Results of the social media survey of Library Facebook and Twitter accounts

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Background

• Survey to find out about interest in students and staff
• Scrutinize usage of said social media platforms a year on
Limitations

• Only student at Muckleneuk campus sampled
• Excludes other branches
• Not sent to remote students
Population sampled
91 answered

- Undergraduate students: 36.30%
- Postgraduate students: 41.80%
- Unisa Library staff members: 22%
Are you using Facebook

- Yes: 75.30%
- No: 23.60%
- Don't know Facebook: 1.10%
The Unisa Library is on Facebook, Have you ever visited the Unisa Library Facebook page?

- **Yes**: 33.70%
- **No**: 38.40%
- **I know about it, but did not visit it**: 8.10%
- **Did not know about it**: 19.80%
Are you on Twitter?

- Yes: 22%
- No: 71.40%
- Don't know Twitter: 6.60%
The Unisa library has implemented Twitter. Would you be interested in using it?

- Yes: 59.30%
- No: 22%
- Not sure: 18.70%
What would you like to see on Unisa Library Facebook and twitter pages?

• Library information and services (e.g. hours, how to return books)
• Updates about new books
• Current affairs
• Information that will guide us
• Training information
• Inform us about Mobile Library visits
• How to use Refworks and MS word simultaneously
What would you like to see … continued

• The latest available publication of various academic disciplines
• Any newsworthy items related to the library
• Everything
• I would be happy if there is a Unisa book request link on Unisa Library Facebook page
Followers

- Facebook – 977
- Twitter - 18
Monthly new likes

- January: 50
- February: 100
- March: 200
- April: 200
- May: 100
- June: 50
- July: 100
- August: 150
Monthly: number of people sharing stories about this page
Demographics
Link to survey results

- https://www.surveymonkey.com/sr.aspx?sm=uJ6yNHTOwBDq_2fgpv4DowUnBlzW0OVsmXSGXHM6_2fktl4_3d
Thank you