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LIS 631 – Emerging Tech Trends Information Access

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**Assignment 1 – Social Media Analysis – Music Library Association**

**- Introduction**

My report is focused on the library organization known as the Music Library Association. Founded in 1931, the Music Library Association is a professional association that is made up of music libraries that cater to librarians in the United States of America. To get to a more specific level, the MLA is made up of not just librarians and musicians, but also professors and scholars as well. These groups make up the bulk of the audience that makes use of the MLA's services as both an internal and external user. As far as physical location is concerned, the association is not situated in one singular location as it has at least ten chapters across the U.S. According to the mission statement on their official website, the purpose for which the MLA strides to fulfill is to provide a place for librarians, archivists, etc. who seek to protect and nurture the musical culture of the world.

How the association goes about accomplishing this task is by bringing in new members and keeping them engaged. One of the tools that it uses to do this is through social media, which is what this report will solely be focusing on. In this report, I will be evaluating how effectively the association is making use of social media. To be more specific, I will be looking at how much of a presence it has in both Facebook and Twitter, which are two of the most popular forms of social media that people use today. Some of

the factors this report will look at include the people who follow the organization, how many followers it has, the content that it posts on social media, and more. Ultimately, this report will determine whether or not the Music Library Association has a strong presence in the world of social media.

- **Facebook**

Facebook is one of, if not the, most popular form of social media that users from all different walks of life use as a form of communication. Because of that, it's obvious that a majority of organizations that are looking to market themselves to the public would use Facebook as a marketing tool. After digging into the MLA's Facebook presence, I have discovered that the organization does not make as much use of this tool as other organizations do. When I first went into its profile page, one of the first things that I noticed was that there doesn't seem to be a lot of interaction going on between people, as well as with the organization itself. Every post that I have found so far on their its is basically encouraging people to come to this event or take a look at this reading, which is something that an organization should be doing. If the audience your targeting has a good first-hand experience at an event, then they will go on social media and tell everyone about it, which increases an your organization's presence. However, I am seeing little to none of those results. I have only observed at least three interactions, and one of those interactions involved one fellow colleague saying to another that they beat them to the announcement in question.

Based on what I have observed so far, there is very little engagement on Facebook whatsoever, which is instrumental in an organization's market success. According to Katie Delahaye Paine's Social Media Manifesto, the most common way that

organizations measure their success on social media is by measuring the engagement between their targeted audience and the product that they are promoting.<sup>1</sup> Staying engaged with your targeted audience, as well keeping them talking about your organization, will ensure that your organization not only maintains its social media presence, but also grow it further as well. Based on the results from Likealyzer though, which a tool I used to get the analytical take on the MLA's social media use, the MLA is not engaging with its audience at all. Its activity percentage, which basically shows how active an organization is on its page, shows that it is not encouraging as much engagement as they should.

Despite that though, MLA's Facebook presence does have few things going for it. According to Likealyzer, it is constantly providing their users with information about their organization as well as the events that they host. It also has an excellent response percentage in regards to the fact that users are granted the ability to post on its page and interact with the content that it posts. Overall, much like the feedback that Likealyzer gives the MLA's Facebook presence, I myself would also give it an average rating. It is doing right in some areas, but there are other features and tools on the site that it is not using to their full potential.

#### - **Twitter**

After looking into how much time the MLA devotes to its social media presence on Facebook, I would say that they spend that same amount of time on their presence on Twitter as well. Based on how often the organization posts content on its Twitter page,

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<sup>1</sup> Katie Delahaye Paine, "The Social Media Manifesto: Yes We CAN and Already ARE Measuring Social Media," *KDPaine & Partners, LLC*, Page 1-26, (accessed September 4, 2018).

which seems to be on a regular basis, the organization maintains a constant presence in the realm of Twitter. However, its Twitter page does offer more information about their organization than their Facebook page does. To name an example, one of the main features of Twitter is that you can see what other organizations they are following. On the MLA's Twitter page, I found that it is following other libraries, which obviously includes those that specialize in music, as well as other organizations. This shows that it is making use of the tools that Twitter is giving it to reach out to their audience by networking with other like-minded organizations.

This is just some of what I discovered on the service of their Twitter page. Using the analyzing tool [foller.me](#), I dug a bit deeper and have discovered that while the MLA is making some effort to market itself on Twitter, they can do better. According to [foller.me](#)'s tweet analysis, out of a hundred tweets each, it seems that the organization is only doing around average. What stands out for me is that out of a hundred tweets, it is only doing three replies. That means that the organization is hardly talking with its audience directly at all.

Finally, I noticed on the report that the MLA does not seem to use emoticons whatsoever. While it might not seem like a big deal, not using emoticons in your posts can actually have an impact on the people you are trying to reach out to. Emoticons have rapidly been integrated into how we as a society communicate in the digital world. This is especially evident in social media, where almost every post has at least one emoticon. If you want your organization to connect and relate to the audience your targeting, implementing emoticons into your strategies can go a long way. Emoticons can give an organization the ability to portray itself as their targeted audience's peer.

- **The Audience**

Based on the MLA's followers page on Twitter, it seems that its targeted audience is comprised of a balance of males and females. The majority of these individuals all work within the library field, with some of them having experience with music. There are also some followers that just simply have a passion for music following it. It also has some other organizations, which range from other libraries to music organizations to even technology companies, following it as well. Overall, it can be seen right away that the MLA is attracting the ideal audience that it is looking for. This is the kind of audience who shares the organization's vision and can get that vision out there to their peers, colleagues, superiors, etc. From what I have seen, the Music Library Association appears to be succeeding in getting the audience that it is looking for.

- **Recommendations**

After looking at the Music Library Association's social media presence overall, I can say with confidence that it is definitely making some effort in at least maintaining that presence. It is keeping their audience informed with the events and content that it is promoting. It is also making sure that it is staying active on its social media pages by posting on a regular basis. However, that is simply all that it is doing. It is not expanding its presence and engaging with the audience. It feels like that the organization is not doing anything to further improve its social media presence. It is currently stagnant, which will evaporate and disappear over time if the organization does not do something about it.

To help the organization ensure that that event never comes to pass, my recommendation is to start by simply responding to its audience's post with a positive,

peer-friendly attitude. Just simply thanking someone for taking the time to attend one of its events can strengthen your organization's presence tenfold. If you want to take it further, you can add at least one emoticon in your posts to really make them peer-friendly. These suggestions may appear to be small and insignificant, but if the MLA integrates them into its social media strategies, then it will see how beneficial they can be to its marketing success.

Last but not least, I recommend that the MLA use social media tools to their full potential. I feel like that there are some features that it is not utilizing as well as it should. If an organization wants to succeed in the world of social media, then it should use every resource that it has at its disposal. Those analytical tools that I mentioned, like Likealyzer and foller.me, MLA can use those too. It can use them to gauge how well it is doing. It can use them to see what areas the organization is doing right and what areas does it need to improve in. Ultimately, the organization is in a standstill in the social media world, and it can easily break that standstill by simply all the tools at their disposal. In return, these tools will allow the Music Library Association to be more engaging with its audience, which will make the organization even more successful in the world of marketing and social media.

**Works Cited Page**

Paine, Katie Delahaye. "The Social Media Manifesto: Yes We CAN and Already ARE Measuring Social Media." *KDPaine & Partners, LLC*. Page 1-26. (accessed September 4, 2018).