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From the SelectedWorks of John Meyerhofer

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The One-Two(-Three) Punch: Engaging Patrons and Building Your Small Library’s Reputation through Multiple Media Platforms.

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Available at: https://works.bepress.com/john-meyerhofer/5/
Thank you Laurel/Erin. Now we'll turn our attention to Twitter as a tool for engaging your users and building your library's reputation.
For the Twitter portion we'll talk about some tips for getting more Engagement. Then we'll talk about URL Shorteners, Twitter Lists, Some Twitter specific Content Helpers and finally Twitter Analytics. I do want to mention that I'll be jumping right in with Twitter terminology. So I'm assuming you have a basic knowledge of Twitter. And feel free to raise your hand at any time if you have any questions.
Before I start in, I thought I would give you some quick background about me. I work for CMLE which is one of the 7 multitypes in the state. As part of the work we’re doing, we have a communication stream where we publish information for our members.

We are using WordPress.com to push this content to our Website via a RSS Feed. It also pushes to our Twitter account, our Facebook page, and also to our blog. SO, with this communication stream we’re able to write content once but push it to our users in 4 different locations.

And although CMLE isn’t a library, I think some of the tips and tricks and even the lessons we’ve learned about Twitter can help you at your library.
Twitter: Engagement

- Try to use “@” and “#” (hashtags) in your Tweets.

- Most Re-Tweets and Replies happen in the first hour.

The first thing that we’ve noticed at CMLE is that you get more impressions and engagements when you Tweet with the @ symbol and or use a hashtag. You’ll hear me use those terms “impressions” and “engagements” and I’ll try to stay consistent about their meanings. Twitter defines Impressions as “The number of times users saw the Tweet on Twitter.” So if someone scrolls by your Tweet on their phone, and they see your Tweet, that’s one “Impression”. Engagements are defined as “the total number of times a user has interacted with the Tweet.” Now this might mean they clicked on a link in the Tweet or replied, or re-tweeted it. That’s a Twitter “engagement.” and of course that’s what we’re all striving for with Twitter - engaging with our followers.

As you can see from these examples on the screen, CMLE received 121 impressions and 1 engagements with this Tweet. Over the past year, CMLE has averaged 98 impressions per Tweet, and we average .67 engagements per Tweet. So you can see, at least for CMLE at this time, any engagements are good.
The second thing CMLE has noticed that helps engagements is the use of an image, a link or even a video. And these stats on the left from Twitter back this up. You can see that a Tweet with a photo in it is 35% more apt to get re-tweeted than one without a photo.

On the right we see a Tweet from CMLE where we used a photo - we actually used an @ sign and hashtag too. This is actually one of the most successful Tweets we’ve had. As you can see it had 804 impressions and we even generated 6 engagements too.
Twitter: Engagement

- Don’t be afraid to Tweet... A LOT!

“We saw that Brands that tweet two to three times per day can typically reach an audience size that’s equal to 30% of their follower base during a given week. This indicates that Tweet consistency is a key factor when it comes to maximizing your reach on Twitter.”

The final thing that might help to increase engagement is to Tweet a lot. Easier said than done right? This quote is from the Twitter company’s advertising blog. You can read it yourself, but one thing I want to point out is that it says with 2 to 3 tweets per day, they estimate that you will reach only 30% of your followers. Can you imagine if at your library your users got only 30% of their hold requests? I don’t think we’d be in business very long?!

Now the reason why this happens is that Twitter has to control the flow of Tweets to you, because if you saw every single tweet from every one of your followers you could never keep up. So for example, if everyone in this room followed me and I sent out a Tweet, maybe you won’t check your Twitter feed until tomorrow. Maybe you are following 300 Twitter accounts and your Twitter app decides not to show you my Tweet.

But what we can do is Tweet more, and therefore increase that percentage. You can do this with what some call “Second Chance Tweets” where you might be Tweeting the same content but changing the wording a little. Just make sure that you don’t go the other way and tweet too much and scare your followers away!

quote - https://blog.twitter.com/2014/introducing-organic-tweet-analytics
Another tool that has helped CMLE is URL Shorteners. These are helpful because in the Twitter world you only have 140 characters. So with these, you can include a link to your libraries blog or to a database and it won’t take up your whole Tweet. There are a few you can choose from: Bit.ly, goo.gl, or tinyurl.com

The screen print is from bit.ly which like goo.gl will keep track of the number of clicks on that URL but also when. You do have to create an account to use these.

The nice thing with TINYURL is that you don’t need an account. So if you need a quick short link without having to create an account use that one.

One final thing to mention is that you can set up many different short URL’s to the same URL. For example if you have 10 different short bit.ly links that point to the same event description on your library website. Then if you use those 10 over 10 different days you’ll be able to see which Tweet got clicks or not. You can also test different ways to phrase a Tweet or a Tweet's structure.
One tool that CMLE uses to “Listen” to specific people are Lists on Twitter. You can follow the link at the bottom for a more detailed walk through but basically Twitter lists are groupings of Twitter users. What this does is it makes it easier to listen to what some of those groups are saying. So you might have 100 followers of your libraries Twitter account but maybe some of them are other city businesses. You can put them into a group. Maybe some of your followers you consider “champions” of the library. You can put them into a list. Maybe you’ve got a group of mom’s from story time, you can put them into a list.

So here we see an example where I click on the gear by the MLA Twitter account and choose Add or remove from lists. Then we get this little pop-up where we can either tick the box to add them to an existing list OR create a new list which will bring up the next box. Twitter lists can be private or public. Obviously if its public other people can see it.

And the best part is that you don’t necessarily have to follow a Twitter account and they don’t have to follow you in order to be able to put them into a list.

TweetDeck and HootSuite are great tools for viewing and monitoring lists.

Cite - https://support.twitter.com/articles/76460-using-twitter-lists
Two tools that can help you monitor those lists that you create OR even schedule Tweets are TweetDeck and HootSuite. HootSuite will be covered later but I wanted to take this chance to just mention TweetDeck. If you’re looking for a good Twitter specific tool to schedule Tweets and monitor your account you can use TweetDeck. Just remember unlike HS, TweetDeck only for Twitter.

I should also mention that TD is owned by Twitter.
**Twitter: Content Helpers**

- **Advanced Twitter search.**

  “You’re an intelligent adult, use the advanced search.”
  
  Kee Malesky (NPR Librarian) at MLA 2013

https://twitter.com/search-advanced

The final content helper is Twitter’s advanced Search. If you ask me, this is a hidden gem and is a very powerful way to keep track of your Twitter account. You can see all the different options… Words, People, Places, Dates. Here’s where you can really flex your Information Retrieval muscles!
Analytics for social media are constantly evolving. I think everybody is trying to figure out their elusive ROI. One thing that can help is analytics.

There are many different services that can help. Klout, SumAll, Commun.it are just a few. Some you have to pay for and some are free.

There is actually free analytics now for every Twitter account from Twitter itself. To view them, just have to open analytics.twitter.com........ This will open up this screen....
Here you can see that Tweets are selected at top. The bar graph shows your “impressions” by day. And below that you’ll see your individual Tweets with the most recent at the top. Each row shows you the Tweet, its impressions, its engagements, and then the Engagement rate.

If you click on the Followers link at the top, you get the next screen.
This is the information about your users. You can see a timeline of the number of followers. Their interests, location, even their gender and who else they follow. Any questions?

And that’s it for Twitter… Laurel/Erin.