American Library Association
% Public Library Association
50 E. Huron, Chicago, IL 60611
1-800-545-2433 (ext. 5752)

Kitsap Regional Library
1301 Sylvan Way
Bremerton, WA 98310

Dear Director,

We are pleased to inform you that the Social Media Task Force (SMTF) of the Public Library Association has selected you, as a representative of your public library, to participate in a survey of 500 public library directors in the United States who were selected at random from the public library directory on the site http://www.publiclibraries.com.

The purpose of this survey is to determine how your library uses social media in the promotion of your library collections. Social media (or web 2.0) refer to trends within internet page design and information technology that aim for a internet where collaboration and information sharing are made easier. This can include social networks such as Facebook and MySpace, to image sharing sites such as Flickr, Tumblr, and Instagram, to video sites such as Youtube. In light of these trends, our task force is conducting a study of how these trends in social media have affected the way libraries share their collections with the public. The ultimate goal of our study is to use this data to create guidelines for the Public Library Association on the use of social media for promoting library services.

The questionnaire will become available at the website Survey Monkey (www.surveymonkey.com) under the title "Social Media in the Promotion of Collections Survey" on October 19, 2014 and will then be available for a period of no more than 3 weeks from that date. After that time, the survey will no longer be available. We will analyze the data and, within 120 days of the closing date for our survey, distribute results to all participating parties. We hope to complete the final guidelines for the benefit of the Public Library Association within 6 months of the date that the survey was completed.

Although completion of the survey is completely voluntary, we strongly urge you to complete this survey as soon as possible. All identifying information about responding libraries and directors is kept confidential.

Thank you for your consideration.

Sincerely,

The Social Media Task Force

Social Media in the Promotion of Collections Survey

1. Which social media websites does your library utilize to promote library collections? Please check all that apply.

□ Facebook
□ Pinterest
□ Twitter
□ Tumblr
□ YouTube
□ Instagram
□ My library doesn't use social media websites
□ Other _____

0. How often does your library use the corresponding social media website to promote library collections?

	Never	Rarely	Monthly	Weekly	Daily
Facebook					
Pinterest					
Twitter					
Tumblr					
YouTube					
Instagram					
Other					

0. Which of your library's collections do your social media efforts emphasize? Please check all that apply.

□ Fiction
□ Non-Fiction
□ Reference
□ Movies
□ Music
□ Video Games
□ Online Databases
□ Other _____

0. Please place an X in the boxes of all applicable age groups that typically respond to the corresponding social media site.

	0-18	19-28	29-38	39-48	49-58	Over 59	Don't Know	Do Not Use
Facebook								
Pinterest								
Twitter								
YouTube								
Instagram								
Other								

0. Please list the specific ways in which you advertise your library's collections through social media.

_____
_____
_____
_____
_____
_____

0. Based on your overall experience, how would you rate the effectiveness of advertising your library's collections through social media?
_____ Not effective
_____ Somewhat effective
_____ Effective
_____ Very effective
_____ Don't know

0. Have you heard of a social media collection promotion service called Wowbrary?
_____ Yes
_____ No

If 'yes,' please continue to question 7b. If 'no,' go straight to question 8.

7b. Is the library you work for subscribed to Wowbrary?
_____ Yes
_____ No

0. What is the population size of the city in which your public library is located? Please choose only one.

_____ 20,000 persons or less
_____ 20,001-40,000 persons
_____ 40,001-60,000 persons
_____ 60,001-80,000 persons
_____ 80,001-100,000 persons
_____ 100,001-200,000 persons
_____ 200,001-400,000 persons
_____ 400,001-600,000 persons
_____ 600,001-800,000 persons
_____ 800,001-1,000,000 persons
_____ More than 1,000,000 persons
_____ Don't know

Statement

Questions one and two deal with the topic of how libraries use social media platforms, and they are both close-ended questions. Question one will determine which social media sites, if any, a library uses. The following question asks about the frequency of use of these sites to promote collections. These questions were chosen to be close-ended because they are straight-forward, easy to interpret and score. The independent variable in question one measures which social media platforms a library uses to promote collections, and the dependent variable would be if using social media affects the circulation of books and materials in that collection. In question two, the independent variable measures how frequent social media sites are being used by libraries, and the dependent variable would be the amount of circulation of books and materials in the collection.

Question three deals with which sections of their collections the libraries emphasized in their social media efforts because some libraries may emphasize certain portions of their collection (e.g., fiction over non-fiction) or certain services within their collection (e.g., online databases over paper reference books). The response categories were ordered categorically because numerical data was not present (excluding the use of a numerical scale), and because collection as a whole was not being rated in terms of importance (excluding the use of an ordinal scale). The independent variable is the library's collection and the dependent variable is which portion of the collection is emphasized by means of social media. The question is closed unless the respondent selects "other" and writes in a response.

Question four is a closed question. You can have the respondent choose an age - appropriate category for the social media question. You can have the respondent select only one answer or select from multiple answers. By asking the responded to place an X in the boxes of all applicable age groups that typically respond to the corresponding social media, we will find

out if the librarian actually knows the ages of the people that visited their media website, as well as finding the popularity of ages that visit their social media. We want to know the age's distribution data for each of the social networking sites: by libraries knowing the ages that follow them in their social media, they will know what age group to target on their social media websites and what to promote to the diverse audience.

Question five asks how libraries keep audiences in mind when they are creating promotional efforts. For this reason we asked library administrators to list the specific ways in which they advertise their library's collections through social media. This question is an open-ended question. We want to give the respondents the opportunity to express the specific ways in which they advertise their library's collection in their own words. We know that different libraries advertise their collections differently, and for this reason by the respondents providing a response to the statement, we can get an insight into how the library uses social media to promote its collection and the way the library advertises collections to potential users.

Question six is a comparative rating scale question because it asks the respondent to choose a response based on an evenly spaced continuum of options. The answer options are *not effective, somewhat effective, effective, very effective,* and *don't know.* The respondent's definition of 'effective' as a concept may vary slightly, but in our opinion it would not be enough of a variance to throw off the purpose of the question. This question is important because it gives researchers an idea of whether or not these public library directors believe social media for advertising actually works for them or not. A comparative rating scale format was chosen for question six because a scale is necessary for rating effectiveness. A *yes* or *no* dichotomous question would have been too simplistic because a respondent may have a response in between the two options.

Question seven b is a contingency question based on the respondent's answer to question seven. Wowbrary is a subscription service, which specifically serves the purpose of advertising a library's collection through social media, and is therefore extremely relevant to the survey's purpose. Question seven is a closed, dichotomous question with a yes or no option, and if the respondent answers 'yes' they should move on to question seven b, which is also closed and dichotomous with a simple yes or no option. Based on my library's own use of Wowbrary, I've concluded it is one of the most effective ways of advertising the collection through social media so it is worth noting whether or not the service is used. The format of dichotomous question was chosen for seven and seven b because it is the most straightforward way of finding out the answer and is easiest for the respondent.

In question eight, a numerical scale was chosen for the question because the question dealt with the population size of the city, which could not be measured in terms of importance (ordinally) or categorically. This question is important because the population size of the city helps to determine whether the cities are using social media in a way which is commensurate to the needs of their population. The independent variable is the city (as a legally organized entity), and the dependent variable the population size of the city. Because we want to precisely measure the size of the city for a library' service area, and because the population increments lay on a continuum stretching from 1 person to more than 1,000,000 persons, a continuous scale was created in which population size was incremented into sections of 20,000 persons or so until a population size of 100,000 persons was reached (where an exception was made and increments of 100,000 persons was done until we reached 200,000 persons), and then worked up in increments of 200,000 persons until 1,000,000 people were reached.

Generally, the ordering of questions followed the principle of proceeding from the most familiar subjects to the least familiar. For example, the first question which was asked regarded which social media websites the library used, while a question addressing whether the library used the Wowbrary service was far lower down at question 7. An easy question regarding city size was included at the end, so avoiding the exhaustion (and concomitant hasty responses which occur), which often occurs when a survey-taker has been working on the survey for an extended period of time. Finally, our team avoided creating questions, which were too similar to each other.

The contributions to this group project by members Leah Burch, Kasey Fanucchi, Yeny Hernandez, and Ryan Kawagushi were essentially equal. Ryan started the initial group discussion, organization of the group, and wrote the initial draft of the cover letter. The four group members kept in contact, asked questions, bounced around ideas on how to complete the survey project, and kept to a designated timeline. Each group member wrote at least two questions and answered the statement questions relating to their parts. Each member helped to edit the document for submission, and Leah Burch prepared the final document.