2017 CALA Annual Committee Report

CALA Social Media Group

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Committee Name: CALA on Social Media
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Committee Charge:
The committee is charged with promoting CALA's social media channels including CALA's Facebook page, YouTube Channel and WeChat space.

Tasks Completed:

CALA’s First Social Media Survey.
CALA held its first social media survey the end of last year. The survey seeks CALA members and friends' opinions and feedback on CALA's social media status and its future directions. It received 66 responses; among them 46 are finished and valid replies.

Summary of the CALA Social Media Survey
Survey participants profile:
Among the 46 survey participants, most are from the US (71.74%), the rest are from Mainland China (21.74%) and other regions. The majority of the participants are in Academic libraries (73.91%); Public Libraries make up 13.04%. The majority's native language is Chinese (67.39%); English makes up 28.26%.

Current usage of the CALA Social Media:
Facebook and LinkedIn are the top two social media channels that the participants have accounts with and are likely to use for professional information.

Among the social networking channels our participants have an account with, Facebook ranks the first (78.26%), LinkedIn the second (73.91%); the rest are: 微信 (WeChat) (60.87%), YouTube (50%), Google+ (39.13%), Twitter (34.78%), Weibo (10.87%) and Other (13.04%).

For the channels which our participants use for professional information, most chose LinkedIn and Facebook (both 43.48%); the other choices are: 微信 (WeChat) (39.13%), YouTube (17.39%), Twitter (15.22%), Google+ (10.87%), Weibo (4.35%). Others replied: none, none only emails, QQ, Listserv and Instagram.

Most participants are likely to use social media in a typical day: Extremely likely (23.91%), Moderately likely (21.74%), Very likely (19.57%), Slightly likely (15.22%), Not at all likely (17.39%).
The participation in the CALA's social media channels is still relatively low. The percentage of the participants who chose "No [haven't used]" is higher than the percentage of those who chose "yes" for all channels. The rest are "Not sure" or "No answer."

Most spent Less than half an hour (43.48%) looking at CALA's social networking channels every week, 13.04% spent Half an hour to 3 hours, 6.52% spent 3 to 6 hours, and 2.17% spent More than 6 hours.

In terms of the participants' opinion on whether CALA's social media channels are useful, about twenty to forty percent of the participants selected "Very Useful" or "Useful" for each channel.

Participants' feedback on possible social media practices:
As for "which types of posts do you enjoy seeing the most," the individual rank is: News (23.91%), Chats and discussions (10.87%), Photos and albums (4.35%), Videos (2.17%). Most participant chose All of them (41.30%). 17.39% bypassed the question.

About fifteen to thirty percent of participants have responded positive to the question "have you found a sense of community in CALA's [three] social media channels." About half of the participants bypassed the question.

In terms of "how can the social networking channels be improved," half or close to half of the participants chose: Share news from the wider library and education community, as well as the society (50%), Share CALA members’ postings (43.48%). Also 43.48% selected "Focus on the existing three channels," only 10.87% chose "Add more social media channels."

For the future possibility of additional channels, 45.65% selected CALA WeChat 公众号, 13.04% chose Twitter. 21.74% chose None.

As for languages used for posting, for CALA Facebook: The majority of the participants (69.57%) chose Mainly English, 2.17% chose English only. For CALA WeChat: The percentage of the participants who chose Mainly English (39.13%) is higher than the percentage that chose Mainly Chinese (23.91%). 2.17% selected English only.

For content categories, the majority selected: CALA news, chapter news (82.61%), CALA member news (73.91%), Libraries’ news in China and Chinese speaking countries (69.57%), News related to the library community (69.57%), ALA, IFLA and caucus news (60.87%), News related to the Chinese community (58.70%). One comment said "Find the niche."

The majority of the participants indicated a likelihood to share their own opinions about books, librarianship etc. on CALA's social networking channels: Slightly likely (30.43%), Very likely (23.91%), Moderately likely (19.57%), Extremely likely (4.35%).

Recommendations
After carefully examining the survey results, the CALA Social Media Group recommend the following in March, 2017:
At this time the group suggests not adding additional social media channels, but do suggest experimenting with ways to get our members more involved in the social networking arena:

(1) Create a Facebook private group where everyone can post, start discussions, invite people and connect with each other. Facebook offers a more variety of ways in social networking compared to the traditional Listserv. The current Facebook page is more of a publicity platform for the association to post information, and it needs more member participation. (2) Compare the current CALA WeChat and the potential WeChat public account (公众号), illustrate the advantage and disadvantage of both channels and call a discussion on these two platforms from the members. (3) Investigate starting a LinkedIn group for CALA members to connect professionally.

- Encourage more members to participate in all social media channels and build stronger communities. Put more emphasis on sharing, communicating and collecting CALA members' news and ideas via social media channels besides disseminating and posting news. At the same time, keep developing, compiling or forwarding useful information, communicating with and engaging our members and users.

- Write simple instructions on how to use CALA’s social media channels. Continue promoting Facebook and improving its posting and user participation; keep the current CALA WeChat and YouTube active. Strategically promote all of them viaCALA Listserv, Newsletter, conferences and the social media channels themselves.

- Continue to develop content in various categories and try to keep a balance among them. Meanwhile, keep focusing on CALA news, chapter news and CALA member news but include libraries’ news in China and Chinese speaking countries, news related to the library community, ALA, IFLA and caucus news and news related to the Chinese community.

- Use English as the official language for all the social media channels. Due to WeChat's special focus on bridging the US and Chinese communities, a mixture of English and Chinese will still be the norm. However, WeChat users are encouraged to post more often in English.

**Follow Up Actions**

**Compiled Simple Instruction on How to Access the CALA Social Media Channels.** It was shared with members via the CALA Listserv and the spring issue of the *CALA Newsletter*.

**Created the “CALA Members and Friends” Facebook Group.** This is part of the CALA Facebook channel which is supplemental to its public page. It is designed for internal discussion. Through this channel, members can post, start discussions, invite people and connect with each other. The group can be joined by follow this URL: [https://www.facebook.com/groups/423045741400053](https://www.facebook.com/groups/423045741400053).

**Created the CALA LinkedIn Group.** This group is created to allow CALA members to be associated via the professional networking group. Its profile page is at: [https://www.linkedin.com/company/calalib](https://www.linkedin.com/company/calalib)

Discussed the pros and cons of WeChat Public Account and WeChat discussion group, and the possibility of creating the **CALA WeChat Public Account**.

**Posting and Promoting CALA Facebook.** As of May 30, 2017, CALA Facebook’s fan base has increased to 286; an increase of 28.25% compared to 223 on July 1, 2016.
From July 1, 2016 to May 30, 2017, CALA’s Facebook page had 206 posts with photos (including the 177 photos in 6 albums), 70 posts with links and 25 posts with other updates. Among them 14 posts are shared from CALA members and friends.

The highest single post’s reach was 270 and its impression was 466 (for the CALA 2017 Annual Program); the highest single post’s impression was 683 and its reach was 179 (for CALA’s session "Innovative Services and Technology in U.S. Academic Libraries" at the 2016 Chinese Library Annual Conference).

**CALA WeChat continues to be maintained actively by the community.** CALA WeChat has been an active community space for CALA members and friends to allow information sharing and a forum for discussion since it started in December 2014. As of May 30, 2017, CALA WeChat's members totaled 161. CALA leaders including Lian Ruan and Qi Chen have frequently posted to it. The Social Media Group also posted news and messages to CALA WeChat and forwarded news from this community space to CALA Facebook.

One trend is that CALA WeChat has continued to use Chinese as its main communication language; the previous social media study recommended to make adjustments to this in order to attract non-Chinese speakers, however the CALA WeChat has been developing in this path which seems to appeal Chinese speaking members and friends thus creating an informal and close community. Some of the postings have been shifting from CALA Listserv to WeChat since WeChat provides a more relaxed environment and it often gives instant replies with positive emoticons. It has become a space for Chinese speaking members and friends to sharing information, asking for help and providing updates and feedback to various news and events. The newly created "CALA Members and Friends" Facebook Group, on the other hand, hasn't been too active.

**An update on CALA YouTube's views.** As of May 30, 2017, the eight videos on CALA's YouTube channel have generated 2720 views.

**Goals and Objectives Accomplished:**

The group continued to promote CALA's social media channels including its Facebook page, WeChat space, and YouTube channel by posting and sharing news, encouraging communication and inviting members to participate in social media channels and through a social media survey. Two new channels, "CALA Members and Friends" Facebook Group and the CALA LinkedIn Group were also established.

**Goals and Objectives to Be Completed:** NA

**Budget Requirements or Reimbursement Requests (if any):** NA

**Questions/Comments/Suggestions for the Board (if any):** NA

**Summary Paragraph:** In a few sentences, highlight your achievements, concerns, or suggestions that you mostly want addressed. This should be the main point of your committee report.

The CALA Social Media Group members worked together to (1) post news to the CALA’s Facebook page ([https://www.facebook.com/CALA-Chinese-American-Librarians-Association-281336511932864](https://www.facebook.com/CALA-Chinese-American-Librarians-Association-281336511932864)): from July 1, 2016 to May 30, 2017, CALA's Facebook page had 206 posts with photos (including the 177 photos in 6 albums), 70 posts with links and 25 posts with other updates. Among them 14 posts were
shared from CALA members and friends. As of May 30, 2017, CALA Facebook's fan base has increased to 286. The highest single post's reach was 270 and its impression was 466 (for the CALA 2017 Annual Program); the highest single post's impression was 683 and its reach was 179 (for CALA's session "Innovative Services and Technology in U.S. Academic Libraries" at the 2016 Chinese Library Annual Conference). (2) The group coordinated the CALA's first social media survey. The survey seeks CALA members and friends' opinions and feedback on CALA's social media status and its future directions. It received 66 responses; among them 46 are finished and valid replies. Survey results were analyzed, recommendations were made and actions were followed up. (3) The Social Media Group, basing on the survey results, created the "CALA Members and Friends" Facebook Group to supplement the CALA Facebook's public page (The group can be joined by follow this URL: https://www.facebook.com/groups/423045741400053), established the CALA LinkedIn Group (https://www.linkedin.com/company/calalib) to allow members to be associated via the professional networking group, discussed the possibility of establishing a CALA WeChat Public Account, and also compiled instruction on how to access the CALA social media channels. (4) Meanwhile the group has promoted and encouraged CALA members' participation in the other channels. As of May 30, 2017 the CALA WeChat's members have reached a total of 161, and it continues to be maintained actively by the community. Information on all channels has been shared via CALA Listserv, Newsletter, conferences and the social media channels themselves.

Note:

- please submit your report in PDF format and sent to CALA Executive Committee at exc@web-cala.org
- Save/name your files in the following way, and for long committee name, abbreviation can be used:
  - o report_2016-2017_annual_committee-name.pdf
  - o report_2016-2017_annual_committee-name_attach1
  - o report_2016-2017_annual_committee-name_attach2