USFT Special Collections Social Media Assessment 2020-2021

USF Libraries

Follow this and additional works at: https://scholarcommons.usf.edu/usf lda_data

Scholar Commons Citation
USF Libraries, "USFT Special Collections Social Media Assessment 2020-2021" (2021). All Assessment Data. 91.
https://scholarcommons.usf.edu/usf lda_data/91

This USF Tampa Library is brought to you for free and open access by the USF Libraries Data and Assessment at Scholar Commons. It has been accepted for inclusion in All Assessment Data by an authorized administrator of Scholar Commons. For more information, please contact scholarcommons@usf.edu.
Library Assessment & Impact

1. **First Name**: Tomaro  **Last Name**: Taylor

2. **Email Address**: tomaro@usf.edu

3. **Campus**: Tampa  **Library Unit**: Special Collections  **Department**: Collections & Discovery

4. **Title of Assessment** [name of project or course- include prefix and number]: Special Collections Social Media Assessment

5. **Assessment Category**: ___ Collections  X  Services  ___Facilities/Equipment

6. **Assessment Time Period** [Indicate term or academic year]: January 2020 - December 2020

7. **Audience/Population**: General community

8. **What is the purpose of the assessment** [max: 500 words]
   Please address the following points as appropriate:
   a. What problem are you trying to solve?
   b. What service or function are you trying to improve?
   c. What criteria demonstrate success?
   d. What is the anticipated impact?

The purpose of this assessment is to evaluate community engagement with Special Collections' Facebook social media account in order to make informed decisions about how Special Collections uses Facebook to connect with its user base.

Special Collections has managed a Facebook social media account for roughly 10 years. Although post content and frequency have varied over time, the number of social media followers and their level of engagement has remained fairly stable. In 2019, Special Collections evaluated the number and types of posts shared on Facebook and shifted content from general posts about collection items to more specific posts about staff, events, and collection highlights in the media. Anecdotally, the "targeted" posts appeared to generate greater engagement from followers in the form of likes, comments, and shares.

Following a more detailed social media analysis in early 2020, Special Collections determined that followers shared, liked, and commented more frequently on posts published on Saturday and Sunday (as opposed to Monday-Friday).
The Special Collections Social Media Assessment will help Special Collections determine if targeted posts on specific days generate increased community engagement among followers and, as such, boosts awareness of and enhanced access to collections and resources. Increased community engagement will be measured quantitatively across posts by type of post, date posted, number of likes, number of comments, and number of shares. This data will be used to determine the most popular types of posts, as well as the most popular post publishing dates, to further streamline staff time and increase return on investment.

Additional anticipated impacts include: increased requests about or use of highlighted resources and services; increased community support through monetary donations.

9. Please check off any PBF or Preeminence metrics to which this activity correlates:

<table>
<thead>
<tr>
<th>PBF metrics</th>
<th>Preeminence Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent of Bachelor’s graduates employed or continuing education</td>
<td>Average GPA and SAT score</td>
</tr>
<tr>
<td>Median wages of graduates employed full time</td>
<td>Top 50 rankings</td>
</tr>
<tr>
<td>Average cost to students</td>
<td>Freshman retention rate</td>
</tr>
<tr>
<td>Four-year graduation rate</td>
<td>Four-year graduation rate</td>
</tr>
<tr>
<td>Academic progress rate</td>
<td>National Academy memberships</td>
</tr>
<tr>
<td>Bachelor’s degrees awarded in areas of strategic emphasis</td>
<td>Science and engineering research expenditures</td>
</tr>
<tr>
<td>University access rate</td>
<td>Non-Medical science and engineering research expenditures</td>
</tr>
<tr>
<td>Graduate degrees awarded in areas of strategic emphasis</td>
<td>Disciplines ranked in top 100 for research expenditures</td>
</tr>
<tr>
<td>Percent of BAs awarded without excess hours</td>
<td>Utility Patents awarded</td>
</tr>
<tr>
<td>Six-year graduation rate</td>
<td>Doctoral degrees awarded annually</td>
</tr>
<tr>
<td></td>
<td>Number of post-docs appointed</td>
</tr>
<tr>
<td></td>
<td>X Endowment size</td>
</tr>
</tbody>
</table>

10. **Assessment Methodology and Data Points**: Starting with baseline data generated as part of the social media analysis (January - March 2020), and beginning with posts published in April 2020, we will collect data on post type,
post date, and the number of likes, comments and shares generated prior to publishing subsequent posts. We will assess the data each quarter to determine the most popular types of posts and the most popular publishing dates.

11. **Schedule/plan**: Quarterly assessment, beginning with collated Q1 data.

12. **Expected outcomes**: Increase ROI by streamlining staff efforts, expanding collections reach, and driving requests for and about highlighted resources and services. Increase both virtual and tangible engagement with and support of Special Collections.

[Post-assessment]

**Discussion of Findings/Results:**

a) What did the data show? (summarize statistics, if applicable)
b) What did you learn?
c) Applicability/usage?
d) If you did the assessment again, what would you change?

Special Collections assessed data for Facebook (FB) posts published to the USF Libraries – Tampa Special Collections Facebook page between April 6, 2020 and April 22, 2021. During this period, posts were neither scheduled nor planned; staff published Facebook posts irregularly and without regard to date, time, or day of week. At the end of the year, data showed that posts were distributed somewhat equitably across most days of the week (between 5 and 7 posts for each day), with the least number of posts being published on Saturdays (2). Staff also did not plan for topic distribution or the use of hashtags and tags; these were created organically during the production of FB posts.

The table below shows the highest performing posts for the 2020-2021 assessment period:

<table>
<thead>
<tr>
<th>Data category</th>
<th>Data amount</th>
<th>Post Topic</th>
<th>Day Posted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>18</td>
<td>LGBTQIA+ collections</td>
<td>Sunday</td>
</tr>
<tr>
<td>Shares</td>
<td>13</td>
<td>1918 Influenza – Pizzo collection</td>
<td>Tuesday</td>
</tr>
<tr>
<td>Reach</td>
<td>1159</td>
<td>Black Lives Matter</td>
<td>Sunday</td>
</tr>
<tr>
<td>Engagement</td>
<td>190</td>
<td>1918 Influenza – Pizzo collection</td>
<td>Tuesday</td>
</tr>
</tbody>
</table>

Based on the overall data, there did not appear to be any correlations between the day of week that a post was published and the amount of interest the post
generated. There also were not any significant findings between our audience's interest in a post and the post topic, the use of hashtags or tags, or whether a post was shared from or to the University of South Florida Libraries – Tampa campus Facebook page. Instead, Special Collections' highest-performing posts are directly related to world and news events. Posts that tie our collections to global developments and movements, such as COVID-19 and Black Lives Matter, generated the greatest interest. However other timely posts, such as those created for Earth Day and Ask an Archivist day, were low performing, thus suggesting that only major news events generated significant interest in relevant collections.

Special Collections will use this information to determine whether we:

- increase the number of FB posts by cross-posting from the Special Collections’ Instagram account, thereby retaining users who do not engage with Special Collections' Instagram account or the USF Libraries’ other social media accounts;
- establish a sustainable calendar for publishing FB posts, at a maximum of 2 posts per month to sustain current interest in Special Collections; or
- close the FB account and focus on Instagram and other means of outreach adjacent to or aligned with the Libraries’ Communications and Marketing team.

If I were to conduct this assessment project again, I would also include time of day (AM, Noon, PM) and whether the post originated on or was shared to the University of South Florida Libraries – Tampa campus Facebook page. If the post was shared to the USF Libraries’ FB page, I would also collect data on the likes, shares, reach, and engagement generated there.

**Assessment results (attach summary document/file with raw data):**

Collected data included with this document as “2020-21 SPC FB Social Media Assessment Spreadsheet”

**Plan for improvement/next steps:**
I have shared this information with the Special Collections team for further discussion and to help determine the future of the USF Libraries – Tampa Special Collections Facebook page.