

Social Media Content Analysis of the Scugog Public Library

By Mark Borden

Introduction

I wanted to do a smaller library, rather than one in a major city, because I was curious to see what they did with their social media. I know with the Toronto Public Library they have social media people on staff whereas I would imagine for a small place the librarian, or library assistant, would handle it. For that reason I chose the Scugog Memorial Public Library. It's a library in Port Perry, Ontario which is a small town north east of Whitby. The Scugog Library does not mention how wide their service area is but the township of Port Perry has less than 10,000 people. I would not say it is a stretch to think that people from outside their catchment, smaller surrounding towns, would utilize the library but I could not find any specific information about their client base. The Scugog library uses four social media platforms and I will speak about each in their own section.



The latest photo on the instant account was uploaded in June of 2012. Since nothing has happened, in the past month, for me to notice I will consider the account in its entirety. The account only has, as of writing this, 479 views, without comments of any of the photos. In my opinion the quality of the photos in the account is quite high so it is unfortunate that users are not engaging with them.



Their Twitter account has 91 Tweets and 449 followers as of writing this. I tried digging through their Tweets, going beyond the required month, but could not find any examples of user interactions. Most of their Tweets appeared to be automatic, as seen to your right, from a service called SumALL which is advertised as an Analytic tool for marketers. Again we see information being pushed out in one direction instead of creating Tweets to engage users.



The link on the Scugog website directs to the Whitby Library Youtube account. There are 37 videos but none specific to Scugog, which again is unfortunate, considering how easy it has become to create and upload content in that format. There are a number of tutorial videos on this account, for example “How to use Windows XP”, which I checked to see if any users posted comments asking questions but they were all barren. Like with the Instagram account it appears all the dialogue is going one way, from the library to the public, which we learned in the slides is not what we want from social media.

Social Media Performance

I tried the same query, “Scugog Memorial Public Library”, in a number of social media searching tools and found the following results. I began with using “Social Mention” and, as you can see, the performance of this “brand”, as this service calls it, is quite weak in terms of reach. Which is to say internet chatter about Scugog is all negative, quite the opposite according to these results, but rather almost no one is talking at all about the library. Most of the results of this search, item one in the appendix, are not related specifically about Scugog but picked up on news items containing those words or about the Whitby library system.

The Scugog Facebook page currently is sitting at 219 “likes”, 158 “visits” and a rating of 4.5/5 from 16 users. One users, of those sixteen, gave the library a “one star” rating but did not give any reason as to why. Looking at the last four weeks of posts, and even beyond, we again see an obvious lack of user participation. A significant amount of their Facebook posts are retweets from their Twitter account which, as discussed earlier, are automatic from “SumALL”. The highest amount of “likes” for a given post, that I could find, is 6 when they changed their profile picture to a lakefront view.

socialmention*

| | |
|-----------------------------|------------------|
| 1% strength | 3:0 sentiment |
| 27% passion | 3% reach |
| 10 minutes avg. per mention | |
| last mention 14 minutes ago | |
| 8 unique authors | |
| 0 retweets | |

The next tool I used was “Social Searcher” which looks through open Facebook statuses, Tweets and Google Plus posts/comments for any mention made of what you are looking for. The only result returned was a Google Plus post from Puckrin & Latreille, a realtor in Port Perry, encouraging people to buy tickets to movie night at the Scugog library which can be seen in item two of the appendix. I wanted to be sure that this tool worked as intended so I tried searching for a few video games by name, and being around E3, returned a ton of results meaning the service works as advertised.

Another social media searching tool I tried this query with is called “UVRX” which searches for Google results emanating from social media platforms. So, my understanding of this tool is, that it pulls results that have been indexed by Google but does not actually go into any of the platforms itself the same way “Social Searcher” does. The results I received with this tool, item three in the appendix, were almost entirely the LinkedIn profiles of current, and former, employees of Scugog. The one exception being that the “Scugog Memorial Public Library” Google Plus page showed up in the results but, with that said, was not the top one which is telling. Unlike “Social Searcher” this service does not appear to discriminate between content generated about the search subject, Scugog Memorial Public Library, or content generated by it. I am pretty surprised that not even a single Tweet or Facebook page appeared in the results and even more surprised that the list is dominated by LinkedIn profiles.

The last social media searching tool I used for this assignment, results in item four of the appendix, is called “Icerocket”. Icerocket is different from the other tools used in that it looks through blog posts for mention of your query. The only result returned was from the blog of an artist named Nancy Moore whom, it appears, once had an appearance at the Scugog Memorial Public Library she advertised on her site in advance. There is not much to say about these results, or lack of as it’s consistent with the other services/tools, but I ran a search on a larger library for comparison sake and the Toronto Public Library returned over

939 results. Well it is admittedly not fair to compare a library in a small tourist town to one that services the largest city in then country the point still stands that, try as I might and I extended beyond the requirements of this assignment, I could not find anyone talking about, or with, the Scugog Memorial Public Library for any number of reasons which will be covered in the next section.

Results Analysis

My look into the last four weeks, beyond that even in most cases, and the lack of results on any of social media searching tools leads to the conclusion that people, on the internet at least, are just are not talking about the Scugog Memorial Public Library. Well I do not want to be too critical of the library for not performing well, as one would imagine it is difficult for such a small one to stand out online, I did run into one curiosity during my initial Google search. Scugog hosted a seminar, a pricey one too I might add, teaching users how to utilize social media for the advantage of marketing their small business which can be seen in item five of the appendix. That is not to imply the staff are unqualified to teach the seminar because Scugog's social media strategy is a little wanting, but rather, suggestive that they are aware of the merits the platform has to offer even if they are making the most of it themselves. In my experience as the "Social Media Specialist" for the private school I am volunteering at social media accounts for between 3% to 4% of site traffic. While this may not seem like a lot it is roughly equal to what paid advertising brings in. I only mention this to suggest that Scugog is actually really missing out on an opportunity to drive traffic to the site but not beefing up their social media accounts.


One problem I see with all of the social media accounts, across the board, is the conversation is always flowing in one direction with little opportunity for user engagement. Most of what I see coming out of the accounts is promoting events which are occurring at the library, which is not bad by any means, but is a problem when it is the only thing happening. For example one Facebook post was advertising a "Hunger Games" showing at the library which encouraged patrons to not only attend but dress up like

like their favorite characters from the film/book. I like this idea but think they could have went a little further, or had a little more fun with it, that could have potentially engaged patrons in an interesting way. For example Scugog could have incentivized patrons to dress up by offering reduced, or even free, ticket prices. Another opportunity I think they missed out on was not photographing the event for the Facebook page. I do not think pictures of library users sitting around a screen would be very interesting but if they were dressed up like Katniss and Peeta it could be something fun they would share with their friends on Facebook and Twitter.

Another issue I see with the Scugog social media accounts is a distinct lack of content. For example, in image six of the appendix, nearly all of their Tweets were automated about the status of their Twitter account. Going back to my experience volunteering at the school this is a difficulty I encounter fairly regularly. Employees are concerned, and rightfully so, with the administrations of their institutions and do not necessarily have time to generate content. Consequently the social media accounts suffer because they simply do not have stuff to talk about on those platforms. This is a tough problem to solve as, especially for a small library like Scugog, they are probably understaffed as is. I think the only way to do it though is to simply budget and hour, or two, per week to produce content for their social media platforms. I liked the instructional videos on the Youtube channel and those are something that can be done cheap, and relatively quickly, with only a Twitch account and a microphone. It could also be as simple as sitting down and asking patrons, via Facebook or Twitter, what books they are reading or would recommend to others. I saw none of that on any of their accounts however which I think is a real shame given how big a role that library could have in a small community. Scugog has these free tools at their disposal which could be used to really engage users but instead seem to be more of an after thought.








Appendix

Item 1

entions  Scugog Memorial Public Library


Mentions about Scugog Memorial Public Library

Sort By: Results: Results 1 - 15 of 60 mentions








-  **Jewish Memorial 2 berlin**
geminawakening.wordpress.com/2014/06/11/jewish-memorial-2-berlin/
14 minutes ago - by mastermike27 on [wordpress](#)
-  **Congratulations, Edmonton Public Library**
2014 Gale/LJ Library of the Year: Edmonton Public Library. Transformed by Teamwork. For 101 years, Alberta's Edmonton Public Library (EPL) has galvanized its ever-tasseledbooks.com/2014/06/11/congratulations-edmonton-public-library/
15 minutes ago - by Andrea on [wordpress](#)
-  **New books in Waterfield - April and May 2014**
Print books added to Waterfield Library's print and electronic collections during April and May 2014. Capital in the twenty-first century by Thomas Piketty
Cube
msubusinessfaculty.com/2014/06/11/new-books-in-waterfield-april-and-may-2014/
32 minutes ago - by msubusiness on [wordpress](#)
-  **Canadian Opportunity – Michael Wilcox seminar. Here in Port Perry. British inventory of the "Split Primary System". Colour Bias Wheel and H...**
www.facebook.com/permalink.php?id=339845659402813&v=wall&story_fbid=6801727453
yesterday - by [Scugog Council for the Arts](#) on [facebook](#)
-  **Everyone had a great time. Way to go, Scugog Memorial Public Library.**
Fun of all forms took over the Scugog Library on Saturday, May 31, with the first annual How To In Ten festival. Carol McGavin of Port Perry's Never Enough Wool sh...
www.facebook.com/permalink.php?id=741937269150165&v=wall&story_fbid=7937182006
yesterday - by [Sunnybrae Golf Club](#) on [facebook](#)
-  **HIGHWAY 401 SHOOTING**


Item 3





Social: [Facebook](#) [Twitter](#) [MySpace](#) [LinkedIn](#) [Plaxo](#) [Bebo](#) [Tumblr](#) [LiveJournal](#) [Flickr](#) [Google Plus \(G+\)](#)

 Scugog Memorial Public Library


About 2,330 results (0.33 seconds)




-  **Ruth Teeninga - Canada | LinkedIn**
Library Assistant 1 at Scugog Memorial Public Library - Port Perry, Ontario, Canada
Library Assistant 1 at **Scugog Memorial Public Library**. Location: Port Perry, Ontario, Canada (Toronto, Canada Area). Industry: Information Services ...
ca.linkedin.com/pub/ruth-teeninga/50/9a/7a
-  **Emily Rose Gibbons | LinkedIn**
Student at Ontario College of Art and Design - Toronto, Ontario, Canada
Scugog Memorial Public Library. 2007 - November 2011 (4 years) Port Perry, Ontario. Shelves library materials, completes shelving routines, directs ...
www.linkedin.com/pub/emily-rose-gibbons/66/9b/650
-  **Scugog Memorial Public Library - About - Google+**
Scugog Memorial Public Library - Your library provides endless entertainment and unbeatable value for everyone in your community. Spread the Words!
https://plus.google.com/11515205958051403295/about
-  **Wendy Tang - Canada profiles | LinkedIn**
Current: Virtual Services Librarian at Markham Public Library. Past: ... Public Library, Public Services Librarian at **Scugog Memorial Public Library**. Media Lab ...
ca.linkedin.com/pub/dir/Wendy/Tang
-  **Bette Hodgins - Canada | LinkedIn**
B&I Consulting - Canada
Graduate Certificate, Communications and Public Relations ... Chair **Scugog Memorial Public Library**. Vice Chair North House Shelter, Ontario Council on Rural ...
ca.linkedin.com/pub/bette-hodgins/26/6b/b40
-  **Rose Gibbons profiles | LinkedIn**
Past: Shift Supervisor at Starbucks. Store Manager at The Cuddly Bunny Co.. Helper at Inspirations on Queen Street. Page at **Scugog Memorial Public Library**. ...
www.linkedin.com/pub/dir/Rose/Gibbons
-  **Ashley Vajda - Canada | LinkedIn**
Junior Designer at The Interior Design Group - Nanaimo, British Columbia, Canada
Public Company; 1001-5000 employees. Retail industry April 2008 - September 2009 (1 ... Volunteer. **Scugog Memorial Public Library**. 2003 - 2007 (4 years).
ca.linkedin.com/pub/ashley-vajda/5a/14/316a




Item 2

 Social Searcher Scugog Memorial Public Library    23.8K Log In Sign Up

Search results **Analytics**

 Email alerts

 Facebook  Twitter  Google+

 Time Period: Last 1 Week  Time Period: Last 2 Weeks  Time Period: Last 2 Years

Search NoName1


Search NoName1


Scugog Memorial Public Library

Exact Keywords

Mixed Keywords

Advanced options

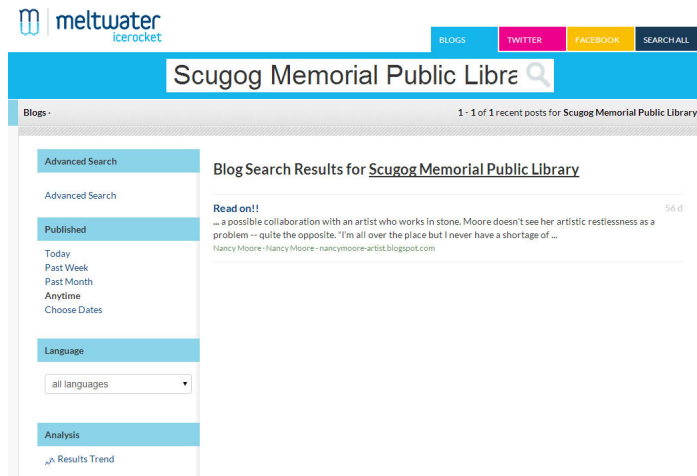
 **Puckris & Latrolle**
For \$2 a ticket you can see recent, award-winning, or independent films are shown at the Scugog Memorial Public Library every second Thursday of the month! How can you turn that down?
Visit their website to find movie listings!
Scugog Memorial Public Library


download
audiobooks • eBooks
OverDrive

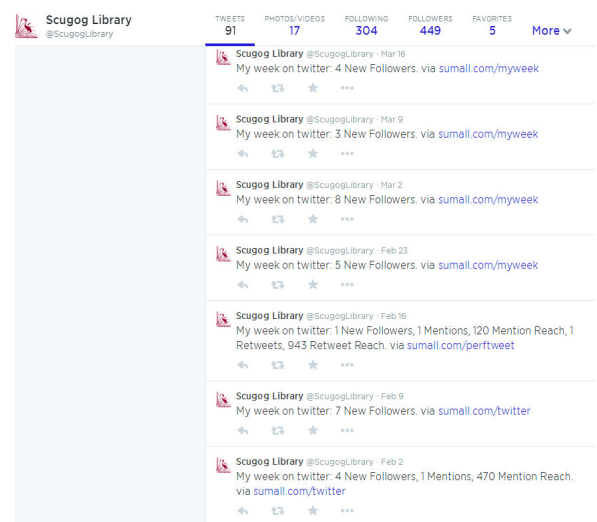
LIBRARY HOURS: TRANSFORMING MEMORIES HOURS: Saturday, October 10th, 10am - 3pm; Sunday, October 12th, 1pm - 3pm; Monday, October 13th, 10:30am - 1pm. The library is currently taking applications from writers and artists who are interested in adding their work at our Annual StoryFest Sale.
2013-10-08 20:43:02

Appendix

Item 4



Item 6



Item 5

Scugog library hosts social media boot camps for business

Ten sessions to be held from Sept. 11 to Nov. 13

Oshawa This Week

PORT PERRY -- A series of social media boot camps will be held at the Scugog library this fall to help local businesses enhance their online marketing efforts.

Ten sessions will be held from Sept. 11 to Nov. 13, which will highlight various social media tools as well as the planning that goes into successfully using them.

Discussions will be led by officials from A Web That Works; the sessions will be presented by the Scugog Chamber of Commerce, Port Perry BIA and Scugog Memorial Public Library.

An introduction to social media will be offered on Sept. 11, followed by a look at the 'Nine Steps to Social Media Success' on Sept. 18, strategic planning and keywords on Sept. 25 and 'Blogging For Business' on Oct. 2.

The next five sessions will look at utilizing Facebook (Oct. 9), Twitter (Oct. 16), LinkedIn (Oct. 23), Google Plus (Oct. 30) and YouTube (Nov. 6).

The final workshop, on Nov. 13, will focus on new social media tools such as Pinterest, Mobile and FourSquare

Each session will run on a Tuesday evening, from 6 to 9 p.m.

The cost of the webinar is \$375 prior to Aug. 1; after that date the price is \$500.