

## Introduction

The “Community Public Library” is located in a Chicago suburb. (All names used here are fictitious so as to maintain anonymity, however, the research is factual.) A search query shows 2,070 results for its website. It uses Facebook and Twitter to make announcements about its own and community events, and to provide out-going links to other library-related websites and postings. But, do its users reciprocate and talk about the library? If so, what are they saying?

### [Smashfuse.com](#) (Appendix A)

This was first social media search engine I used for my search. My initial impression as the results page filled was that there were many posts about this library, and that I could easily see that the posts were by users and not the library. Smashfuse searches ten different networks, and allows one to search “all” or by individual channel.

The **Facebook** search displayed no results. My next selection, **Twitter**, resulted in four different posts. Other limitations of Smashfuse then became apparent. This assignment requires tracking for a one-month period; however, this search engine does not include dates in its display. My query results produced only two posts related to the library. The first post is a link to a Facebook page of an individual, Elyse Smith – *My Outdoor Space*, who spoke at an event at the library. She posts several times a day, so I finally found her original post that included the mention of Community Public Library on November 8<sup>th</sup>. This user is merely providing the location of her presentation about landscaping, and the intention of her post is to promote her business, but it does not explicitly promote the library.

The next **Twitter** post contains a link to a news article posted October 21, 2014 about the magician “Maurice’s” concert at the library. The Daily Post staff photographer posted a news report on his own Twitter account, again, simply mentioning the concert location.

The **Google+** search resulted in four different posts, by four different users, but none of these posts occurred during the one-month period.

I next narrowed my search to **YouTube** posts. After looking at each of these five posts individually, I determined that none of them fell within the one-month period.

My **Pinterest** selection resulted in a display of well over one hundred posts, but I was unable to screen by dates to look at one month’s activity. The **Vimeo** selection provided one result, posted one year ago. There were sixteen **Tumblr** posts, but included only four original posts, all originating from the library itself. **Flickr** produced two results; two photos from 2011, taken by the same librarian. I next attempted to isolate the search for **Instagram** and **Vine** posts, there were no results.

### [Social-searcher.com](#) (Appendix B)

This site only searches Facebook, Twitter, and Google+, and it seemed to arbitrarily select the period of time for each: Facebook – Last 2 Weeks (no posts), Twitter – Last 6 Days (2 posts), and Google+ - Last 1 Year (4 posts, none during the last month time period.) Its Analytics showed the number of posts by network, as well as day and time of day of posts. The Keywords Analytics are particularly useful to see how people are searching and what terminology is being used in posts. It, too, found the same two tweets as Smashfuse.

### [SocialMention.com](#) (Appendix C, D)

I began on this site using an Advanced Search where I specified “Community Library,” chose “All” sources, the period “Last Month,” and English language, and sort by “Source.” The

same two results from my Twitter searches in Social-Searcher and Smashfuse met these requirements.

The Advanced Search Features are very helpful in obtaining specific results such as how many unique authors (two), when the posts were made, what channel, and by whom, in addition to providing the link to the channel.

### **Changing The Search Query**

For all of my search queries, I tried three different queries:

1. Community Public Library
2. Community Library
3. CPL

The first query consistently produced the most relevant results for all of the social search engines that I examined. The removal of “Public” (2.) resulted in many more non-relevant results, often including other “Library” sites or the first name “Community.” The third query was too generic, with many results associated with a cricket league.

### **Which social media search engine provided the most meaningful results?** (Appendix E)

The benefit of using Smashfuse first was that it provided views to ten different social media channels all at once. As I narrowed my searches and drilled down into each of the channels, I was able to find the only two posts that were originated outside of the library during the last month. This was a good place to start to get a general look at the quantity of posts. However, it was not the most efficient way to find the information I was looking for, as there was no way to see the posting dates, and no chronological order.

Social-Searcher was helpful as it produces well-arranged results, but it is limited to Google+, Twitter, and Facebook, thereby excluding other popular channels.

SocialMention allowed the most advanced search parameters, providing the most specific results. Among the three social search engines that I evaluated, I found this to be the most helpful. Even though the three searches produced different presentations of results, ultimately they were all corroborated each other as to the number of posts.

### **What did the library users discuss?**

This, then, leads me to the question; Are there really only two unique posts by users in the last month for the Community Public Library? The answer is “yes,” and these posts simply mention the library as a location; they do not directly address the library’s purpose.

### **What should the library be doing better?**

The library needs to find a way to solicit more meaningful discussions from its users about the library; perhaps some kind of contest such as poetry, photography, where the users would submit their content online and users could comment or vote about a library display. They also need to evaluate the efficacy of their own social media tools, and eliminate those that are not being used effectively. They should find ways to better incorporate the library’s social media with community interests, such as school sporting event results, weather emergencies, and breaking news within the community. These feeds can help the library become a “go to” source, especially for those users who are not comfortable using other types of social media.

**Appendix E:****Social Media Search Engine Comparison**

	<b>Smashfuse</b>	<b>Social-Searcher</b>	<b>Social Mention</b>
Includes:			
Facebook	YES	YES	YES
Twitter	YES	YES	YES
Google+	YES	YES	YES
Youtube	YES	NO	YES
Pinterest	YES	NO	*
Vimeo	YES	NO	*
Tumblr	YES	NO	*
Flickr	YES	NO	*
Instagram	YES	NO	*
Vine	YES	NO	*
Can filter by Social Media type?	YES	YES	YES
Searchable by Date?	NO	YES	YES
Other Advanced Search available?	NO	YES	YES
Provides consistent results over multiple searches?	NO	YES	YES
Provides Analytics?	NO	YES	YES
# Relevant results provided	2	2	2

\* Website states that "over 80 social media properties are searched"