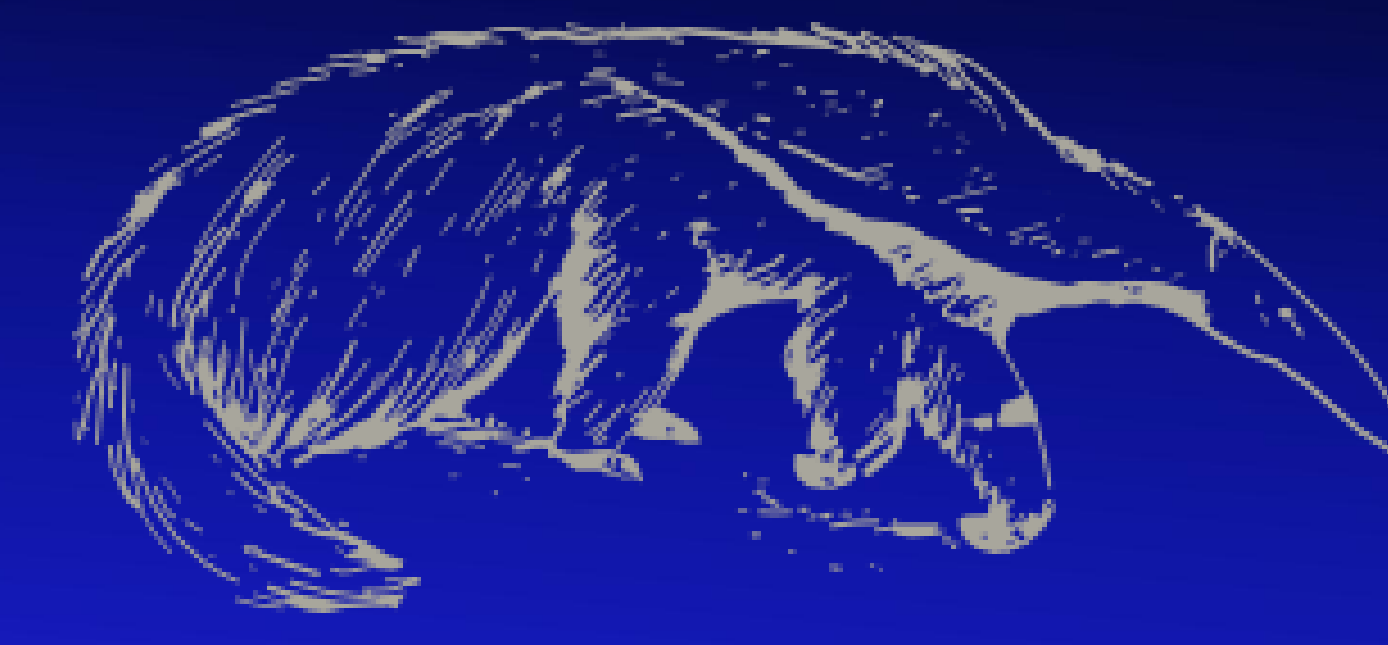# Evaluation & Iteration:
Using statistics to help craft your libraries social media presence

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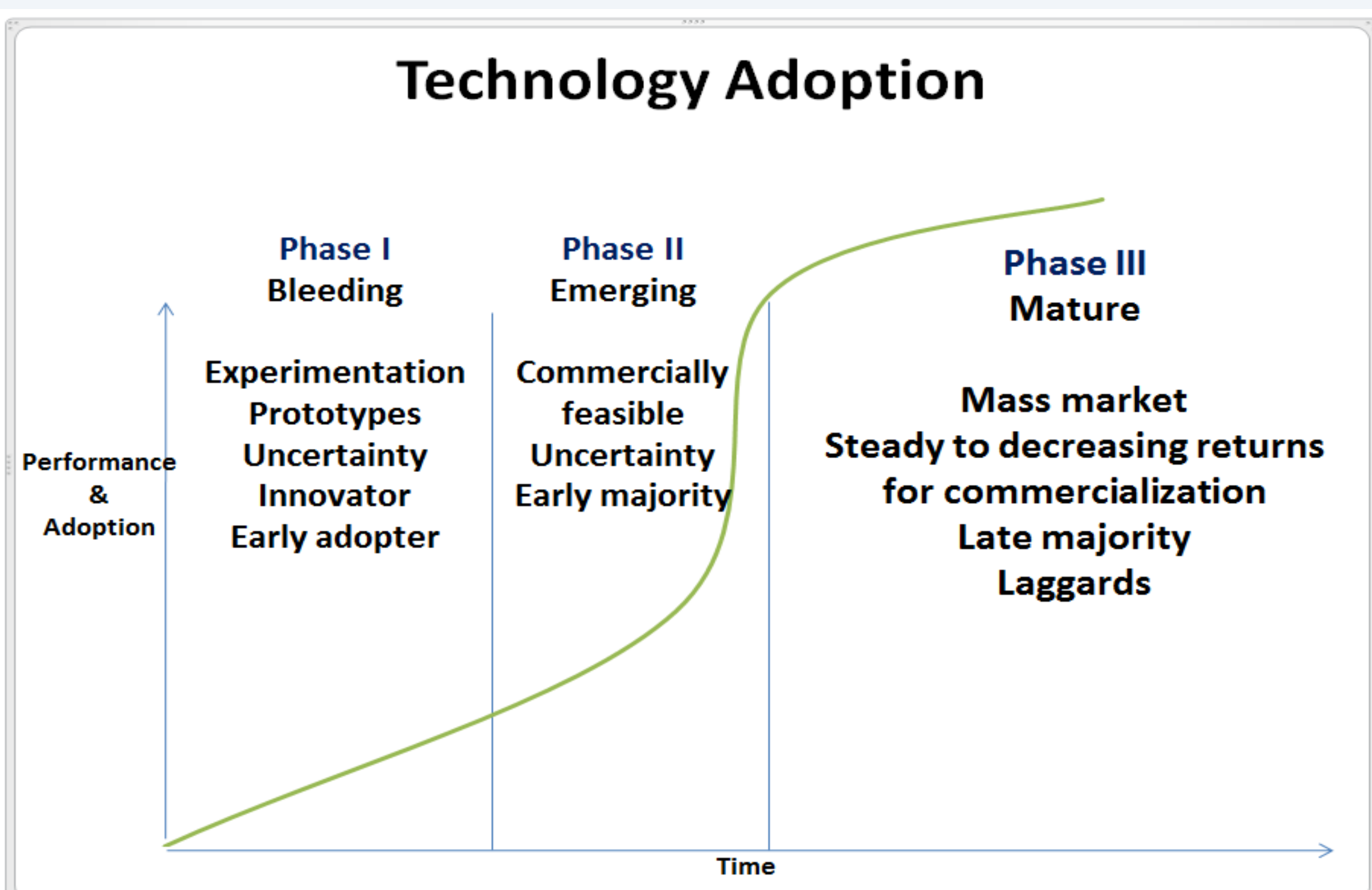## Emerging Technologies @ UC Irvine Libraries

The Emerging Technologies Team (ETT) seeks a balanced, methodical and evaluative approach to utilizing technology for the UC Irvine Libraries. How do we do that?

- Develop yearly vision documents
- Use a system of quarterly pilots and final reports
- Keep daily statistics
- Revise strategy based on quarterly evaluation and analysis of statistics
- Determine Return on Investment
- Create best practices

Timely Implementation of Technology

The ETT monitors tools, services and technologies to determine the best time to implement projects. We also strive to remain current in understanding the trends and application of mature technologies.
- Implement early and you may be ahead of your users
- Implement late and you might miss the trend

Technology Adoption

Phase I Bleeding
Experimentation
Prototypes
Uncertainty
Innovator
Early adopter

Phase II Emerging
Commercially feasible
Uncertainty
Early majority

Phase III Mature
Mass market
Steady to decreasing returns for commercialization
Late majority
Laggards

Performance & Adoption / Time

Rogers, E. M. (2003). Diffusion of innovations (5th ed.). New York: Free Press.

Assessment Plans

As part of each pilot, the ETT creates a pilot proposal that describes in detail:

Pilot Proposals	
Scope	Deliverables
Constraints	Work breakdown
Criteria	Organization
Assessment	What did we learn
Future plans	Report schedule

End of Pilot (Quarterly Reports)

- Each pilot runs for a quarter (approx. 10 weeks)
- The statistics are compiled and assessed
- Based on results the pilot may be extended, move to full service or be mainstreamed
- If the pilot is extended, trends are identified and actions based upon those trends are added to the next phase

Create / Revise Assessment Plan → Implement → Track Statistics → Analyze Results → Revise Strategy
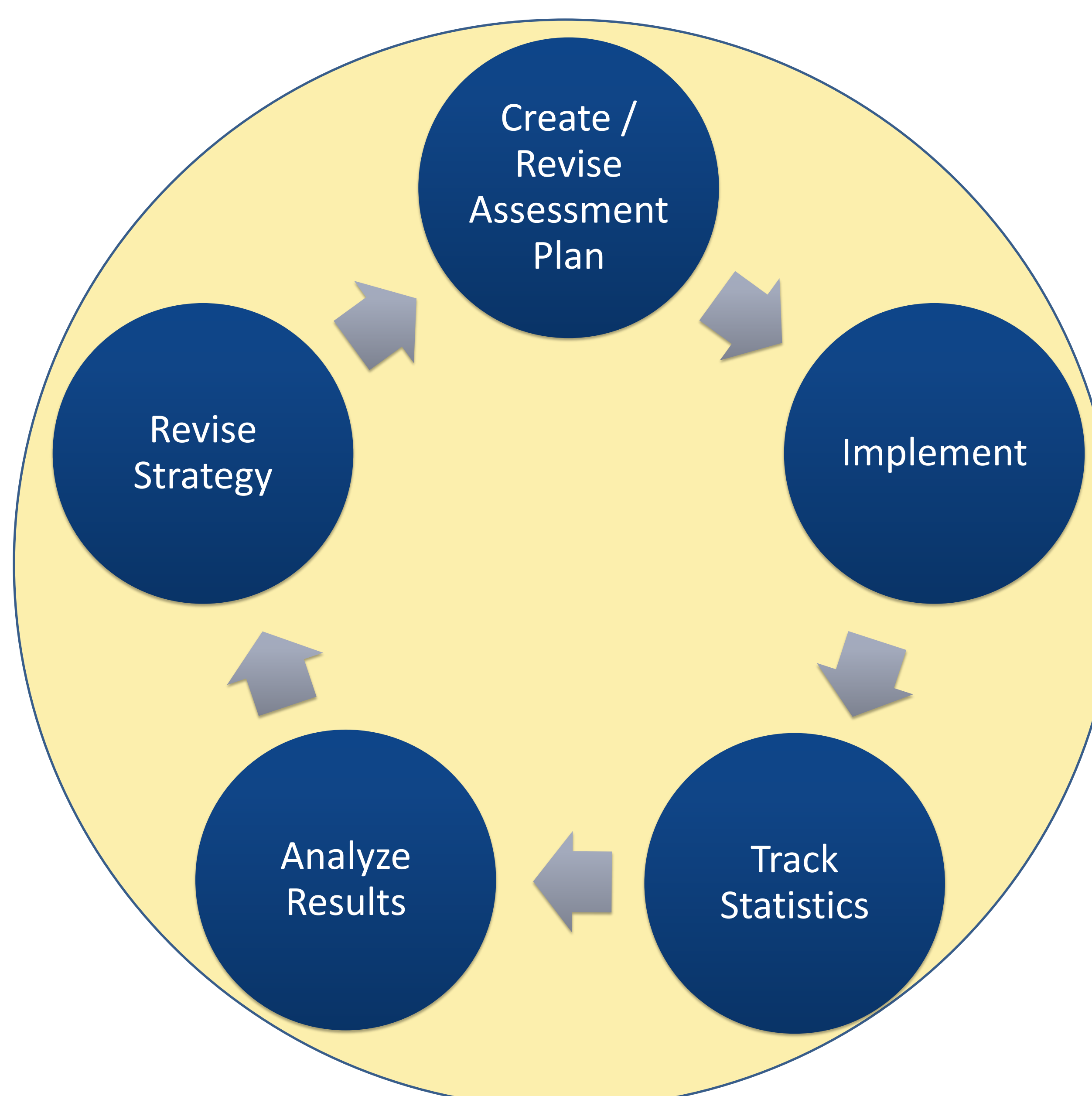
Facebook
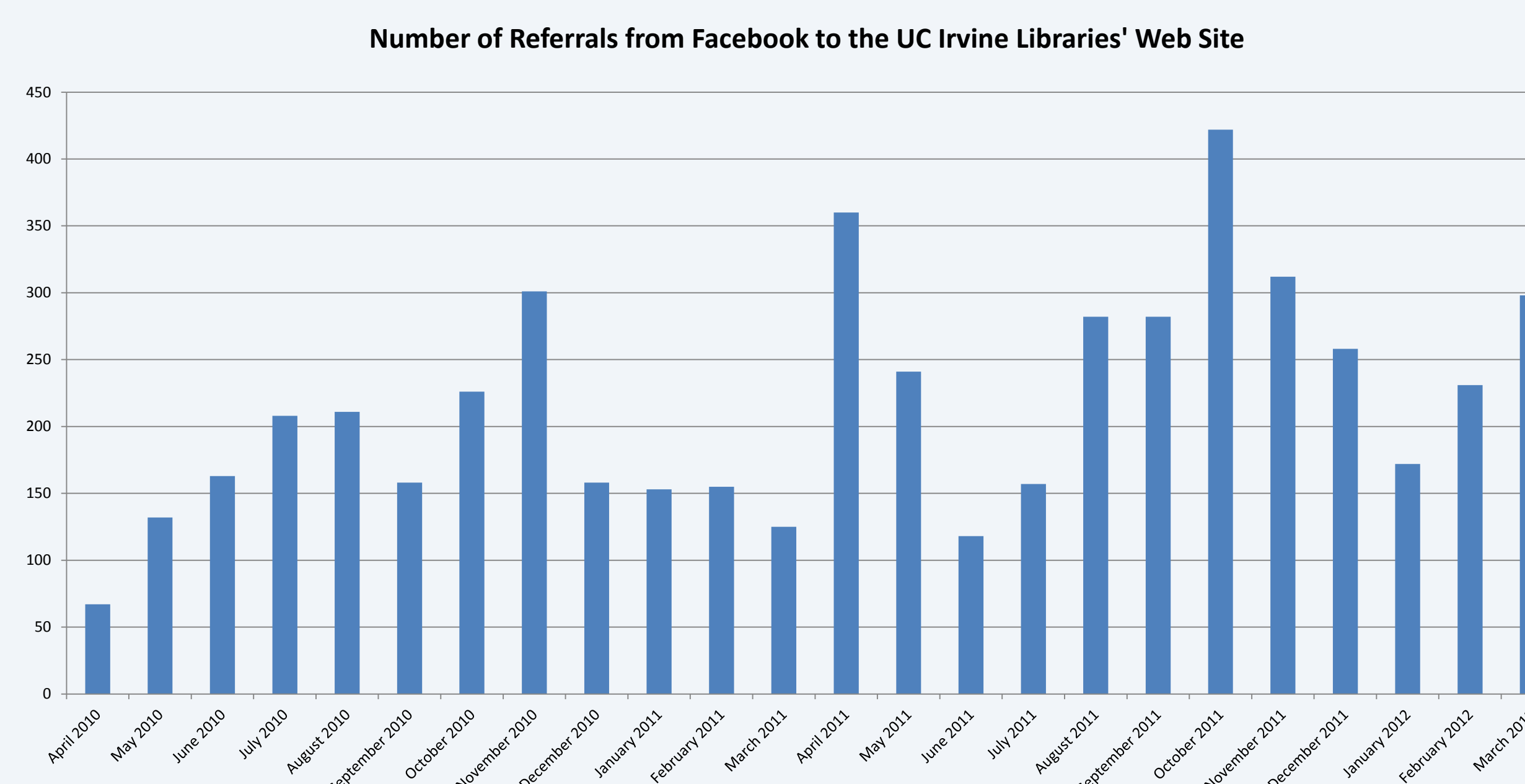
URL: facebook.com/UCIrvineLibraries

Objective: Utilize popular social media to market our resources and services to the UC Irvine Community.

Assessment:
- Statistics went beyond what was provided by Facebook Insights
- Posts were characterized by type of communication, sorted into categories and then ranked by number of "Likes"

Percentage of "Likes" by Category
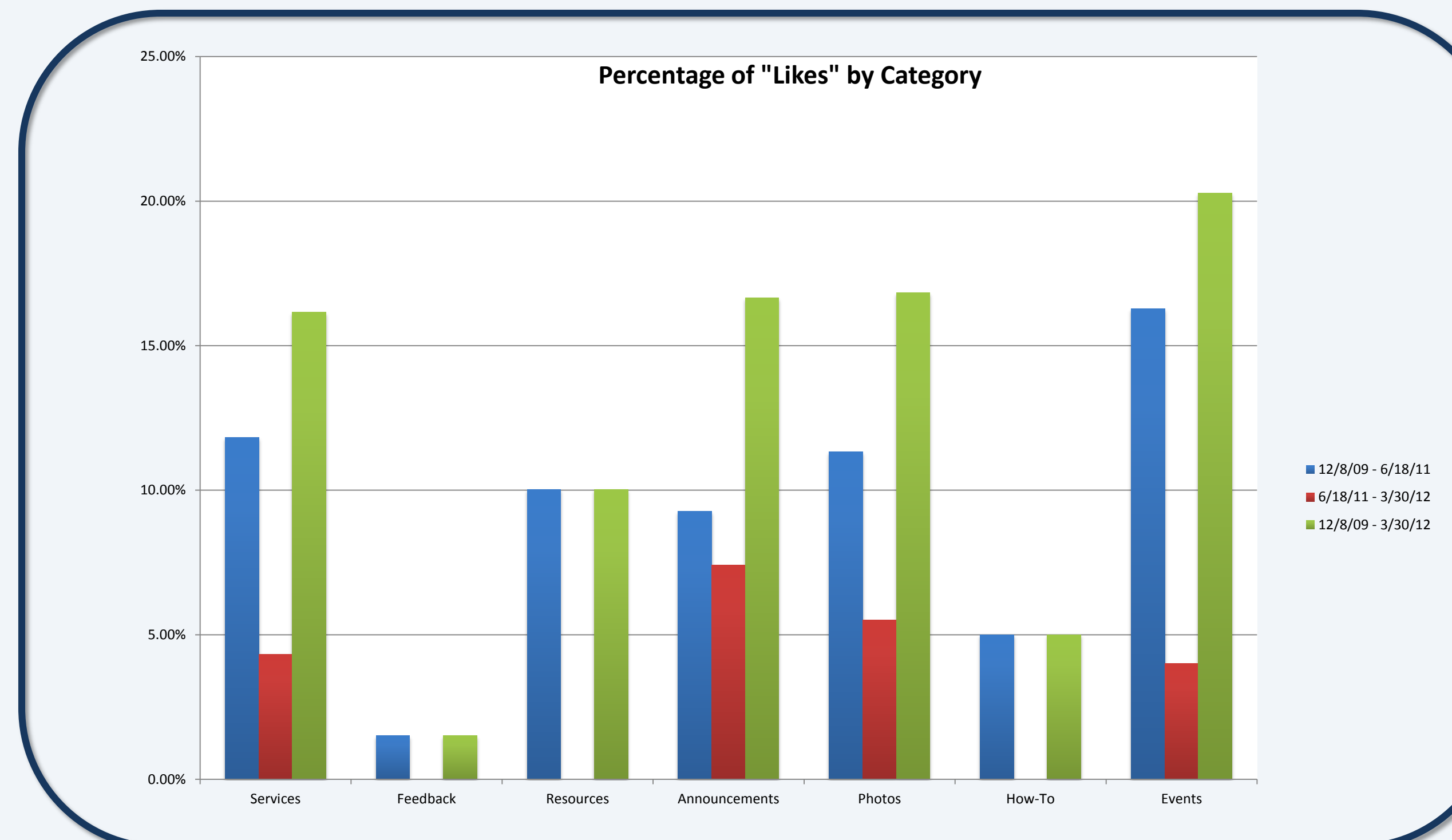
- How many of our Facebook "Fans" follow links to our library homepage.

Number of Referrals from Facebook to the UC Irvine Libraries' Web Site

What did we learn?
- Using our statistics at the end of each pilot quarter, we adjusted our post topics
- When we increased the number of posts that previously had the highest number of "Likes," our "Likes" continued to increase
- Members of the UC Irvine Community are not big commenter's, we learned early to not ask for feedback via Facebook

QR Codes

Objective: Test QR codes to see if they can ease access for mobile device users. Go beyond the "usual" and point to electronic and mobile resources.

Scan a code to search an index or to find relevant information! Our codes will reveal:
- **English Literature** - a list of mobile-optimized research tools
- **Chemistry journals** - SciFinder Scholar's mobile search tool
- **Chemistry books** - eBooks that would be shelved here
- **Art** - a guide to Art call numbers
- **Math** - eBooks that would be shelved here

Created a portal to manage and track usage:

Assessment:
- Kept it simple – tracked number of scans – wanted to know what will the users use most

What did we learn?
- Codes linked to resources are more scanned than informational codes
- Students will scan marketing materials & spotlights for more information
- Users will use the codes

Results to Date	# of Views
Marketing - elevators	239
Subject Guides	298
Mobile	112
Spotlight	108