

2015-2016 CALA Annual Committee Report

CALA on Social Media

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Committee Name: CALA on Social Media

Committee Roster:

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Committee Charge:

The committee is charged with promoting CALA social media including CALA's Facebook page, YouTube Channel and WeChat.

Tasks Completed (according to the 5 Goals Outlined in the CALA 2020 Strategic Plan if Applicable- Be Specific):

A brief history on CALA's social media: CALA's first social media, **CALA's Facebook page**, was created in June 2012 by Sai Deng under the charge of the then CALA President Min Chou. Its web address is: <http://bit.ly/1pOfFTI> (its full url is: <https://www.facebook.com/pages/CALA-Chinese-American-Librarians-Association/281336511932864>). Its fan base reached 222 as of May 31, 2016. For individual postings, the highest "impression" was 2310, "reach" was 1185 and "engaged users" were 106, based on a recent study on CALA's social media.

CALA YouTube Channel was created in June 2013 by Sai Deng to initially host a video featuring Dr. Hwa-Wei Lee. It can be accessed at: <https://www.youtube.com/user/CALACHannel>. Currently, it hosts only four videos: *The Life of Dr. Hwa-Wei Lee: A Scholar, A Library Leader, An Ambassador*; *Lion Dance @ CALA 40th Anniversary Banquet*; and two *Telling Chinese American Librarians' Stories* featuring Lois Mai Chan and Tze-Chung Li. The four videos have generated close to 2000 views.

CALA WeChat was created by the then CALA Vice-President Lian Ruan on Dec. 5, 2014. Its members were 113 as of May 31, 2016. It has been a very active community space for CALA members and friends to engage in information sharing and discussion.

Reorganization of the team: In Mid-2015, CALA President Lian Ruan appointed Minhao Jiang to co-administer CALA's Facebook page with Sai Deng, who had been maintaining it since 2012. The co-administrators discussed possible ways of promoting CALA's social media, sent out several invitations to post news and activities to the CALA Facebook to the CALA Chapter presidents. One chapter president responded and was added as an editor. Lian was also added as an editor.

Daily operations of the CALA social media channels: CALA's Facebook postings are normally done by Sai. The news sources are mainly from the CALA Listserv, some are provided by the CALA members, and

some are from various resources in the library community. From June 3, 2015 to June 3, 2016, 98 postings were added to CALA's Facebook page.

CALA's WeChat is run by the members themselves. The CALA President Lian Ruan as well as a number of CALA members are actively engaged in the community's discussion.

CALA's YouTube channel hasn't been active for a while. However, by working with The Local Arrangement Committee, Sai has recruited a videographer to shoot a video for the CALA banquet to be held at the 2016 ALA/CALA annual conference. The video will be divided into several small videos and uploaded to the channel.

CALA Members News & Scholarship Tracking Form Initiated by Minhao, the CALA on Social Media team worked with CALA Academic Resource & Repository System (CALASYS) Task Force to discuss the possibility of developing a common space or platform to receive news and scholarship contributions from the CALA members. Minhao proposed the form approach. "CALA Members News & Scholarship Tracking Form" was created after several rounds of revisions. The CALA webmaster Weiling added a folder to receive news contributions from members in CALA's Dropbox, similar to what had been done previously, and a folder to receive scholarship contributions to CALASYS. Due to the concern on web security and other issues, the form hasn't been made live in CALA's web.

CALA 's Social Media Study: An analysis of CALA's social media was done by Sai in collaboration with Xiao Hu in University of Hong Kong. CALA Facebook postings' data was exported directly from Facebook-Insight and WeChat messages came from WeChat via Tongbu Assistant. The categories and sub-categories are designed based on some literature and the uniqueness of the two datasets and then the datasets were classified based on the categories. Statistical and textual analysis was done to the data to pinpoint popular topics, language usage and top words, emotions, user engagement and communication dynamics. Excel and Voyant were used for the data analysis and visualization. 605 messages from 12-8-2015 to 4-8-2016 are exported from CALA WeChat, and 327 postings from 6-20-2012 to 6-4-2016 are exported from Facebook-Insight (59 Facebook postings by visitors are not included in the exported set, and visitor postings are used for "Message origins" and "Who posted the messages" analysis only). The findings will be shared with CALA members at CALA's annual conference poster session.

CALA's Social Media Study Discovery:

Fan Base: CALA WeChat has the majority of members equally from the US and China (over 44% and 43% respectively), the rest are from Taiwan and other origins. CALA Facebook has over 67% of fans from the US and the rest are from many different countries. CALA WeChat has more CALA members.

Language: CALA WeChat's messages are predominantly in Chinese (54.05%), English only comprises 7.93% and English/Chinese mixed makes up 5.29%; the rest are photos, emoticons and system information on invitations and recalls. Almost all CALA Facebook's postings are in English (95%). This certainly will affect whether they can and how they attract different members and fans.

Who posted: CALA WeChat messages are mainly posted by CALA members and friends in the US (63.97%), followed by those in China (26.61%) and a small percentage in Taiwan (2.81%). CALA Facebook messages are predominantly posted by the administrators in the US (84.72%), with CALA members, friends and visitors posting about 15.28%.

Types of Postings: CALA WeChat's chats mainly are of text (64.13%) followed by photos (15.54%) and web pages (11.07%), sights, videos, emoticons are included as well. CALA Facebook's postings mainly consist of posts with links (48.01%) followed by posts with photos (36.39%) and status updates (14.37%). Both have many text-based postings and photos; CALA WeChat includes more short videos and uses many emotion icons.

Messages/Postings in Interaction Type Categories: CALA WeChat's chats are predominantly in communication type (69.59%) followed by Information dissemination (14.88%) and Information sharing (10.91%). CALA Facebook's postings are predominantly Information dissemination (61.47%), followed by Information sharing (22.63%) and Information gathering (9.17%).

Messages/Postings in Related Categories: CALA WeChat's chats are mainly China & Chinese related (35.21%), US & Other Organizations Related makes up 19.34%, CALA related is 13.55% and ALA related is 10.74%. CALA Facebook's postings are mainly CALA related (54.74%); ALA related makes up 7.34%, China & Chinese related is 5.20% and US & Other Organizations Related is 4.59%.

Messages/Postings in Sentiment: CALA WeChat is predominantly Positive (47.77%), followed by Neutral (32.07%); Mixed is 5.29%, Negative is 3.97%; Not applied is 10.91%. In CALA Facebook, emotions are not too obvious in the dataset. Reasons are: It's not a community chat space, and most postings are information dissemination and sharing.

Text Analysis by Interaction Types: The longest document length is the communication corpus. CALA Facebook: The longest document length is the infoDissemination corpus.

User Involvement: CALA WeChat: Community chats among CALA members and friends. "Reach" and "Impressions" seem not to apply. CALA Facebook: For individual postings the highest impression is 2310, reach is 1185, engaged users is 106 (for a post under "One Book Per Day by Authors of Chinese Descent"), the highest post consumers is 50 (for a CALA annual program), and the highest post Consumptions/Clicks is 1260 (for an award banquet album).

Goals and Objectives Accomplished:

For CALA Facebook, the Admin has kept posting news and events to it and promoting it. The "Editor" role has been assigned to more members, including a chapter president. The CALA WeChat community space has been actively maintained by its members. CALA's Social Media Study has been conducted and findings have been found meaningful in helping defining the future steps.

Goals and objectives not completed (and concerns):

The collaborative effort of creating a common space to receive news and scholarship from CALA members, the "CALA Members News & Scholarship Tracking Form" is pending alive.

Budget Requirements or Reimbursement Requests (if any):

NA

Questions/Comments/Suggestions for the Board (if any):

NA

Summary Paragraph: In a few sentences, highlight your achievements, concerns, or suggestions that you mostly want addressed. This should be the main point of your committee report.

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CALA's Social Media Study has been conducted by Sai Deng in collaboration with Xiao Hu recently. From this study, some conclusions are made and directions are laid out: for CALA WeChat, if more English is used for communication, CALA will be able to recruit/ include English speakers; continue focusing on recruiting members from China and the US, also consider other countries and areas; besides communicating and chatting, consider using it as an information dissemination and sharing platform more often; while China and Chinese related chats are part of the norm, more emphasis on the profession and also the US related communication/information dissemination can be considered. For CALA Facebook, need to encourage more CALA members to participate in CALA Facebook (like, post, comment, forward...); strengthen team, assign roles of Editors to more CALA officers or members; expand to use more functions besides posting with pictures and links, and status updates; besides using Facebook as an information dissemination platform, explore more Facebook's social interaction function. For All channels, continue to use CALA WeChat more as a community space for communication and rapport building, CALA Facebook more as a public platform for information dissemination and sharing, at the same time, learn from the other's strengths to supplement each other; explore all social media channels including CALA Facebook, WeChat and YouTube's potentials and encourage more participation and involvement.