

Facebook and Librarians

A Content Analysis of Facebook Pages of Professional Organizations in the Philippines



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Background

Facebook has become a primary social media platform to collaborate, connect with people, share information and build communities.



Objectives



determine the **level of activity** of professional organizations as indicated by their pages' performance;

evaluate the **type of information** being shared in their Facebook pages;

measure the **level of user engagement** generated by their posts.

Methodology

Content analysis

- publicly available content
- Facebook pages of 12 Professional Organizations

Methodology

Data Gathering

List of Prof. Orgs from Philippine Association of Academic/Research Librarians (PAARL) wiki

Initial list of 85 Professional Organizations

Methodology

Data Gathering

Facebook page not group or personal account

Has posts within the last 2 months

Posts from January 2016 to May 2017

RESULTS

1. Level of Activity (Page Performance)
2. Type of Content Shared
3. Engagement Rate



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Level of Activity (Page Performance)



- *No of Likes*



- *Frequency of Posts*

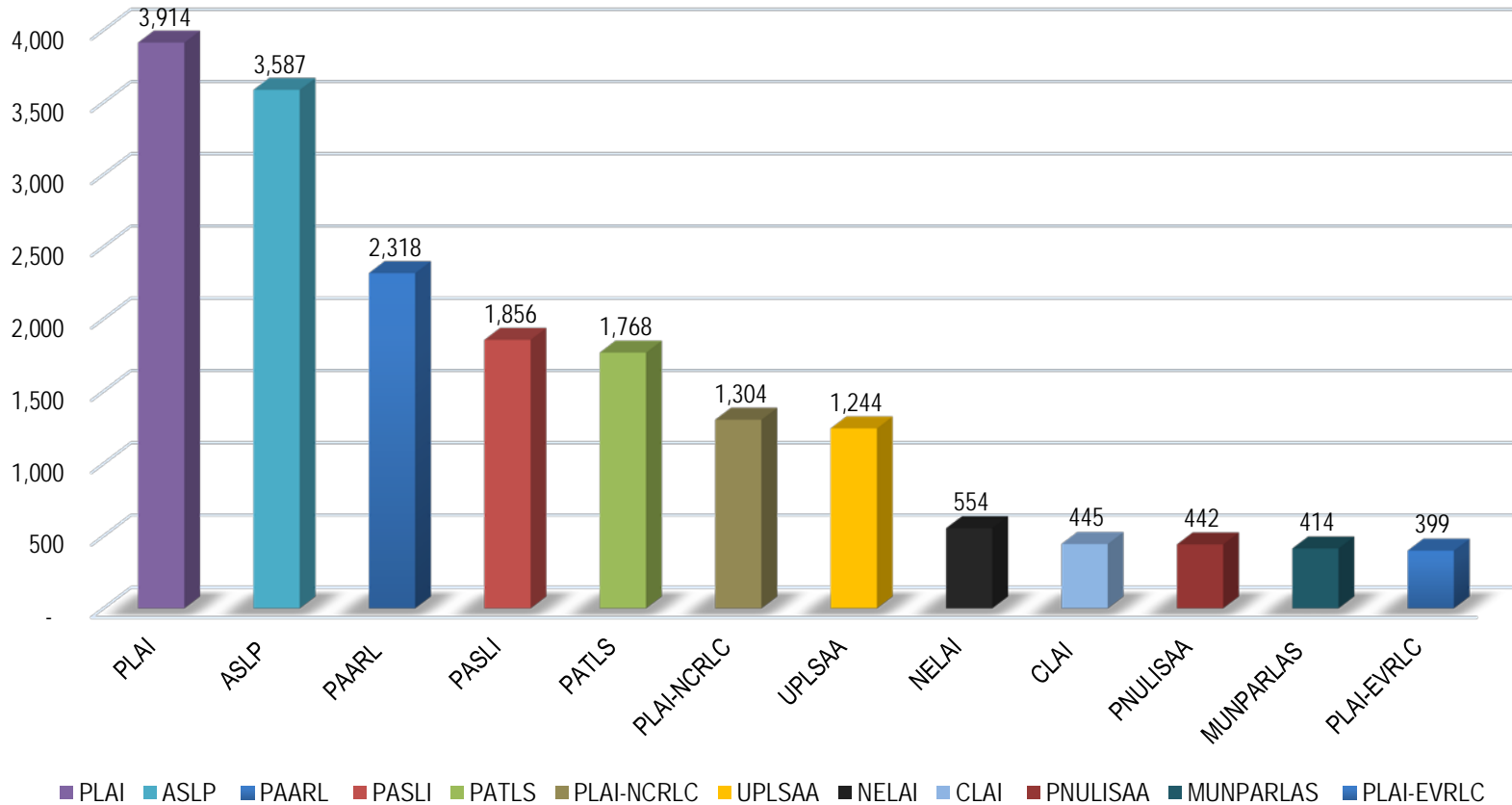


- *Page Growth*



No of Likes

No. of Likes Per Organization





Frequency of Posts

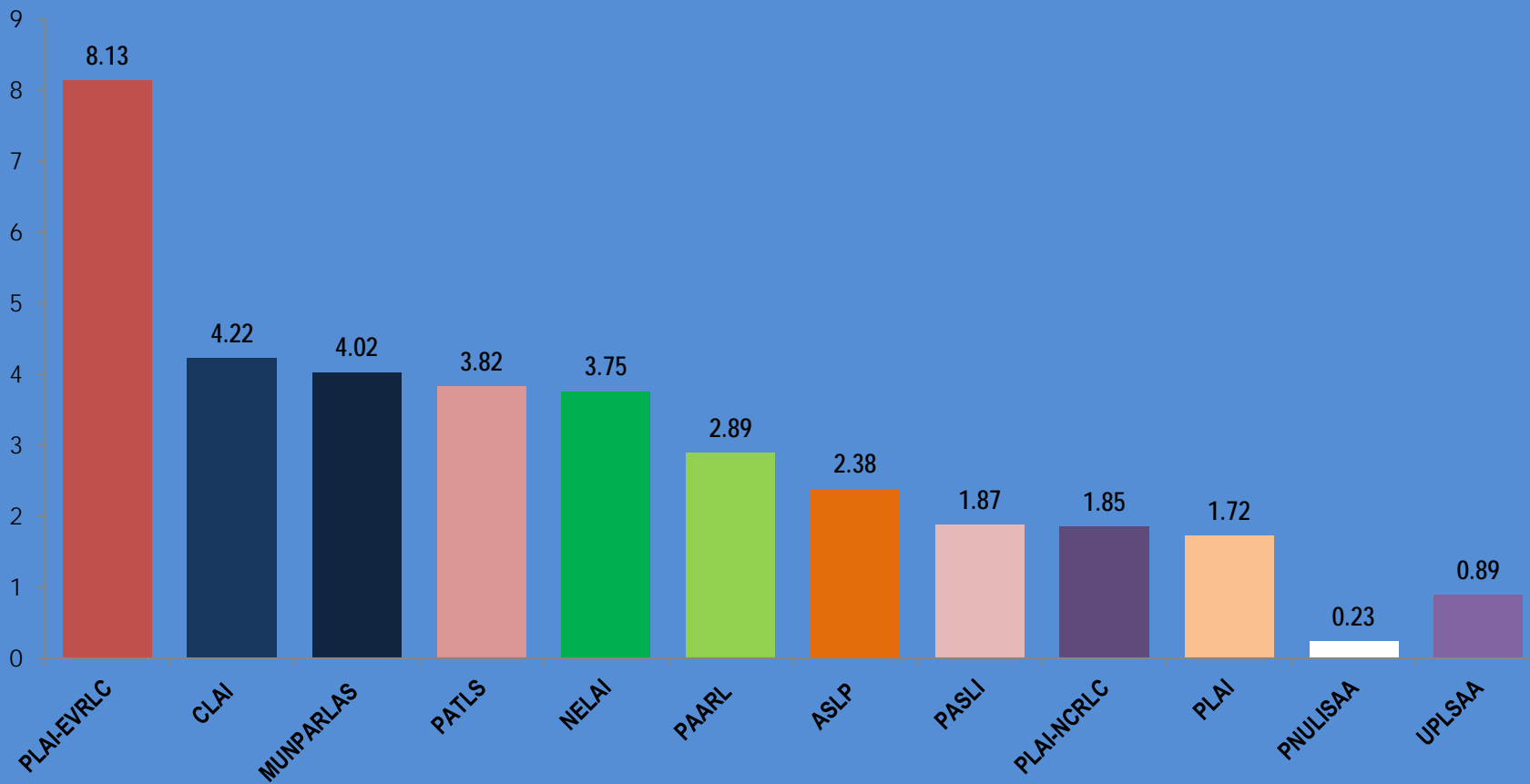
Table 3. Frequency of Posts

Name of Organization	No. of Posts	%	Ave. Monthly Posts
ASLP	311	28%	18
CLAI	63	6%	4
MUNPARLAS	5	0%	0
NELAI	57	5%	3
PAARL	58	5%	3
PASLI	62	6%	4
PATLS	19	2%	1
PLAI	271	24%	16
PLAI-EVRLC	9	1%	1
PLAI-NCRLC	71	6%	4
PNULISAA	42	4%	2
UPLSAA	140	13%	8
Total / Ave	1,108	100%	5



Page Growth

Likes Growth



RESULTS

1. Level of Activity (Page Performance)
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Type of Content Shared

About the organization

- Information, updates and announcements about the organization/association, the officers, members including election, monthly meetings, general assembly calendar of activities and other general FB page updates.

Contests, Awards & Recognitions

- Awards and awardees, recognition, grants, scholarship

Information Literacy

- Information, news and updates related to promotion of information literacy.

Library news, trends & advocacies

- News or update about the libraries in general and the latest library trends

Library related celebrations

- Updates and activities related to library related celebrations such as National Book Week, LIS Month, IL month, etc.

Type of Content Shared

Library tours and visits

- Benchmarking activities, library tours and visits.

Non-library related news and events

- Local, national or international holidays and events.

Outreach activities

- Community engagement and outreach activities.

Recruitment

- Announcements of job vacancies.

Type of Content Shared

Research and Publications

- Announcements, news or updates about or related to research and publications (e.g. call for papers, research surveys, articles published)

Seminars, Trainings & Conferences

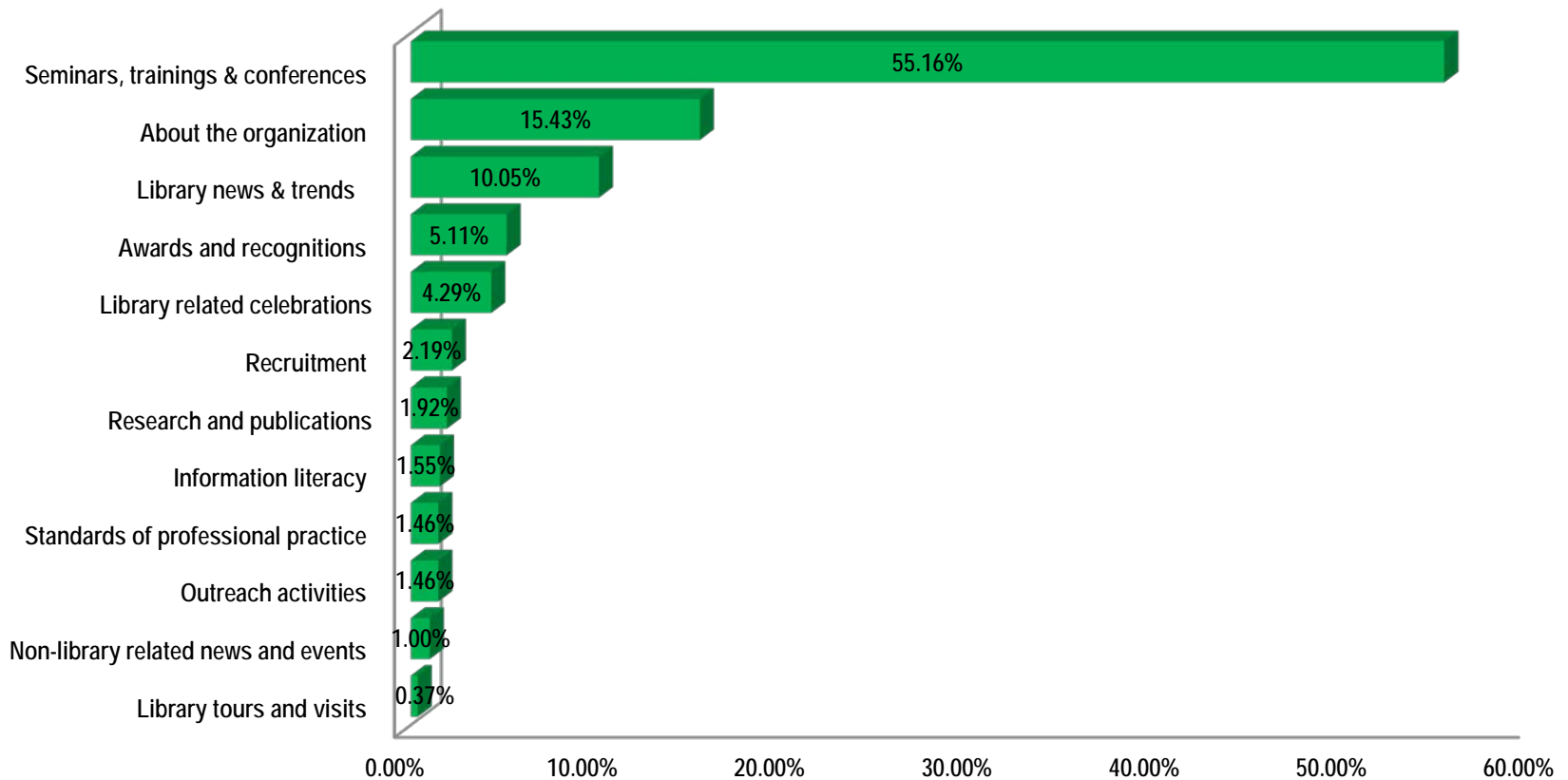
- Information, updates and announcements about or related to seminars, conferences, trainings, workshops, forums, lectures and other related programs/activities related to professional development. (GA)

Standards of Professional Practice

- Law, rules, guidelines and standards relating to LIS practice

Type of Content Shared

Posts by Content Type

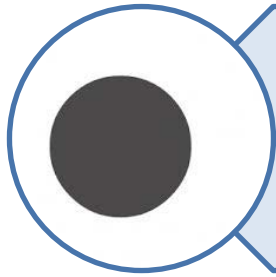


RESULTS

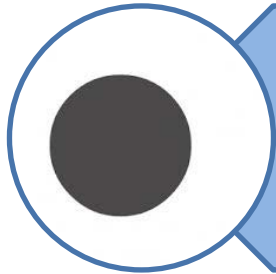
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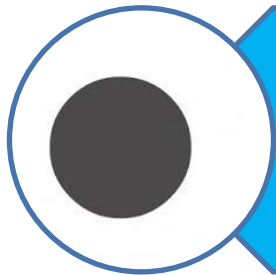
Engagement Rate



a valuable metric to measure how well the Fans interact with the Page's content



measured using likes, shares, and comments



useful for comparing the quality of the content posted

Engagement Rate Formula

Engagement as a % of Total Fans



Engagement Rate

Total Post Engagement (Likes + Comments + Shares)
÷ Total Page Likes

Source: <https://simplymeasured.com/>

Engagement Rate Formula

Average Post Engagement Rate

$$\text{Average Post Engagement Rate} = \frac{\text{Likes} + \text{Comments} + \text{Shares on a given day}}{\frac{\text{\# of wall posts made by page on a given day}}{\text{Total Fans on a given day}}} \times 100$$

Source: <http://www.mycleveragency.com>

Engagement as a % of Total Fans

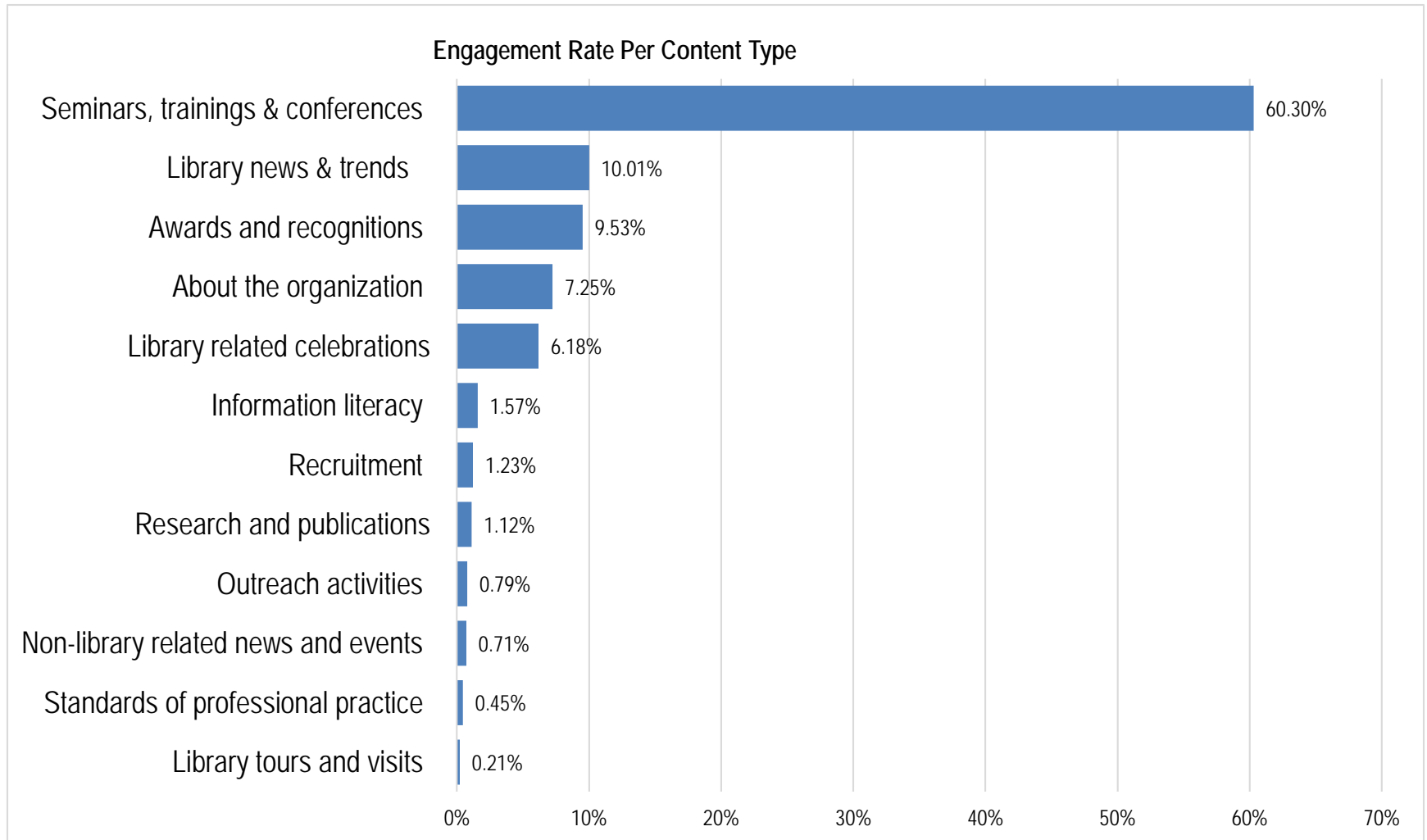
Table 4. Engagement Rate Per Organization

Rank	Name of Organization	Engagement Rate as % of Total Fans
1.	UPLSAA	249%
2.	PLAI	195%
3.	ASLP	94%
4.	PASLI	91%
5.	CLAI	71%
6.	PNULISAA	58%
7.	NELAI	44%
8.	PLAI-NCRLC	31%
9.	PAARL	30%
10.	PATLS	21%
11.	PLAI-EVRLC	6%
12.	MUNPARLAS	5%

Average Post Engagement Rate

Name of Organization	Engagement Rate
UPLSAA	1.78%
PASLI	1.47%
PNULISAA	1.37%
CLAI	1.13%
PATLS	1.10%
MUNPARLAS	0.92%
NELAI	0.77%
PLAI	0.72%
PLAI-EVRLC	0.64%
PAARL	0.52%
PLAI-NCRLC	0.44%
ASLP	0.30%

Engagement Rate Per Content Type



CONCLUSION

- Professional librarian organizations utilize Facebook to **connect and collaborate** with their member/fans and use the platform primarily to **disseminate information**.

CONCLUSION

- Some organizations are more actively updating their pages than others but majority appears to strive to post updates on a regular basis.

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- Posts are predominantly about **events** related to professional development like seminars, trainings and conferences.
- Engagement rate as % of total fans is high overall

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- Regularly post on the page to increase overall engagement rate.
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Thank You

