Building a Tag Library for the CALA's Social Media Channels

The CALA Social Media Group

CALA's Social Media Channels

CALA Facebook Public Page

- A public platform for information dissemination and sharing; created in June 2012;
- It's open to the public and almost all postings are in English; you can post to CALA's Facebook as a guest;
- CALA's Facebook Page has 353 fans as of May 23, 2018;
- Please "Like" the CALA's Facebook page so that you can get notifications on our postings: http://bit.ly/1pOfFTI .

"CALA Members and Friends" Facebook Private Group

- Private discussion space for CALA members and friends who use Facebook;
- Formed in April 2017; supplemental to the public page;
- Follow https://www.facebook.com/groups/423045741400053/ to join.

CALA WeChat

- A community space for communication and rapport building; started in December 2014; Uses a mixture of Chinese and English for conversation;
- It is a closed group but anyone who's interested in the CALA community can join;
- It has 259 members as of May 23, 2018.
- How to join:
  - If you don't have a WeChat account, please download WeChat in your phone or desktop and create an account: http://www.wechat.com/en;
  - New members can be invited to join the WeChat group by existing members.

CALA YouTube Channel

- A space to post CALA's videos; created in June 2013;
- Please subscribe to CALA's YouTube Channel at: https://www.youtube.com/user/CALAChannel;
- If you have a video to share, please let any of the CALA Social Media Group members know.

CALA LinkedIn

- A space for CALA members to connect professionally; created in May 2017;
- Go to https://www.linkedin.com/groups/12047408, click "Request to join" if interested. Once you're in the group, you can invite your connections to join, start conversations, post news and employment opportunities.

Tagging Project

Purpose

- Make the CALA's Facebook postings to be linked via topics and themes internally;
- Allow the CALA's Facebook postings to be exposed to a wider audience via common tags;
- Research on posting trends and possible gaps to better serve our members.

Methodology

- Investigate the social media tagging practices of other organizations in the library & education community;
- Perform text analysis using Voyant, research the nature of the CALA's Facebook postings, draft a tag list;
- Tag previous Facebook postings using tags from both researches, refine the tag library and apply tags to new postings.

Outcome

- Built a tag library for the CALA's social media channels (mainly Facebook), applied the tags to retrospective and new postings;
- Analyzed the CALA's Facebook postings (2012.6-2018.5) for top terms, trends and gaps.

Social Media Tags from Different Library Organizations

ALA

IFLA

APALA

BCALA

Reforma

OCLC

Content Analysis: CALA's Facebook Postings

Category Design and Content Analysis

Interaction Type	Subcategory	Definition
Communication	Rapport building	**Rapport building:** Greeting, thankful, agree, support, and other emotional expressions
Information dissemination	Elections and appointments; Events; Grants, awards & scholarships; Publication news; Services; Other news	**Events:** Include conferences, programs and trainings etc.
		Grants, awards & scholarship: information and news on grants, awards and scholarships
		Publication news: announcements of publications of newsletters and journals.
		Services: Information dissemination of organizational services, such as membership, seminars and webinars.
		Other news: such as in memoriam, news from non-CALA resources.
Information gathering	Calls	**Calls:** Call for contributions to newsletters, journal special issues, calls for nominations etc. Calls for participation are under "Event".
Information sharing	Books and resources; Individual experiences	**Books and resources:** Sharing book information.
		Individual experiences: sharing of personal experiences including quotations.

*From the 2016 CALA Facebook and WeChat comparative study conducted by the Social Media Group.

Top Words from Old Postings

TopNaturalTerm	Voyant Count	Trend
cala	1889	0.020082
library	860	0.009143
chinese	595	0.006325
university	434	0.004614
information	374	0.003976
conference	371	0.003944
http	348	0.0037
award	344	0.003657
committee	343	0.003646
members	311	0.003306
ala	296	0.003147
american	290	0.003083
annual	284	0.003019
librarians	272	0.002892
research	272	0.002892
new	264	0.002807
book	250	0.002658
libraries	233	0.002477
program	228	0.002424
chapter	220	0.002339
international	214	0.002275
president	202	0.002147
leadership	198	0.002105
chair	194	0.002062
dr	194	0.002062
association	191	0.002031
china	176	0.001871

Creating the Tag Library

Adopt Tags from Literature Research

Tags	Organization
#ALAAC17	OCLC
#advocacy	IFLA
#ala	ALA
#alaac17	ALA
#alaac17	APALA
#alamidwinter	ALA
#alamw17	ALA
#ALAMW17	LITA
#ALANMRT	ALA
#archive	OCLC
#archives	IFLA
#copyright	IFLA
#digital	IFLA
#Education	IFLA
#IFLA	IFLA
#IflaGlobalVision	IFLA
#jclc2012	JCLC
#JCLC2018	JCLC
#libraries	ALA
#Libraries	IFLA
#libraryjobs	APALA
#LITA	LITA
#litaforum	LITA
#literacy	IFLA
#OAWeek16	IFLA
#OpenAccess	IFLA
#REFORMA	REFORMA
#WLIC2016	ALA
#wlic2017	ALA
#WLIC2017	IFLA
#WLIC2017	OCLC

Create Tags for CALA's Facebook Postings

(Based on top natural terms from text analysis & the nature of CALA's postings)

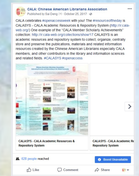
TopNatural-Term	Voyant Count	Possible Related CALA Tags
cala	1889	#CALA #Chineselibraries #libraryseminar #libraryschool #NationalLibraryofChina #libraryofcongress #librarydean #JournalofAcademicLibraries #ChineseAmericans #Chinesedescent #ChineseAmericanAuthors #ChineseAuthors #LSC2015 #LSC2016 #Chineselibraries #China
library	860	#university #information #informationliteracy #conference #CLA
chinese	595	
university	434	
information	374	
conference	371	
http	348	
award	344	#CALABestBookAward #CALABestBookAwardCandidates #CALADistinguishedServiceAward #CALAPresident'sRecognitionAward #CALAJingLiaoAward #CALASheilaLaiResearchAward #CALAHuangTsoPingAward #CALACONFERENCETRAVELGRANT #LoisMaiChänProfessionalDevelopmentGrant #CALAScholarships #awards #committee
committee	343	
members	311	#CALAmembers #CALAMemberStory #membership #LIScholarship
ala	296	#ALA #ALCTS #ChineseAmericans #AmericanLibraries #AsianAmericans
american	290	
annual	284	#CALAannual #CALAannual2017 #CALAannual2016… #ALAAC15 #ALAAC16…
librarians	272	#ChineseAmericanLibrarians
research	272	#research
new	264	#newyear #holidaygreeting
book	250	#books
libraries	233	#libraries #Chineselibraries
program	228	#program
chapter	220	#CALAchapters #CALASEchapter #CALASWchapter #CALASE2016 #CALAMWchapter #CALANEchapter #CALANCAchapter #CALASCAchapter #CALAGMAchapter
international	214	#internationalexchange #InternationalSymposium
president	202	#CALApresident
leadership	198	#leadership #CALALeadershipAcademy

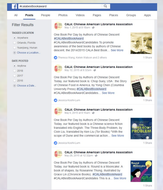
Add Tags for CALA's Facebook Postings (2012-2017)

Permalink	Post Message	Type	Posted	Tags
https://www.facebook.com/permalink.php?story_fbid=3672041700127644&id=281336511932864&substory_index=0	2012.CALA/ALA Annual Program Sunday, June 24, 2012, 1:30–3:30 p.m., Anaheim Convention Center, Room 201C (800 West Katella Avenue, Anaheim, CA 92802)	Photo	6/20/12 9:34 AM	#CALAannual #CALAannual2012 #ALAAC12
https://www.facebook.com/events/397156370321941/	2012 ALA Emerging Leaders Program - CALA's Project 40/40 Team	Status	6/20/12 9:58 AM	#ALAemergingleader #leadership
https://www.facebook.com/events/251627621613334/	SILF 2012: The 6th Shanghai International Library Forum	Status	6/20/12 10:02 AM	#SILF #Shanghai #internationalexchange
https://www.facebook.com/permalink.php?story_fbid=2698876311196 13&id=281336511932864	Please mark your calendar to visit 2012 Emerging Leaders poster session on Friday, June 22 during ALA Annual Conference in Anaheim, at the Convention Center Room 303 AB from 3-4pm. More information can be found at event page: http://www.facebook.com/events/397156370321941/	Link	6/20/12 12:31 PM	#ALAemergingleader #leadership
https://www.facebook.com/permalink.php?story_fbid=470660122961624&id=281336511932864	Please join us and attend CALA 2012 Annual Award Banquet! More information can be found at: http://www.facebook.com/events/128024250668777/	Link	6/20/12 12:31 PM	#CALAbanquet #CALAannual #CALAannual2017
https://www.facebook.com/permalink.php?story_fbid=488561381159507&id=281336511932864	A List of CALA Events at ALA Annual in Anaheim 2012. Please check this page: http://www.facebook.com/events/483412575006302/	Link	6/20/12 12:31 PM	#CALAannual #CALAannual2012 #ALAAC12

* After the initial tag library was created in fall 2017, it was enriched and refined based on newly posted content. Tags have since been added for new posts during the time of posting.

Tags in CALA Facebook

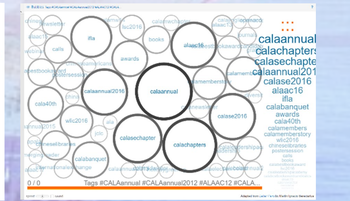




Topic Analysis of CALA's Facebook Postings

Top Tags (2012.6-2018.5)

Bubbles (2012.6-2018.5)



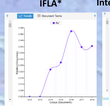
Topic Analysis by Year

Top Term Trend (by year)

Calachapter*

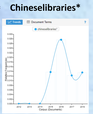
Calamember*

IFLA*



Internationalexchange*

Chineselibraries*



Top terms: calaannual, calachapters, calamember*, calaannual2016, alaac16, calabanquet, awards, cala40th…

Future Steps

- Expand coverage to include more topics/tags that CALA Facebook does not cover currently;
- Seek for feedback and additional tags from the CALA members and the public;
- Promote the CALA's social media channels, including inviting members to tag posts/photos in its Facebook page;
- Analyze the tags to keep a balance among different topics for future posting.

The CALA Social Media Group (2017-2018)

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