

# Evaluation & Iteration: Using statistics to help craft your libraries social media presence

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During difficult times, utilizing social media or emerging technologies can seem like a waste of time to our colleagues when compared to the day to day running of our libraries. To continue moving forward, the UC Irvine Libraries uses a tried and true method to minimize risk and ensure success.

The UC Irvine Libraries seeks a balanced approach for using new technologies. We attempt to go beyond the simplistic negative or positive assessments of social media and its usage in Libraries to determine what are the core services or tools that we should explore and potentially utilize for our unique user groups. Once we have determined to try a tool or service, we run pilot assessments which include a comprehensive assessment plan. We let our users determine how we use the tools by using different tactics involving trial and error and then evaluating the responses of our users. Using this system of pilots, evaluation, and iteration, we make numerous small adjustments to our processes and techniques to refine our presence on and messages using social media. The library has implemented pilots using Facebook, Twitter, Geolocation and QR codes just to name a few.

Each social media service provides different evaluation tools to their users. Utilizing the evaluation tools provided and what can be gathered separately, we develop an assessment plan geared toward that service. The poster shares our approach to utilizing social media in libraries, including how we create our assessment plans, how we evaluate our pilots, and how we determine what changes to make in our approach.