

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

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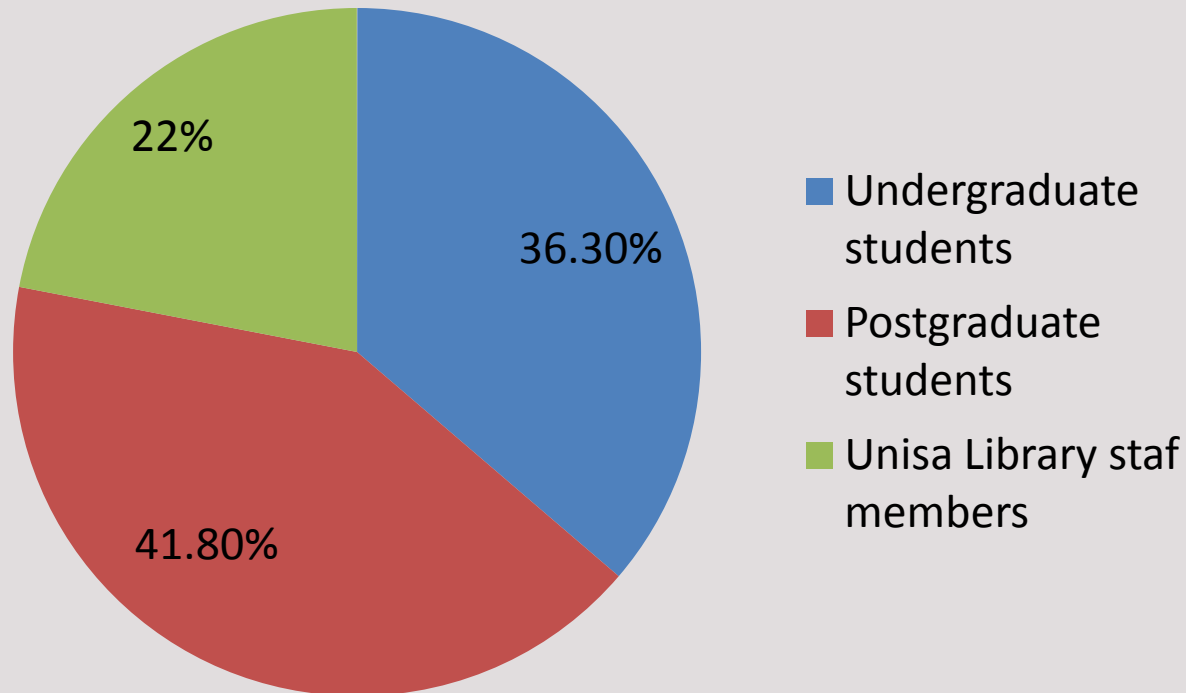
# Background

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

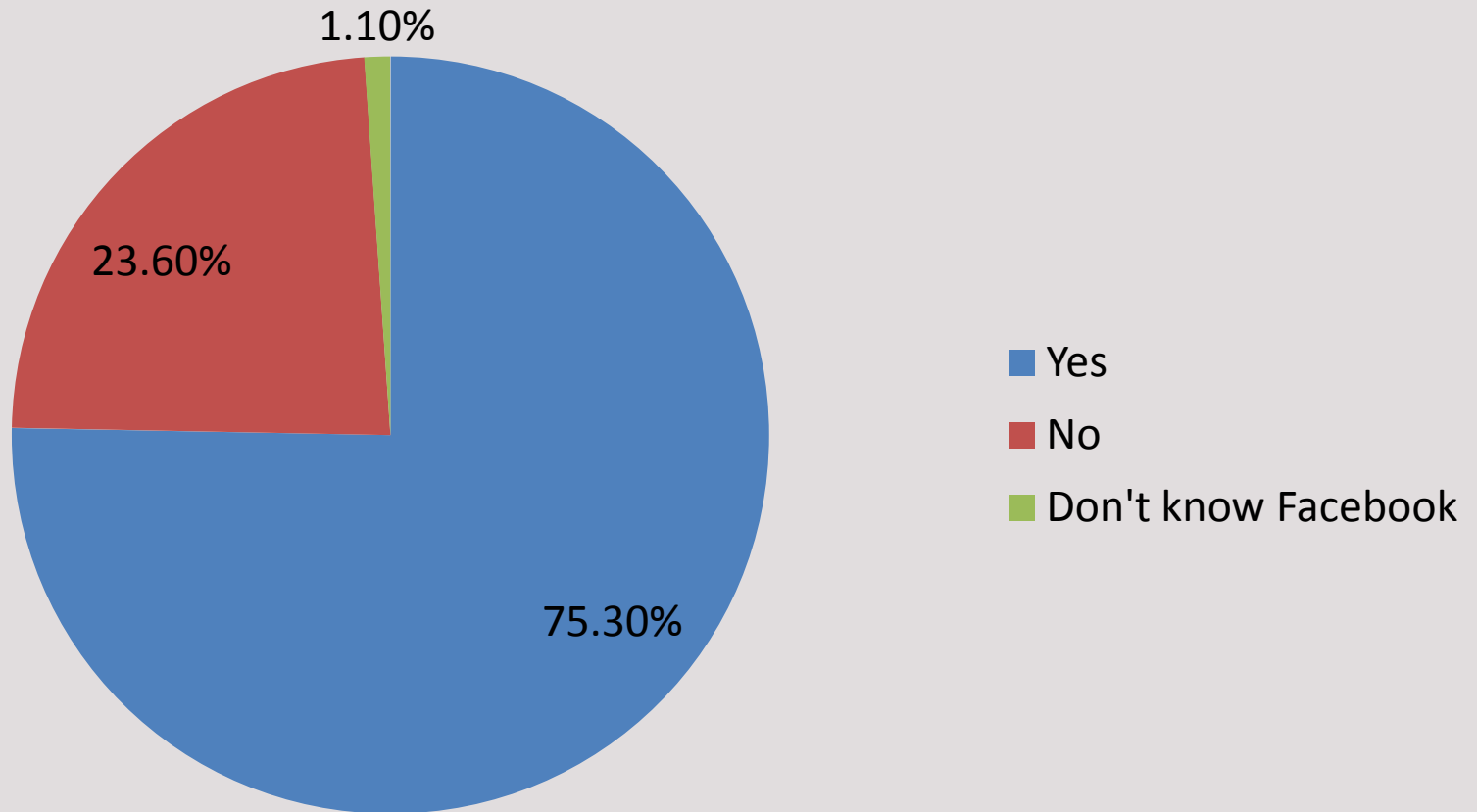
# Limitations

- Only student at Muckleneuk campus sampled
- Excludes other branches
- Not sent to remote students

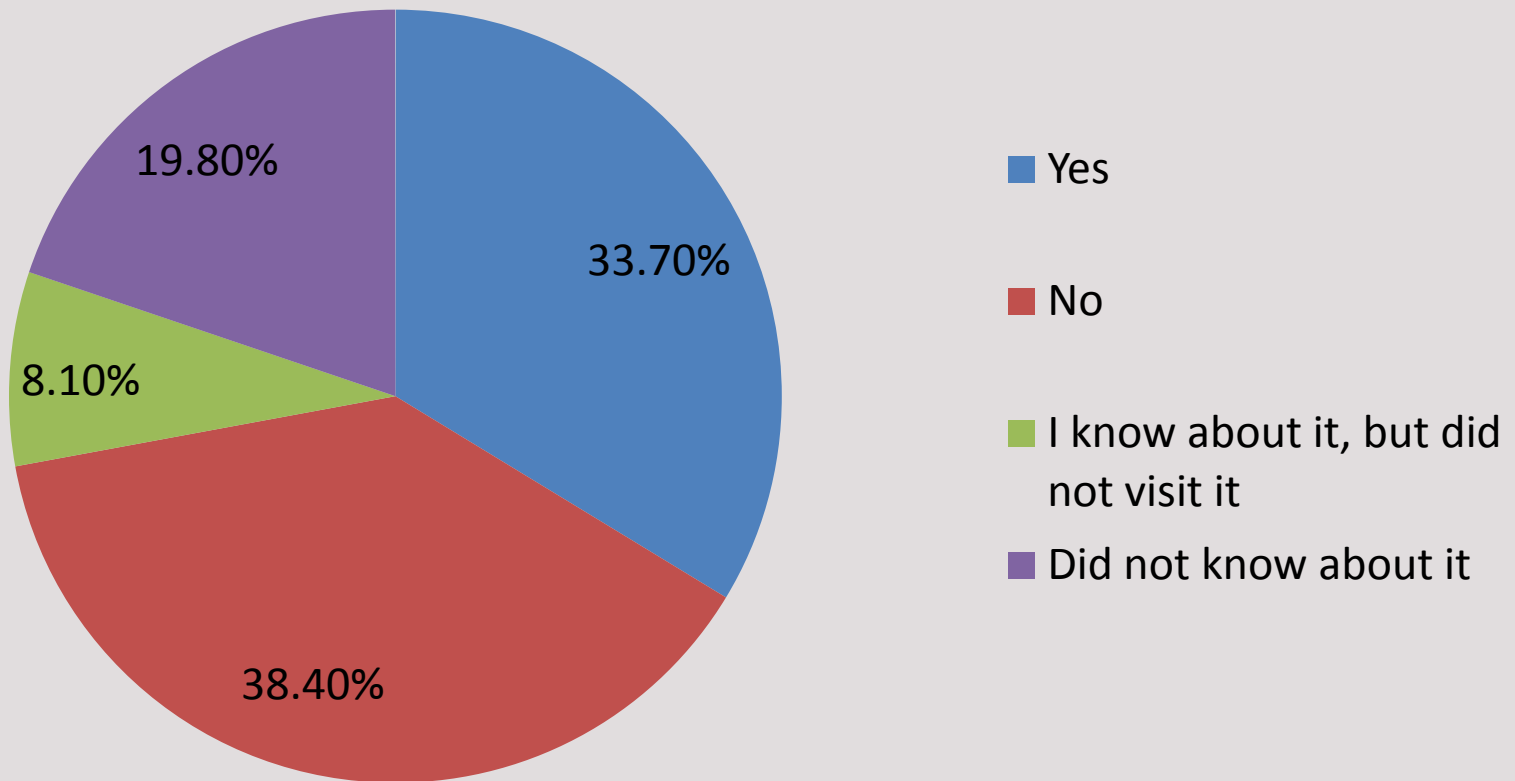
# Population sampled 91 answered



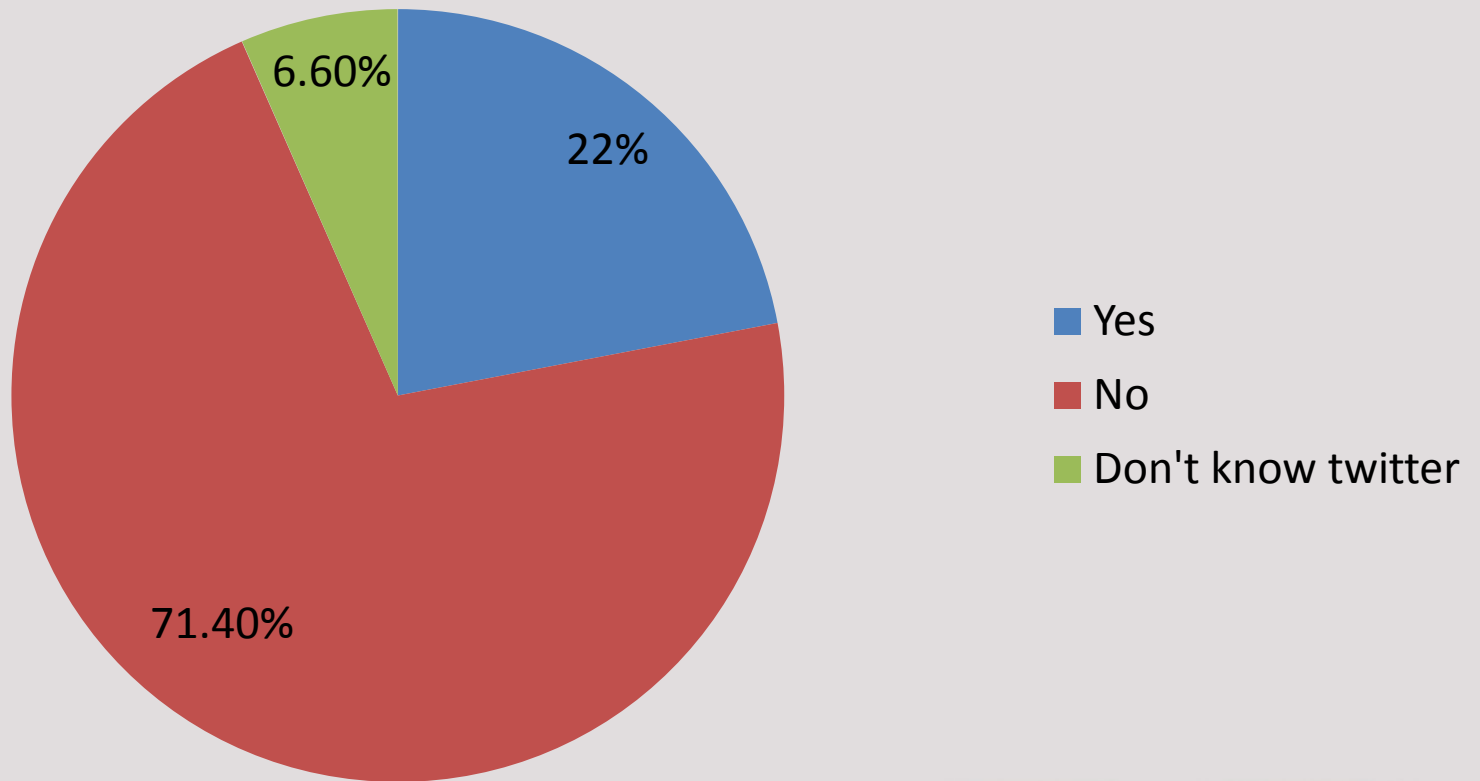
# Are you using Facebook



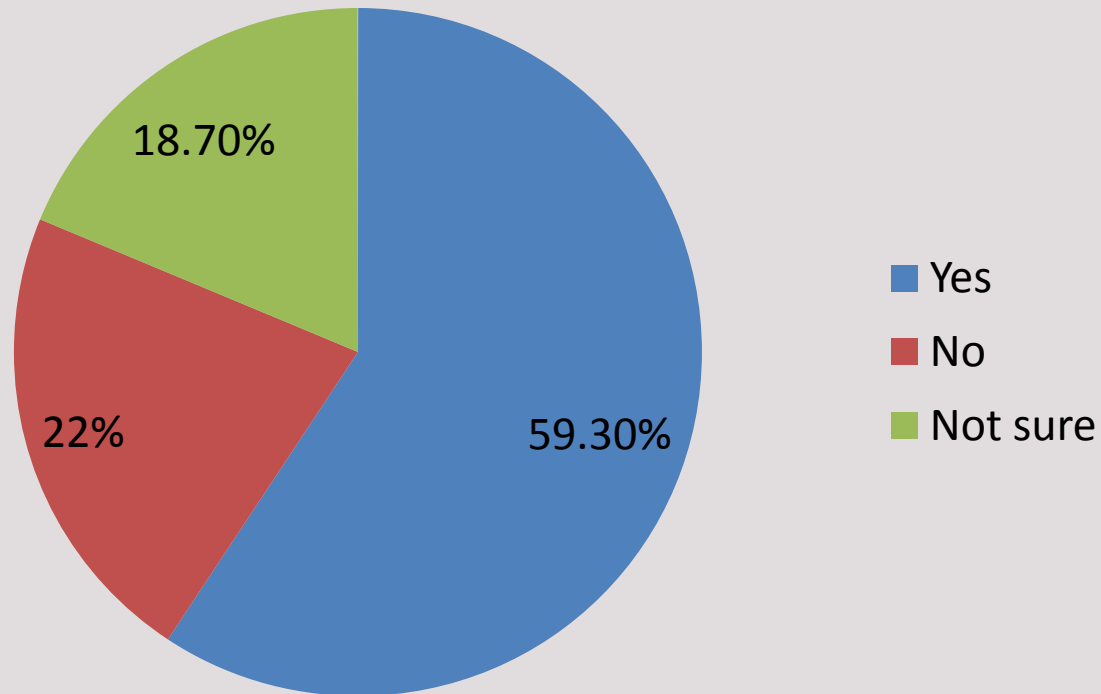
# The Unisa Library is on Facebook, Have you ever visited the Unisa Library Facebook page?



# Are you Twitter?



# The Unisa library has implemented Twitter, Would you be interested in using it?





# 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

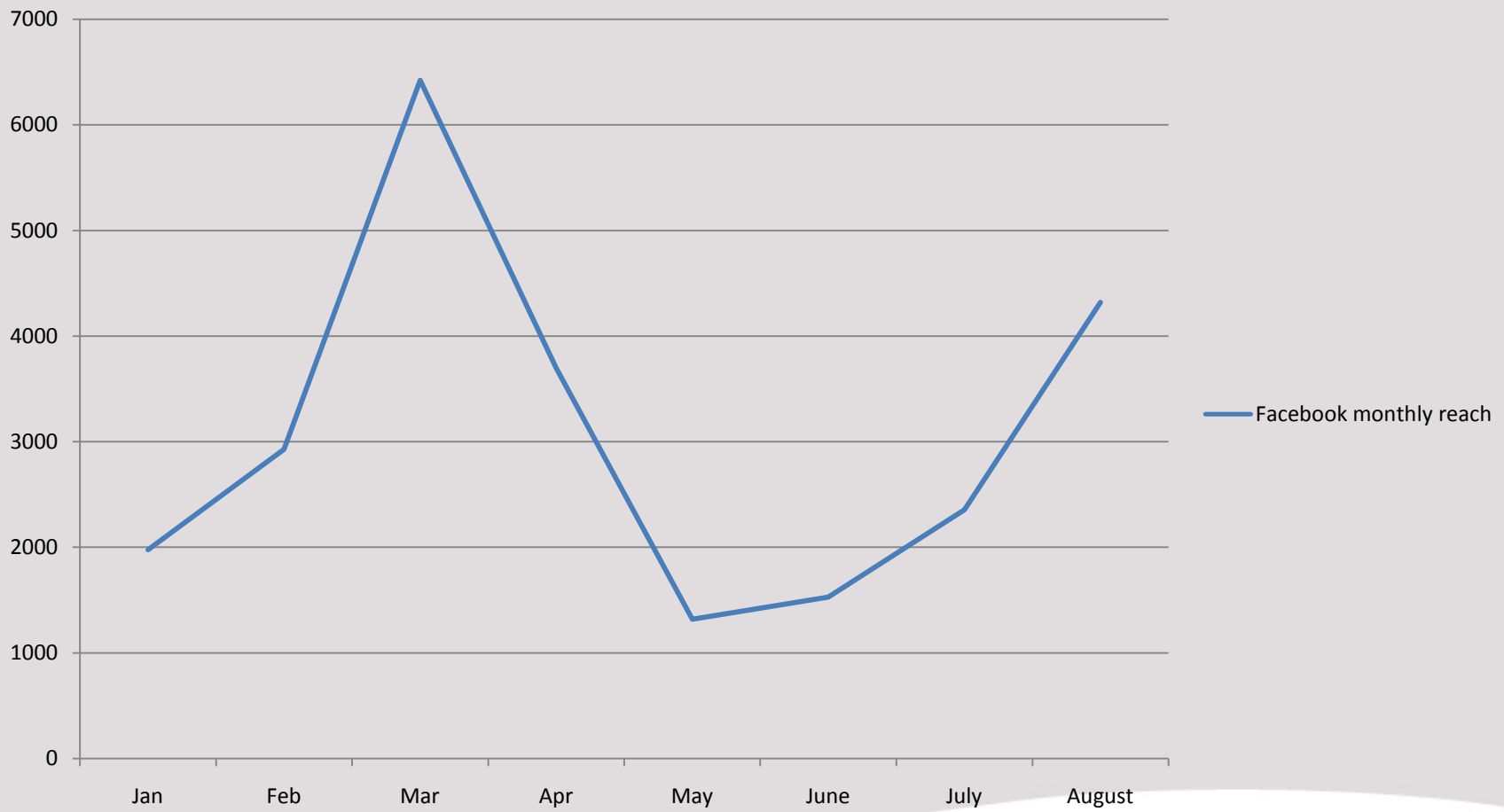
# Followers

- Facebook – 977
- Twitter - 18

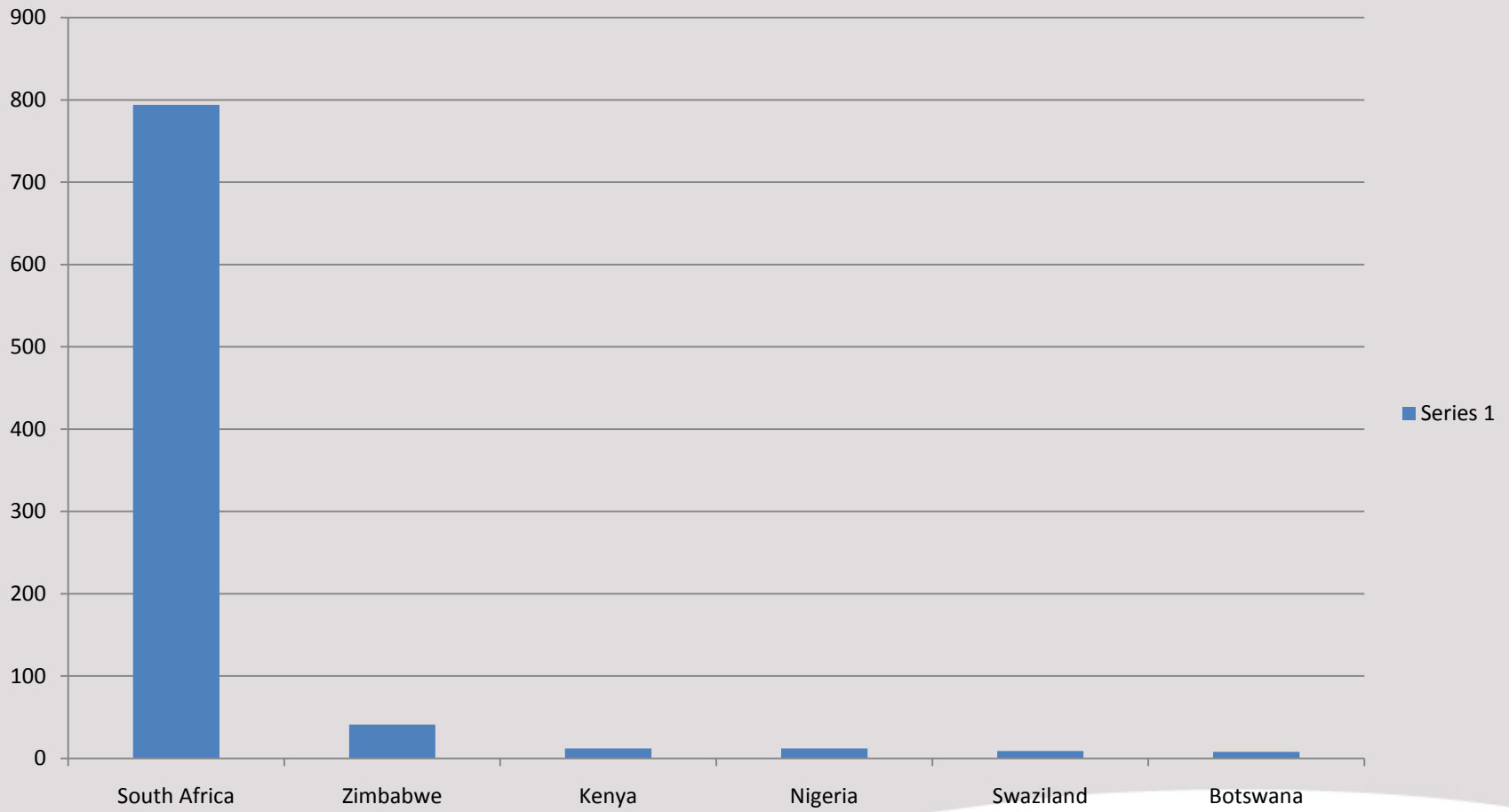
# Monthly new likes



# 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](https://www.surveymonkey.com/sr.aspx?sm=uJ6yNHTOwBDq_2fgpv4DowUnBlzW0OVsmXSgXHM6_2fktl4_3d)

# Thank you