Is Anybody Out There?
Measuring the Impact of Social Media Engagement in Art Library Environments

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By iHeart aka ♥  (Source: www.designboom.com)
Agenda

● ARLIS/NY

● Why I conducted a survey

● Conclusions and What’s Next?
ARLIS/NY

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A collection of 13,000 occult and witchcraft books has been found recently in the National Library of the Czech Republic in Prague. It belonged to Heinrich Himmler, a SS Nazi chief.

http://www.ancient-origins.net/news-general/stash-books-witch-library-nazi-chief-himmler-found-prague-005570

"Shadows from the Walls of Death, printed in 1874 and measuring about 22 by 50 inches, is a noteworthy book for two reasons: its rarity, and the fact that, if you touch it, it might kill you. It contains just under a hundred wallpaper samples, each of which is saturated with potentially dangerous levels of arsenic."

http://www.atlasobscura.com/.../shadows-from-the-walls-of-de...

How a Library Handles a Rare and Deadly Book of Wallpaper Samples

The ancient-asen pages of "Shadows from the Walls of Death" should not be touched without gloves.

ATLASOBSCURA.COM

The Trumps asked to borrow a Van Gogh for the White House. The Guggenheim offered an 18K gold toilet instead.

WASHINGTONPOST.COM

817 people reached

Like • Comment • Share
% of U.S. adults who use at least one social media site

PEW RESEARCH CENTER
Social Accounts
Social Accounts

Social Accounts

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Is it working?
Survey Results

Social Media in Art Libraries Survey

* Required

Email address *

Your email

1. In what type of institution is your library located?
   - [ ] Academic
   - [ ] Museum
   - [ ] Gallery
   - [ ] Other:

2. How many people are employed full-time in your library (including yourself, if applicable)?

Choose ▼

3. How many people are employed part-time in your library

• Posted to ARLIS-L, VRA and SAA lists
• Survey open for one month
• 79 responses
• 100% said their library or institution used social media
6. Does your library have a separate social media presence/account(s) that operates independently from your parent institution?

79 responses

- Yes: 86.1%
- No: 12.7%
- Unsure: 1.2%
7. What social media platforms does your library use? Please check all that apply.

79 responses

- Facebook: 65 (82.3%)
- Instagram: 56 (70.9%)
- Twitter: 47 (59.5%)
- Tumblr: 12 (15.2%)
- Pinterest: 18 (22.8%)
- Snapchat: 1 (1.3%)
- LinkedIn: 1 (1.3%)
- YouTube: 18 (22.8%)
- N/A: 4 (5.1%)
- blog: 3 (3.8%)
- Flickr: 2 (2.5%)
- Vimeo: 2 (2.5%)
- Flickr, Blogger, Wordpress: 1 (1.3%)
- WordPress blog: 1 (1.3%)
- flickr: 1 (1.3%)
- Wordpress: 1 (1.3%)
- Meetup: 1 (1.3%)
1. In what type of institution is your library located?

79 responses

- Academic: 56 (70.9%)
- Museum: 17 (21.5%)
- Gallery: 1 (1.3%)
- Public: 2 (2.5%)
- Art + design coll.: 1 (1.3%)
- Public library: 1 (1.3%)
- Public/City Gov.: 1 (1.3%)
Survey Results

9. Is your library's social media presence controlled by one person or is it a shared staff responsibility?

79 responses

- 65.8%: More than one person
- 19%: One person
- Other options (not shown in the image): Unsure, N/A, The Marketing Team controls all, 1 person posts, content provided by, A few people have access, but it mainly, one staff in charge, students help create...
18. To what extent do you agree that social media can increase visitors and collection use in your library?

78 responses

- 1 (1.3%)
- 4 (5.1%)
- 18 (23.1%)
- 42 (53.8%)
- 13 (16.7%)
8. Does your library collect metrics or data on the effects of your social media presence?

78 responses

- Yes: 44.9%
- No: 34.6%
- Unsure: 16.7%
- N/A: 4.0%
Survey Results

13. Has your library done paid promotional social media posting?
79 responses

14. Has your library used a paid service to measure social media metrics?
79 responses
Survey Results

We’re shooting in the dark
Conclusion and What’s Next

- Start the conversation
- Art librarians like social media
- We need to start tracking and measuring
- Establish policies and guidelines

Thank you!