Navigating a River of Social Media Information
at Mount Carmel Health Sciences Library

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# Our Social Media Voyage

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Our Fleet and Our Vessel

One of the nation's largest Catholic Health Systems. It serves people and communities in 21 states from coast to coast with 82 hospitals, 89 continuing care facilities and home health and hospice programs.
Definition of Social Media
- forms of electronic communication. through which users create online communities to share information, ideas, personal messages, and other content.


"Social media is the new, faster, and more widespread word of mouth."
– Laura Solomon
The Librarian’s Nitty-Gritty Guide to Social Media
Facebook – 2010
- Used by 67% of Internet users, mostly women 18-29
- More lengthy text and accompanying photographs and links
- Timeline and Milestones

Twitter – 2012
- Used by 16% of Internet users, adults 18-29, urban residents
- Updates, newsflashes, headlines
- Live tweeting during events and participating in Group Chats

YouTube – 2013
- Video tools, space to host
- Marketing and promotional videos
- Events and Tours; Instruction (coming soon!)

LinkedIn – 2013
- World’s largest Professional Network (238 million users)
- Local and worldwide Health Sciences and Medical Librarianship

Pinterest – 2014
- 15% of Internet users, mostly women
- Consumer Health Information (recipes, healthy living, health and safety promotion and education)

A Drop in the Torrent!

Navigating a River of Social Media Information

- 372 likes
- 94 followers
- 4 subscribers
- 18 members

Social Media Platforms:
- Facebook: 1/6 of the world
- Twitter: 500 million
- YouTube: 1/6 of the world visits each month
- LinkedIn: 238 million
- Pinterest: 70 million
Compass

- From “Blowing in the Wind” to “Setting a Course”
- Destination!?!?
- Need for a Navigation Plan
- From paddles to rudder
- Steer and push forward
- Are we there yet?

Crew

- Staff & Users
- Responsibility and roles through the voyage
- Understand, Educate, Enable, Motivate
- Vision
- Marketing
- Agility
Navigation

Traveling Companions or Pirates?

• Live tweeting during events
  – MLA
  • #mladxxerror
  • #midwestmla2013
  – OHSLA
  – ALAO
  – KSU Library Career Night
  – College of Nursing Events
  • #New2MCCN
  – Tabling Events
• Twitter chats (#medlibs)
• Cooperation and Promotion
  – Cross posting photos
  – Promoting others’ events
You Like Me, You Really Like Me!

As of 10/1/2013

- **Facebook**
  - 372 likes
    - up from 316 in 2012
  - 163 posts
    - average 3 per week

- **Twitter**
  - 94 followers
    - since 11/1/2012
  - 176 tweets
    - About 4 tweets/week
  - Following 357

http://www.youtube.com/watch?v=MWtUVDG5M1w
A Year of Facebook Posts

163 Posts from 10/1/12 to 9/30/13

• average 3 posts a week
  – 13,418 total reach
    • the number of unique people who saw your post in News Feed, ticker or on your Page.

• Most popular in reach – The Libunny!
  – 229 unique people saw it

• Most post clicks – Pictures of MCCN Orientation
  – +1,400 clicks on the post

• Most shares – Welcome back Noreen!
  – 24 people shared the picture

• See Insights on Facebook page once you log in
  – https://www.facebook.com/mountcarmel.hsl
A Year of Facebook Posts

Navigating a River of Social Media Information
Getting the Word out

Using QR codes to encourage mobile device participation.

Library Entrance

Bulletin Boards

College Coffee Shop

Navigating a River of Social Media Information
Successful Navigation - Lessons

Navigating a River of Social Media Information
Successful Navigation - Lessons

**Obvious**
- Animals
- Food
- Kids

**Surprising**
- Learned by diving in and trying many different types of posts
- Some popular posts were a surprise!
  - Staff in funny costumes
  - Pictures of librarians helping people
  - A Staff Member’s return from leave
  - Closing a library (to remodel)
- Important to check metrics . . .
Successful Navigation - Lessons

“Suggesting that use of health sciences libraries will deliver success and control could be a way to offer intrinsic rewards and thereby create brand love for libraries.” – Susan Starr

A typical day at Your Library. We love helping you find the information you need to excel in your studies and your career. Come visit us on the 3rd floor of the Center for Learning and Education on the Mount Carmel West Campus.

If you have never been here, please stop by and visit us.
Foundering

- Stagnant number of likes, comments, followers, views, group members
- Lack of Interaction (commenting, discussions)
- People seldom respond to “memo” announcements & other “broadcasts”
- When to tweet, When to post?

Policy

- Do we friend, follow and tag?
- It’s a Fleet – we move and operate together!
- Corporate Policies take precedence.

Planning

- Vision
- Mission
- Strategic Plan
# Preliminary SWOT Analysis

## All Social Media

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<th>Internal</th>
<th>Positive</th>
<th>Negative</th>
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| **Strengths** | Free marketing tool  
• Customers will see the real people who serve them (connection)  
• Opens up creativity (video, photographs, creative writing)  
• Microblogging announcements (headlines and teasers) | **Weaknesses** | Limited amount of information (web attention span)  
• How to relate appropriately to customers (professional but natural)  
• HIPAA rules?  
• Corporate rules and regulations  
• Building a following |

<table>
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<th>External</th>
<th>Opportunities</th>
<th>Threats</th>
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| **Opportunities** | Wide range of users (billions)  
• Most of our customers are already on Social Media  
• Way to keep relationship after graduation  
• Valuable feedback  
• Refresh library image as innovative  
• Outreach & marketing potential | **Threats** | Unsavory elements (spammers, hackers, stalkers)  
• Information security  
• Social media sites exist outside IR, MCHS control  
• Data is stored remotely  
• Unlikes, Unfollows, Complaints are easy for all to see  
• Commitment to keep content fresh or risk losing interest or appearing neglected  
• Perception of faddishness (MySpace) |
## Preliminary SWOT Analysis

<table>
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<th>Platform</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
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| **Facebook** | - Wide user base (billions)  
- One stop shopping (pictures, text, videos, links) | - Policies (who to friend, what to share)  
- Changes to platform | - Interact with other friends, organizations  
- Facebook Events: games, scavenger hunts | - Inappropriate or abusive comments  
- Spammers, stalkers  
- Must commit to fresh content |
| **Twitter** | - Headlines  
- Mobile use  
- Urban audience | - 140 characters  
- TMI (too much information) | - Live tweeting  
- Urban users | - Broadcast focused  
- Easy to ignore feedback |
| **YouTube** | - Show rather than tell  
- Preferred medium for younger generation | - Time consuming to produce content  
- Professional looking content  
- Hard to update | - Teaching  
- Marketing  
- Engaging  
- MOOC platform | - Old content  
- Poor content  
- Lack of content |
| **LinkedIn** | - Build professional network  
- Staffing (job posting)  
- Event announcements | - Not customer focused | - Professional networking  
- Job announcements  
- Continuing Education | - Unsolicited requests to join  
- Duplication and competition with Facebook, Monster |
Next Steps ... New Horizons

Build Our Social Capital
• 80/20 Rule for content posting
  – 80% should be for customer’s needs (What’s In It For Me?)
  – only 20% about the library and its’ services
• Contributions done by team, rather than by an individual

Strategic Plan for Social Media
• Social Media Analytics
• Conduct a thorough SWOT Analysis
• Formulate Goals in alignment with Mission and Vision
• Determine how to measure success and Return On Investment (ROI)
• See Steiner, Solomon for direction

Compose Policies & Procedures
• Review corporate Policies and Procedures

New Social Media Platforms & Devices
• YouTube - 2011 ASU Library Minute
  – http://www.youtube.com/watch?v=ohyqXAhLgsM
• Pinterest – Consumer Health Information (recipes, healthy living, events)
• Instagram
• Smart Phones
• Tablets
• Chromebooks
Downriver ...

Web 1.0, 2.0 and 3.0!

- HTML forms & email
- Google
- LibraryH3lp LibChat
- UserVoice
- Joomla! Comments
- SurveyMonkey
- Springshare’s LibCal
- Prezi
- iTunes U

Social Media Opens Us Up To More Cloud-Based Computing!
“Instant credibility comes from an entire experiential image, not just one piece of it. It starts with impressions made by the sensual, cognitive, and social effects of everything connected with library service.

That includes not only you and your staff but also the building, rooms, decoration, furnishings, arrangement, and contents of the physical library.

Some first impressions are made through Web sites, blogs, or social networking services, and they, too, must be carefully planned to inspire confidence and credibility.

Furthermore, all of these images have to be compatible.”

From The Agile Librarian’s Guide to Thriving in Any Institution by Michelynn McKnight, p. 90


Steiner, S. K. (2012). Strategic planning for social media in libraries


Questions?
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