

It's a jungle out there!

Access to and use of social media within London Health Libraries (LHL) 2012: Results of a survey

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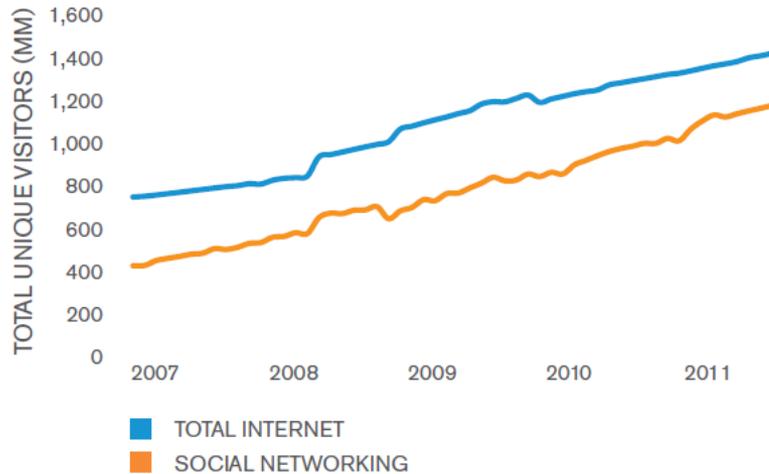
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Social media: why?

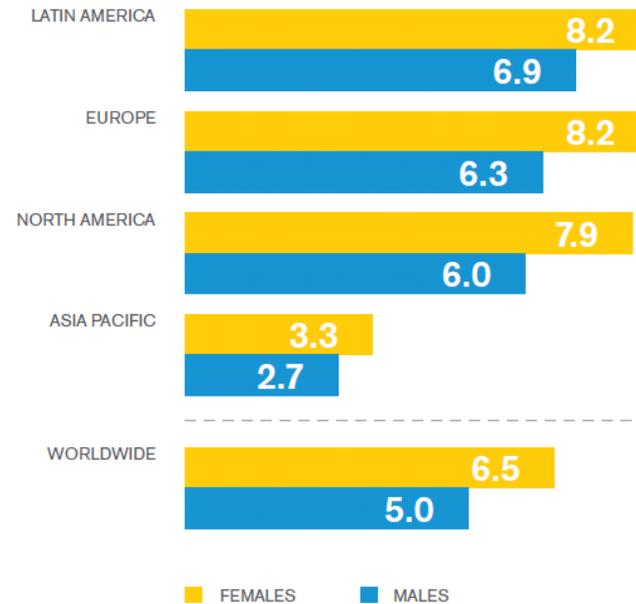
The Rise of the Global Social Networking Audience

Source: comScore Media Metrix, Worldwide, March 2007 – October 2011



Average Hours per Visitor on Social Networking by Region

Source: comScore Media Metrix, October 2011



Percentage of Online Population Using Social Networking around the World

Source: comScore Media Metrix, October 2011

* Data is based on the 43 countries on which comScore reports individually.

EUROPE

Austria	86%
Belgium	93%
Denmark	94%
Finland	91%
France	91%
Germany	90%
Ireland	95%
Italy	93%
Netherlands	94%
Norway	89%
Poland	95%
Portugal	96%
Spain	98%
Russia	88%
Sweden	93%
Switzerland	90%
Turkey	96%
United Kingdom	98%

ComScore (2011) It's a Social World: Top 10 Need-to-Knows About Social Media and Where It's Headed

http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/it_is_a_social_world_top_10_need-to-knows_about_social_networking

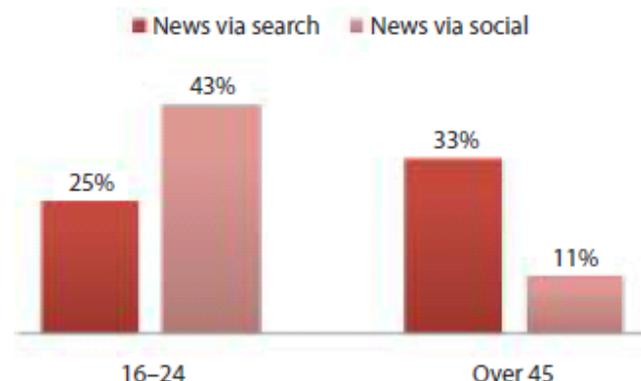
Social media: why?

- The way information is consumed is changing
- User expectations – access anytime, anywhere, share with others
- Do we get on board, wait to see how things pan out, or stick our head in the sand?!

Newman, N ed. (2012) Reuters Institute Digital Report: Tracking the Future of News, available at:
http://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/Publications/Other_publications/Reuters_Institute_Digital_Report.pdf

Looking at our UK data, we can see that 20% (one in five) now come across a news story through a social network like Facebook and Twitter, with young people much more likely to access news this way (43%).

Search vs social discovery by age



Q18 Thinking about how you FIND news online, which are the main ways that you come across news stories? Choose up to five. Base All UK (n=2173) 16-24s (n=342), over 45s (n=1112)

Overall search engines (30%) are still more important than social media (20%) but the fact that young people are almost twice as likely to discover a news story through social media rather than search marks a significant generational change. And across all our age ranges, 57% say they are more likely to click on a news link that comes from someone they know compared with a link from elsewhere.

Social media survey: why?

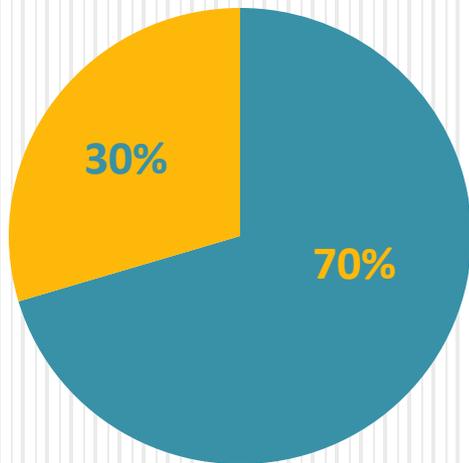
- How health libraries in London are using and accessing social media tools
 - What tools are being used?
 - What sites can be accessed?
 - What are the perceived barriers to the use of social media?
- 5 questions
- July / August 2012
- Advertised via LondonLinks, CLIST and Twitter

Social media survey: results

- 27 responses
- Results may have been skewed toward staff / libraries already using social media
- High use of social media within LHL (70%)
- Majority of sites can be accessed through organisational networks
- Most popular sites are Twitter, blogs and YouTube
- Greatest perceived barrier is lack of knowledge about social media, both personally and in users

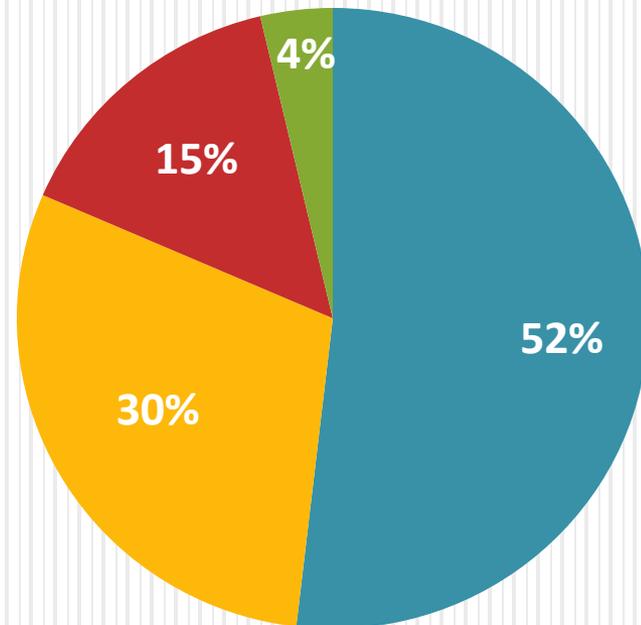
Use of social media within LHL

Do you currently use social media tools within your library service?



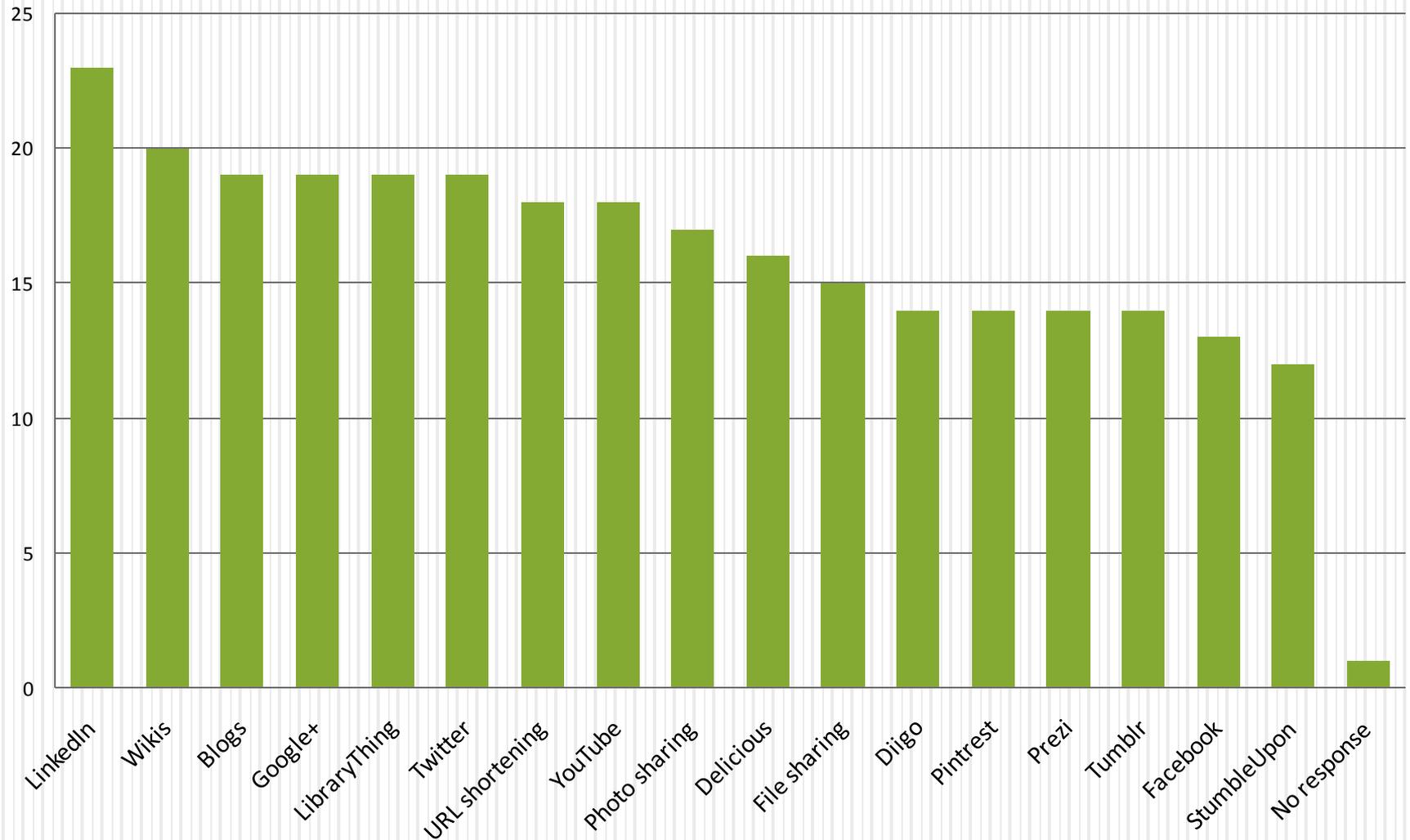
■ Yes
■ No

If you do use social media tools within your library service, which ones do you currently use?

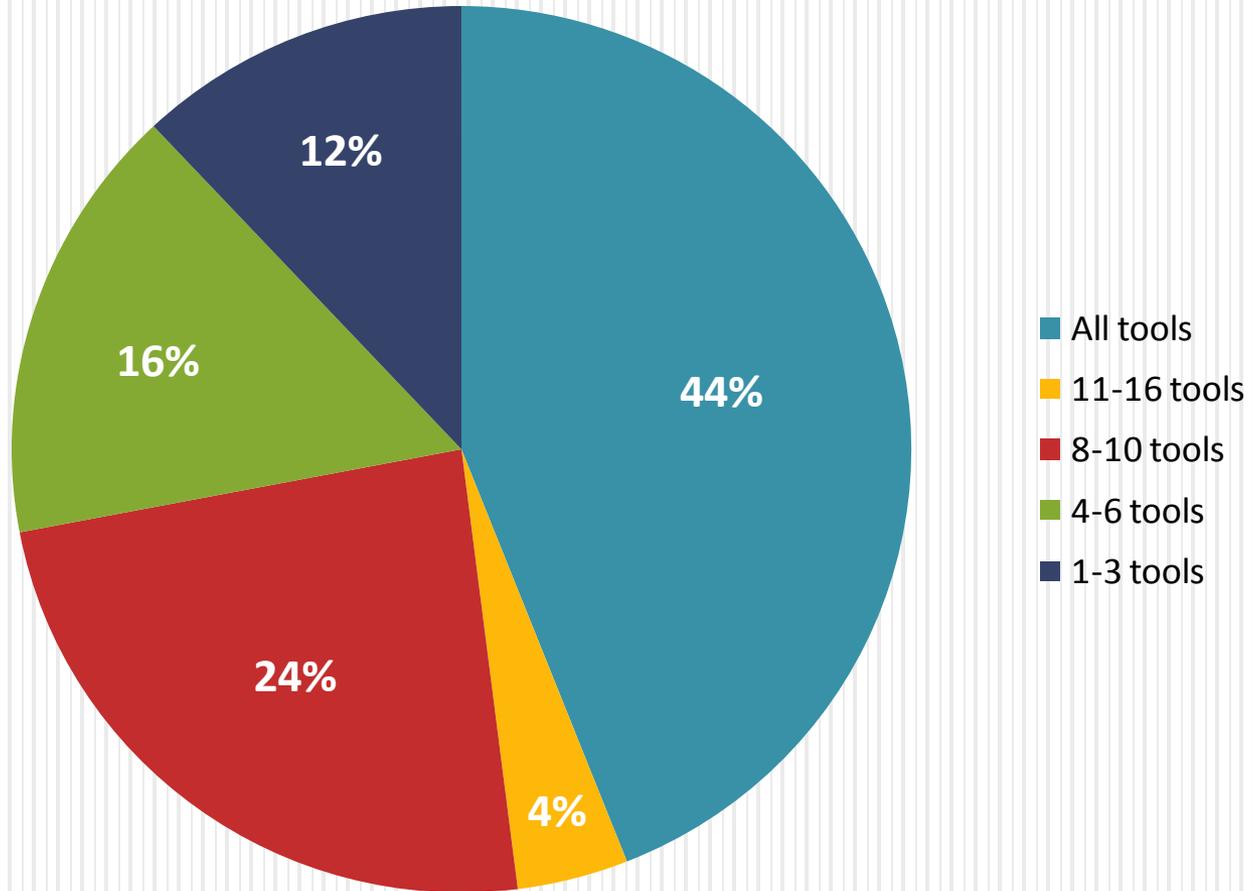


■ Twitter
■ Blogs
■ Facebook
■ Pinterest

Access to social media within LHL



Access to social media by LHL site



How access was gained

- **Direct action from library service**

- “We informed IT that Medical College deemed it essential that all computers in the library access social networking sites. The topic had been raised by us at the HE visit and they'd helpfully informed Trust directors that it was essential.”
- “The IT access has opened up considerably in the past few years after the head of the library services let the IT department know that we use social media in our job. After this time, very few websites are blocked.”

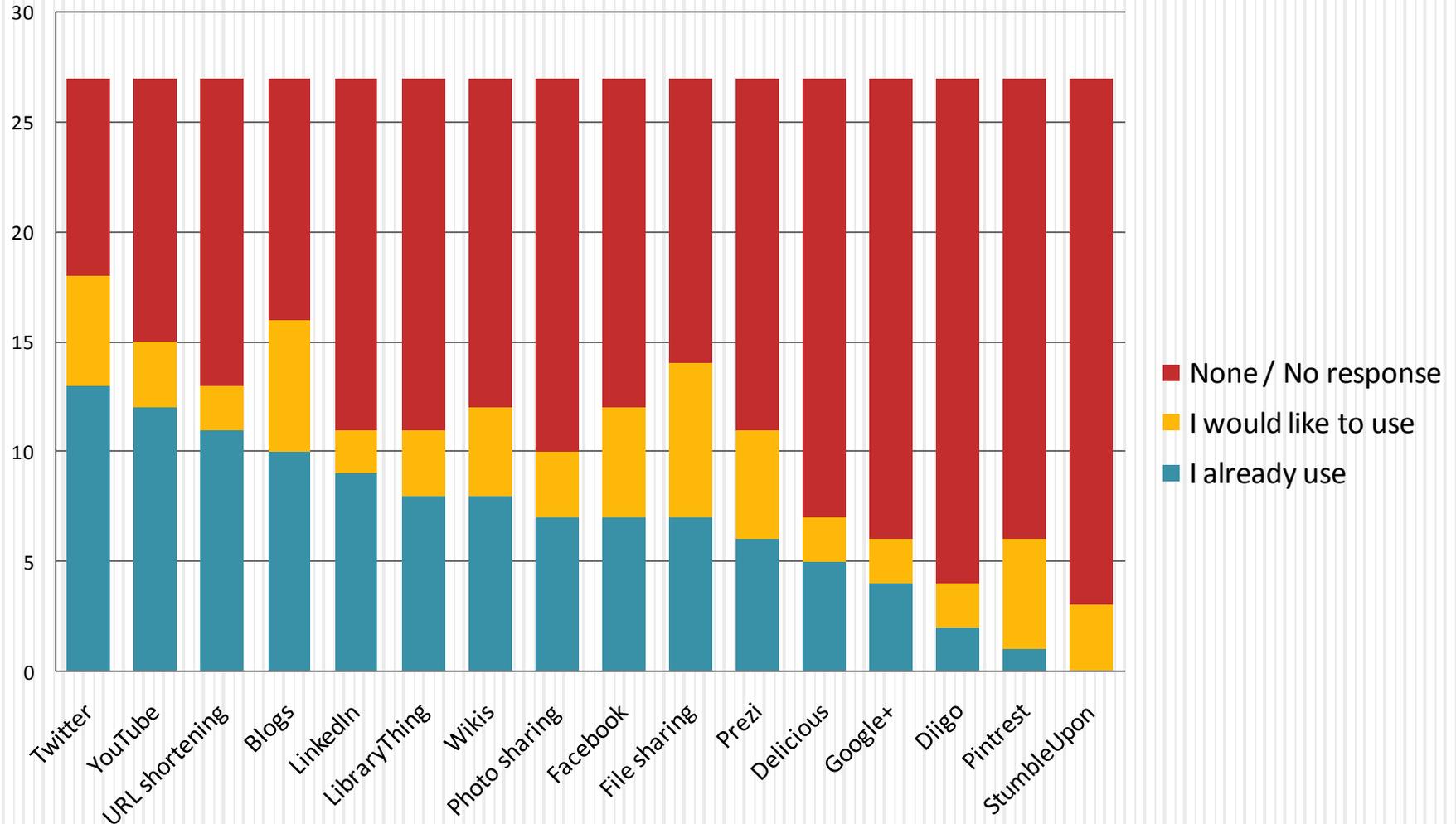
- **Already available**

- “Fortunately we did not have to request permission - access has not been a problem in my present Trust.”
- “We're on the university network so access is much less restricted.”

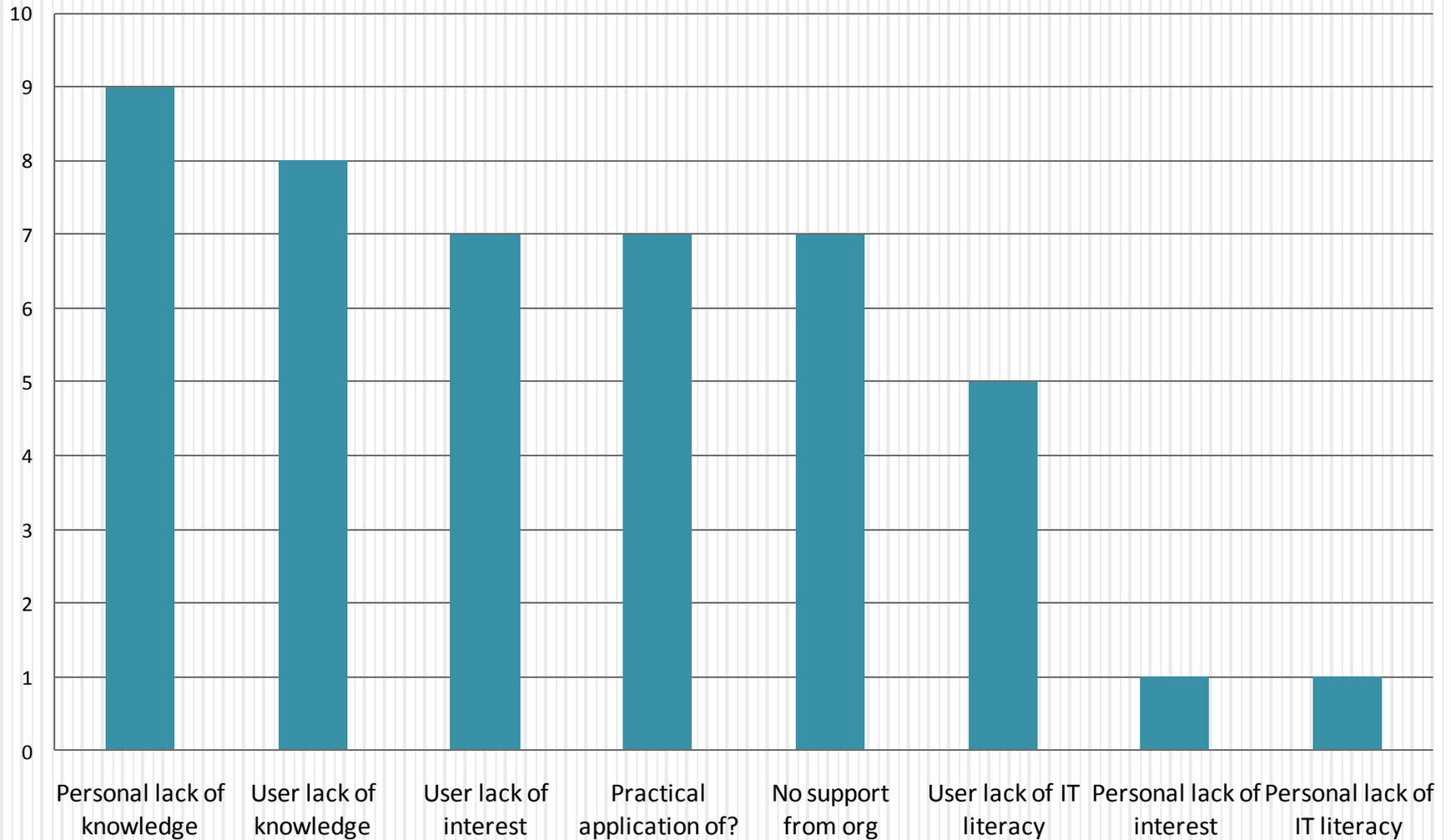
- **Happy accident!**

- “No, we're just very lucky they don't seem to enforce any firewalls!”
- “I thought we didn't have access until now when I have just tested them out.”

Use of specific social media tools within LHL



Perceived barriers to use



Other barriers

- Time

- “More than anything else - time!”
- “Time constraints - would use more but very busy with other things!”
- “There is limited time to use all...”

- Public / personal boundaries

- “Can be very distracting and ... public/private blurring.”
- “Wariness of striking the wrong tone or level of (in)formality.”
- “By lack of interest I mean in the realm of library/professional/academic purposes, rather than personal.”

- Information overload

- “I subscribe to 3 blogs & frankly cannot keep up with all of them. The same for Twitter - I started following 12 myself, all 'official' journals, but now I follow 100 plus so I miss interesting things. Info overload.”
- “[Information professionals] already have information overload.”

Other comments

- Words of advice

- “Definitely worth doing to advertise service - however, not useful for its own sake - recently we looked at having a Linked in group for our local librarians - then realised we had sufficient communication methods already.”
- “Would encourage library folk to use it more for peer to peer contact and general comms”

- Words of success

- “Our use of Twitter is proving very successful with the number of followers increasing steadily over the past year. Well worth investing the effort, although it is time-consuming and needs to be built into a communications strategy.”
- “I've seen Twitter used and netvibes to good effect, also delicious.com and used flickr somewhere else to get pictures for a presentation so these would be useful.”

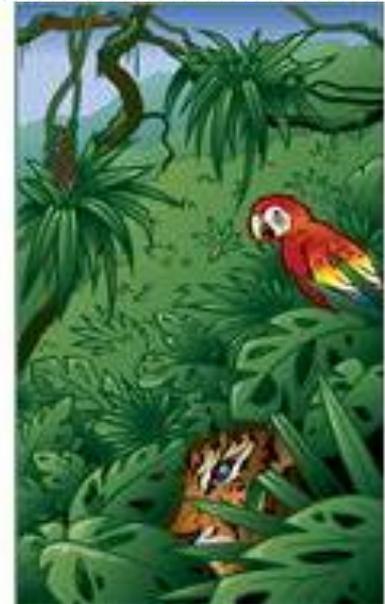
Other comments

- Words of warning...

- “It is something that it would be good to develop, but I think Library users will need to be shown how to use the resources.”
- “We have already a large number of things to remember. We need less not more and we need to utilise the less more effectively and efficiently.”
- “There will be a strong corporate bias against these "time wasting" type things to overcome. Controlled social via Intranet development may be an interesting path of development.”
- “I'm not really sure what value social media sites can add to library services. I worry that you could go full steam ahead with tweets etc, but after an initial rush, you end up with nothing much to say - or hopelessly try to fill the void.”
- “Issues with IT will always cause problems - there are too many barriers”

And finally:

“Use it to promote public knowledge of your place/services, do not expect a big change in users. If they need you they will come, if not they may read a bit but recall they will have other sites competing for their attention & limited time. It is a jungle out there!”



Take home messages:

- Social media is being well-used within LHL but focused on a few tools
- Access to sites is not as big a problem as it is widely assumed
- Access not directly related to intervention from library staff – need for social media policies
- Lack of knowledge about social media (both personally and in users) needs to be addressed
- Library staff cite lack of interest from users when research suggests otherwise

References

- Comscore (2011) It's a Social World: Top 10 Need-to-Knows About Social Media and Where it's Headed available from: http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/ [Accessed 3/9/2012]
- London Links: About us http://www.londonlinks.nhs.uk/about-us/about_us
- Newman, N ed. (2012) Reuters Institute Digital Report: Tracking the Future of News, Reuters Institute, Oxford. Available from: http://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/Publications/Other_publications/Reuters_Institute_Digital_Report.pdf [Accessed 4/9/2012]
- Survey Monkey <http://www.surveymonkey.com>

Points for discussion

- Do you think the results of this survey reflect current trends in LHL accurately?
- Does your library service currently use social media tools? How are they being utilised and how successful has it been?
- What is the point of social media? How can social media “add value” to library services?
- What can we do to increase awareness of and good use of social media within LHL?

Sites to try

- Pinterest <http://pinterest.com>
- Tumblr <http://www.tumblr.com>
- LibraryThing <http://www.librarything.com>
- Delicious <http://www.delicious.com>
- Prezi <http://www.prezi.com>