<tr>
<th>Pilot Proposals</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope</td>
<td>Work breakdown</td>
</tr>
<tr>
<td>Constraints</td>
<td>Organization</td>
</tr>
<tr>
<td>Criteria</td>
<td>What did we learn</td>
</tr>
<tr>
<td>Assessment</td>
<td>Report schedule</td>
</tr>
</tbody>
</table>

**Facebook**
URL: [facebook.com/UCIrvineLibraries](https://facebook.com/UCIrvineLibraries)

**Objective:** Utilize popular social media to market our resources and services to the UC Irvine Community.

**Assessment:**
- Statistics went beyond what was provided by Facebook Insights
- Posts were characterized by type of communication, sorted into categories and then ranked by number of “Likes”

**QR Codes**
**Objective:** Test QR codes to see if they can ease access for mobile device users. Go beyond the “usual” and point to electronic and mobile resources.

Scan a code to search an index or to find relevant information! Our codes will reveal:
- **English Literature** - a list of mobile-optimized research tools
- **Chemistry journals** - SciFinder Scholar's mobile search tool
- **Chemistry books** - eBooks that would be shelved here
- **Art** - a guide to Art call numbers
- **Math** - eBooks that would be shelved here

Created a portal to manage and track usage:

**What did we learn?**
- Codes linked to resources are more scanned than informational codes
- Students will scan marketing materials & spotlights for more information
- Users will use the codes

**Results to Date**

<table>
<thead>
<tr>
<th># of Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing - elevators</td>
</tr>
<tr>
<td>Subject Guides</td>
</tr>
<tr>
<td>Mobile</td>
</tr>
<tr>
<td>Spotlight</td>
</tr>
</tbody>
</table>