BEYOND ‘Likes’
An Assessment of User Engagement in Facebook Among Philippine Academic Libraries

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Facebook is the most common social media platform adopted by Libraries as an outreach and marketing tool.

Libraries in the Philippines started joining Facebook in 2009.
INTRODUCTION

Libraries need to do more than measure Page Likes to understand their audience and determine strategies to sustain growth.
**Engagement** is the best way to:

| get a general overview of your page’s performance | conduct content and competitive analyses | set benchmarks |

(Smitha, 2016)

INTRODUCTION

It measures people’s **interactions** with your content

Measured by likes, shares, and comments of page posts
PURPOSE

• examine the **type of content** posted and **engagement rate** generated by the Libraries Facebook pages based on the content posted
METHODOLOGY

Content analysis

• Top institutions based on web presence
  (Webometrics - http://www.webometrics.info)
• 10 Library Facebook pages
• 28,811 posts
• Posts from June 1, 2015 to September 30, 2015
• Number of “Likes” recorded on October 10, 2015
## METHODOLOGY

<table>
<thead>
<tr>
<th>Posts Content Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Library Info</strong></td>
<td>• Library schedule, facilities, services, policies and staff.</td>
</tr>
<tr>
<td><strong>Library Events and Promotional Activities</strong></td>
<td>• Library-sponsored events, marketing and promotional activities, reading encouragement posts; invitation and updates on exhibits, seminars, workshops, contests, etc.</td>
</tr>
<tr>
<td><strong>Library Resources and External Information Sources</strong></td>
<td>• Information, promotion and updates relating to the library’s resources and links to external websites and information sources.</td>
</tr>
<tr>
<td><strong>Academic and Local Community</strong></td>
<td>• Posts that are generally non-library related but of general interests to the academic and local community.</td>
</tr>
</tbody>
</table>
METHODOLOGY

Post Type

- Video
- Photo
- Links
- Text-Only
METHODOLOGY

Engagement Formula

\[
\text{Engagement} = \frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{No. of Posts}}
\]

No. of Page Likes
FINDINGS

• Audience Size
• Posts Frequency
  – Content Type
  – Media Type
• Interaction / Engagement
  – Posts with Interaction
  – Engagement by Post types
  – Overall Engagement
<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of Institution</th>
<th>Library Facebook Web Address</th>
<th>Year Joined Facebook</th>
<th>No. of Likes (as of Oct. 11, 2015)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>University of the Philippines Diliman, Quezon City</td>
<td><a href="https://www.facebook.com/UPDLibrary">https://www.facebook.com/UPDLibrary</a></td>
<td>2012</td>
<td>24,561</td>
</tr>
<tr>
<td>2</td>
<td>Ateneo de Manila University Quezon City</td>
<td><a href="https://www.facebook.com/rizallibrary/">https://www.facebook.com/rizallibrary/</a></td>
<td>2009</td>
<td>10,156</td>
</tr>
<tr>
<td>4</td>
<td>De La Salle University Manila City</td>
<td><a href="https://www.facebook.com/DLSUlibrary">https://www.facebook.com/DLSUlibrary</a></td>
<td>2009</td>
<td>6,363</td>
</tr>
<tr>
<td>5</td>
<td>Xavier University Cagayan de Oro City</td>
<td><a href="https://www.facebook.com/xavieruniversitylibrary">https://www.facebook.com/xavieruniversitylibrary</a></td>
<td>2011</td>
<td>5,680</td>
</tr>
<tr>
<td>6</td>
<td>Mapua Institute of Technology Manila City</td>
<td><a href="https://www.facebook.com/MapuaLibraryOfficial">https://www.facebook.com/MapuaLibraryOfficial</a></td>
<td>2012</td>
<td>1,925</td>
</tr>
<tr>
<td>7</td>
<td>Central Luzon University Nueva Ecija</td>
<td><a href="https://www.facebook.com/CLSULibrary">https://www.facebook.com/CLSULibrary</a></td>
<td>2010</td>
<td>1,243</td>
</tr>
<tr>
<td>9</td>
<td>St. Louis University Baguio City</td>
<td><a href="https://www.facebook.com/SaintLouisUniversityLibraries">https://www.facebook.com/SaintLouisUniversityLibraries</a></td>
<td>2012</td>
<td>697</td>
</tr>
<tr>
<td>10</td>
<td>Bukidnon State University Malaybalay City</td>
<td><a href="www.facebook.com/bsulibrary">www.facebook.com/bsulibrary</a></td>
<td>2013</td>
<td>501</td>
</tr>
</tbody>
</table>

*Facebook pages with posts from June 2014 - September 2015*
Facebook Posts Per Library

Average Monthly Posts

- Bukidnon State University Library: 5.38 posts
- Saint Louis University Libraries: 4.50 posts
- University of San Carlos Library System: 0.81 posts
- Central Luzon State University Library: 2.13 posts
- Mapua Library: 8.13 posts
- Xavier University Library: 1.25 posts
- De La Salle University Manila University...: 8.81 posts
- Silliman University Library: 1.56 posts
- Ateneo de Manila Rizal Library: 12.50 posts
- University of the Philippines Diliman Library: 22.69 posts
Facebook Posts by Content Type

- Library Events and Promotional Activities: 46.59%
- Library Resources & External Information Sources: 11.53%
- General Library Information: 21.86%
- Academic and Local Community: 20.02%
Sample Posts – General Library Information

Rizal Library
December 17, 2014

Rizal Library Schedule - December 19, 2015

To the Ateneo community:

Please note that the Rizal Library (New Building, Special Building, Matteo Ricci Hall, and CTC 101) will be CLOSED on December 19, 2014 from 2:30 - 6:00PM, for the Rizal Library Thank you.

See More

Like Comment Share

DLSU-Manila University Library added a new photo.
December 4, 2014

ANNOUNCEMENT

To all Library Users,

In anticipation of the research needs of the students for the forthcoming final examinations for AY 2014-15, Term 2, the READERS’ SERVICES and the ARCHIVES at The Learning Commons will have extended service hours to better serve the community.

<table>
<thead>
<tr>
<th>Learning Commons</th>
<th>Dates</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>(7F to 10F HSSH)</td>
<td>04 to 06 ; 08 to 11 ; 13 ; 15 to 17, December 2014</td>
<td>07:00 to 22:00</td>
</tr>
<tr>
<td>Readers’ Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Archives</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All satellite Libraries (AGH, BBLRC, STC-College, STC-ES, STC-Preshool) will observe regular service hours on these dates.

Please be guided accordingly.

Thank you.
Sample Posts - Events and Promotional Activities

**DLSU-Manila University Library**
September 28, 2015

#UpcomingEvent #HumanLibrary #DLSULibraries #BreakingStereotypes #ReducingDiscrimination

**Rizal Library**
August 25, 2015

We heard you 😊
Starting August 2015, we’re giving away The Blue Card for FREE!
If you bought a Blue Card last year, we’ll credit 100 pesos back to your account starting September 7. Just bring your Blue Card to the Circulation Desk, G/F, New Building 😊... See More

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**THE HUMAN LIBRARY**
Reducing Discrimination, Breaking Stereotypes

Session 3
EDC Multipurpose Room, The Learning Commons
13F, Henry Sy Sr. Hall
Sample Posts – Information Sources

UP Diliman University Library
December 4, 2014 -
check it out.

Nature makes research papers open-access
Publishing company, Macmillan has announced that it’s making a number of journals free to access, including Nature Genetics, Nature Medicine and Nature Physics. Citing on-going library and individual subscriptions as their primary source of...

DLSU-Manila University Library
October 6, 2014 -

E-Journal Subscription A-to-Z

SCIENCENET.COM | BY SCIENCENET STAFF
Sample Posts – Academic & Broader Community

Rizal Library
September 12, 2015

Congratulations to Kiefer, Von, and the Blue Eagles! Win or lose, it's the school we choose! #OneBigFight #OBF

UP Diliman University Library
September 9, 2015

Oh yes we did!!!
#UPFight
Facebook Posts by Media Type

Facebook Posts by Type

- Video: 90%
- Photo: 5%
- Links: 3%
- Text-Only: 2%

Legend:
- Video
- Photo
- Links
- Text-Only
## Posts With Interaction

<table>
<thead>
<tr>
<th>Library</th>
<th>Total No. of Posts</th>
<th>With Interaction</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of the Philippines Diliman</td>
<td>200</td>
<td>195</td>
<td>97.50%</td>
</tr>
<tr>
<td>Ateneo de Manila Rizal Library</td>
<td>363</td>
<td>336</td>
<td>92.56%</td>
</tr>
<tr>
<td>Silliman University Library</td>
<td>25</td>
<td>24</td>
<td>96.00%</td>
</tr>
<tr>
<td>De La Salle University Manila University Library</td>
<td>141</td>
<td>123</td>
<td>87.23%</td>
</tr>
<tr>
<td>Xavier University Library</td>
<td>20</td>
<td>13</td>
<td>65.00%</td>
</tr>
<tr>
<td>Mapua Institute of Technology Library</td>
<td>130</td>
<td>100</td>
<td>76.92%</td>
</tr>
<tr>
<td>Central Luzon State University Library</td>
<td>34</td>
<td>32</td>
<td>94.12%</td>
</tr>
<tr>
<td>University of San Carlos Library System</td>
<td>13</td>
<td>9</td>
<td>69.23%</td>
</tr>
<tr>
<td>Saint Louis University Libraries</td>
<td>72</td>
<td>53</td>
<td>73.61%</td>
</tr>
<tr>
<td>Bukidnon State University Library</td>
<td>86</td>
<td>83</td>
<td>96.51%</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td></td>
<td><strong>84.87%</strong></td>
</tr>
</tbody>
</table>
Facebook Engagement by Content Type

- Library Events and Promotional Activities: 46.50%
- Library Resources & External Information Sources: 11.51%
- General Library Information: 21.82%
- Academic and Local Community: 20.17%

Legend:
- Yellow: Total Posts
- Green: Engagement Rate
Facebook Engagement by Post Type

- **Video**: 5.22%
- **Photo**: 90.11%
- **Links**: 3.01%
- **Text-Only**: 1.66%

**Graph Details**

- Y-axis: Engagement Rate (%)
- X-axis: Post Type (Video, Photo, Links, Text-Only)
- Legend:
  - Blue: No. of Posts
  - Red: Engagement Rate

The graph visually represents the engagement rates for different post types on Facebook.
Engagement Rate Per Library

- Bukidnon State University Library: 1.94%
- Saint Louis University Libraries: 0.84%
- University of San Carlos Library System: 0.76%
- Central Luzon State University Library: 0.50%
- Mapua Library: 0.14%
- Xavier University Library: 0.05%
- DLSU-Manila University Library: 0.17%
- Silliman University Library: 0.12%
- Ateneo de Manila Rizal Library: 0.37%
- University of the Philippines Diliman Library: 0.23%
CONCLUSION

While some libraries are actively posting, most libraries do not update their page regularly.

There is a need to add variety in the type of posts.

Engagement rate is low for the majority of libraries.

Non-library related posts are getting more interactions than library-related posts.
Recommendations

Keep the page active by posting regularly. This will also increase page visibility.

Create and post more engaging content.

Have a social media plan in place and measure success based on set objectives.
THANK YOU FOR LISTENING!