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Naperville Public Library Social Media Analysis

The Naperville Public Library (NPL) is composed of three branch libraries located in Naperville, Illinois. The city of Naperville is in both DuPage County and Will County. According to the City of Naperville, a partial special census lists the population at 147,841. The community is 76.5% White, 14.9% Asian, 5.3% Latino, and 4.7% Black. The median age is 35 with median household income at $109,512 and median housing value at $377,900. The city size in square miles is 39.4. Naperville is approximately 30 miles/48.3km from Chicago ("Demographics and Key Facts | The City of Naperville", 2018). Average commute by Metra train is 40-50 minutes from Naperville to downtown Chicago ("BNSF Railway (BNSF) | Metra", 2018).

Naperville Public Library currently uses four social media platforms in addition to its active website. The Naperville Public Library website can be found online at https://www.naperville-lib.org/. Social media links can be found bottom right on the homepage.
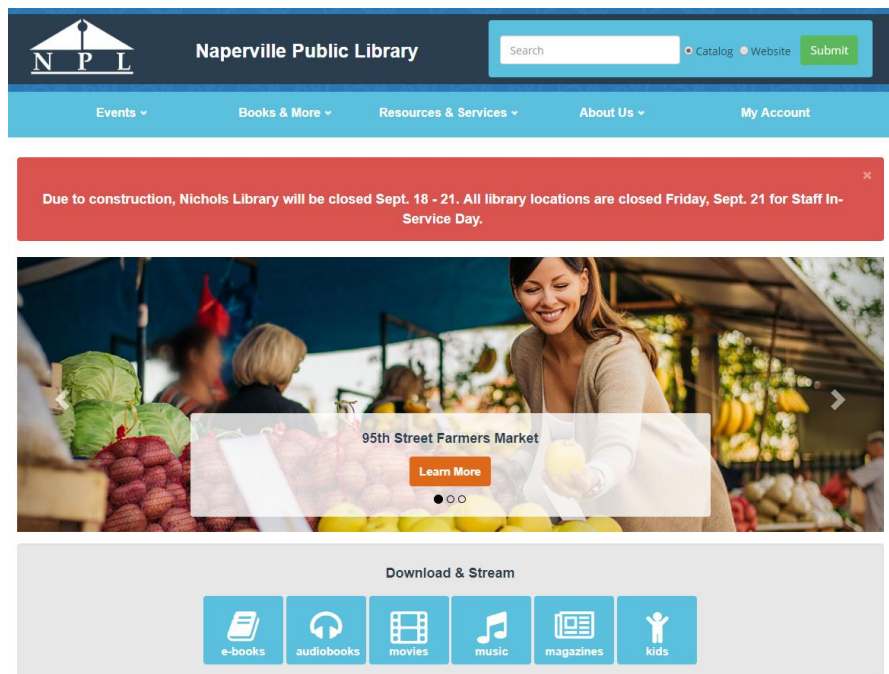
The following statistics were taken on 9/8/2018. On their YouTube account, NPL has 264 subscribers ("napervillelibrary", 2018). On Instagram, NPL has 689 followers ("Naperville Public Library (@naperlib) • Instagram photos and videos", 2018). On Twitter, NPL has 4,572 followers ("Naperville Library (@naperlib) on Twitter", 2018). On Facebook, NPL has 4,915 who have liked the page with 4,878 following updates ("Naperville Public Library | Facebook", 2018). These social media applications represent different types of social media: social networking through Facebook, media sharing through Instagram, content communities through YouTube, and micro blogging through Twitter. Each of these platforms displays the same on computer and mobile.
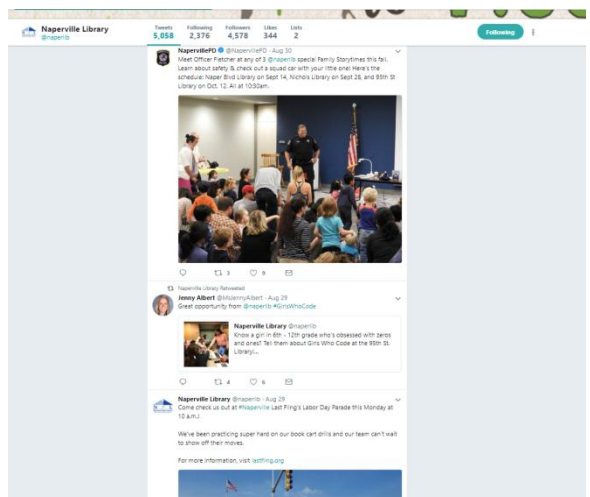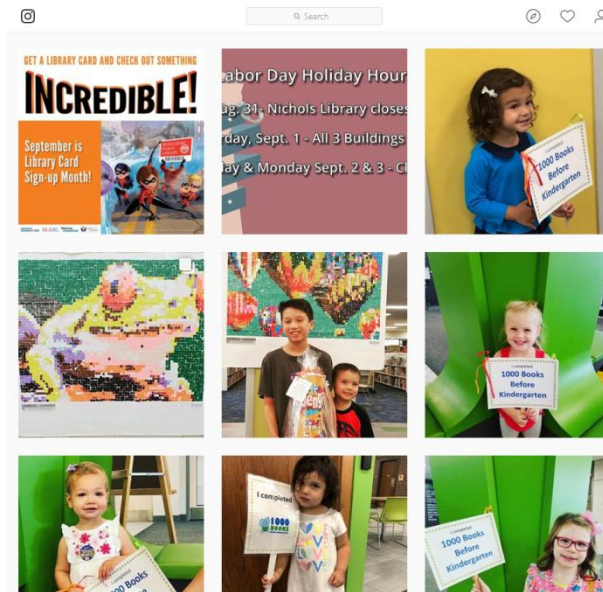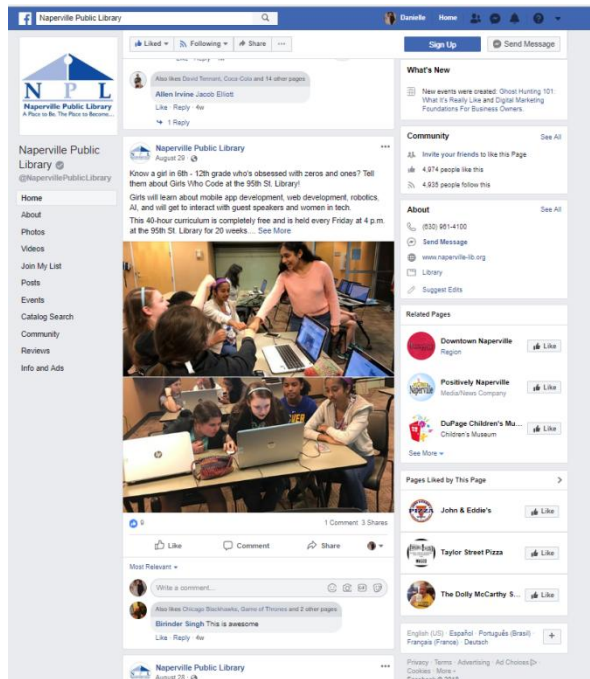
In the month of August, Naperville Public Library was active across all platforms. NPL posted 87 unique posts on Facebook. NPL tweeted or retweeted 96 times. NPL uploaded photos to Instagram 23 times. NPL uploaded 1 new video to YouTube.

Naperville Public Library joined YouTube on August 7, 2007. They have had that account for eleven years, but the oldest video listed is from eight years ago. NPL posted their first photo on Instagram on June 21, 2016 making their foray into Instagram two years old. NPL joined Twitter in August 2010. They've been tweeting for eight years. The NPL Facebook page was created on June 23, 2010. They have been active on Facebook for eight years.

The types of information spread by the library onto social media platforms can be grouped into five categories: library promotions, library business, library community involvement, upcoming events at the library, and successful events at the library. Each platform

did not provide the same information. Although there were some of the same articles posted on each platform, there did not appear to be similarly worded cross-posting across all platforms.

Posts that fall under the library promotions category would be the following: a link to an article defining the role of reference librarians, links to book publishers and newspapers lists of the most anticipated new books, articles from Hoopla talking about their services, articles from Kanopy talking about their services, articles from Overdrive talking about their services, articles from the American Library Association. Many of these were posted on Twitter (as tweets and retweets) and Facebook. All of these link to external websites. The posts in this category promote aspects of the general library or partnerships the library has with other organizations. The Naperville library is acting as a platform for spreading information about references, resources, and services that educate and entertain the patrons without them having to come into the library to gain this knowledge. All of these linked services are online and although some require a login with library card number serving as membership, the patron of the Naperville library can access the movies, articles, and books from their Internet-connected device. Users can scroll through past posts and find them useful.

Posts that fall under library business include: schedules of events, contests being held currently and in the future months, working spaces available for use at the libraries, holiday closing announcements, publication of the digital program guide, television news spots featuring the library, different tools available for checkout from the library such as the Cameo Cutter, computers for sale by the library, displays, and tutoring services. Most of these were posted on Facebook and Twitter. Each of these contained a link to the Naperville library website. These posts are exclusive to services at the Naperville library facilities and pertain only to users who plan on visiting the brick and mortar library sites in order to participate. Users can scroll through past posts and find them useful. Tools like button makers or Cameo Cutters are permanently part of the library's resources.

Posts that fall under the library community involvement category: parades the library workers attend, events where the library will have booths, nature at the library was represented with a photo of geese coming to the front door, and a food truck festival. These posts were from Facebook, Twitter, and Instagram. These posts did not usually have links to other websites, but all linked to hash tags for businesses and events or tagged them in the photos. These posts do not encourage participation from patrons at the library, but instead encourage the patrons to join the library in participating by eating these foods or visiting these community events.

Posts that fall under the category upcoming events: story time with a police officer, girls who code, book & cookie club, genealogy, Madame x marks the spot art discussion, college application and writing seminar, farmers market, teen board game challenge, star wars reads, brown bag lectures, and the sister city project. These posts were available on Facebook, Twitter, and Instagram. They all contained links to the Naperville library website, specifically to the page for each program. These posts pertain to patrons who plan to physically visit the library to participate. Each of these also comes with a time limit for participation. Unlike the posts in library business, these posts are date and time specific and the services, crafts, or projects listed are only available during certain times. Because of the limited nature of these events, there are multiple postings of this type to encourage patrons not to miss these events. If users scroll through past posts on these items, they will not be useful.

Posts that fall under the category successful events: summer reading program, review of last years' programs (done in promotion of upcoming events), writing programs, 1,000 books

before kindergarten, and trivia night winners. These posts were available on Twitter, Facebook, Instagram, and YouTube. The YouTube video featured an overview of the Harry Potter themed event that happened in June using footage from people participating in the event. The video did not contain any interviews or explanations for what viewers were seeing, which might be confusing if people were not familiar with Harry Potter. The 1,000 books before kindergarten posts were on Facebook and Instagram, with Facebook having the majority. I found this interesting because each post contains a photo of a child holding up a sign for the program's completion. With the concern for privacy and these being listed as public, I was surprised NPL showed the photo of each child with the child's name. Having been warned by the local police not to put children's names on their items or on family vehicles, it is surprising that they are published with a photo in a public platform giving the general public a child's name and what location they frequent in the community. In photos of the teenagers for writing programs, none of them were tagged by name. In the photos of the trivia winners, all were named. These posts are encouraging participation in events at the library by showing that there is a chance of Internet fame for those who have participated in the past and showing through photos that people really enjoyed the time they spent at that event.

There is also a question of how to measure the success and credibility through these past event posts. Without seeing large photos of the events, only seeing the winners or each participant, patrons do not get to see the full attendance and judge whether the program was successful, something they might want to participate in the next time it is offered. One way the library tried to bring credibility to these truncated posts is to make a mosaic with squares to represent all those who completed the summer reading program. At the end of the program, the library is left with three large sticker mosaics that represent everyone who participated. Photos of these were posted on Facebook, Twitter, and Instagram.

The types of messages that attract readers' attention are varied between platforms. On Twitter, the majority of posts that people liked and commented on were not original content written by the library. Counting anything over 5 likes or comments, users liked articles about reference librarians, Hoopla playlists and music posts, lists of books by Buzzfeed and the American Library Association, spaces available at NPL, 3-D printed items, awards, and photos

of an old card catalog. On Facebook, counting anything over 20 likes, users favored parade photos, designs for a sports complex near the library, a photo of a child on their first day at the library then/now, participants in 1,000 books before kindergarten, national book lover's day, writing program participants, cameo cutter magazine project examples, the sister city project, the cross-post of the YouTube video, a couple celebrating an anniversary, themed crafts, bookfaces, and an introduction to Kanopy. Facebook users commented on different things. Counting more than 3 comments, users wanted event time/location/participation requirements, tagged their friends to participate in events, gave congratulations to other participants, wrote about their favorite books, and asked questions about community school assessments. Counting more than 10 likes, Instagram users liked posts about: upcoming contests, posters with Disney Incredibles on it, 1,000 books before kindergarten participants, mosaics from summer reading, photos of prize-winners, farmer's market vendors, the anniversary couple, crafts, bookfaces, and Kanopy. Comments from Instagram (any) were good remarks on the library parade, the mosaics, the 1,000 books participants, bookfaces, food trucks, and photo credits for vendor products. YouTube did not produce significant results.

For sharing, Twitter items that received 3 or more retweets were library computers for sale, available digital documentaries, and the list from ALA of books you're reading. Facebook shares, counting two or more, included memes, craft projects, the mosaics, the digital program guide, a library scavenger hunt, the computers for sale, sister city project, play-based screening for educational placement, bookfaces, crisis counseling via share of page "kidsmatter", a puppet show, the Harry Potter event, and Kanopy.

The largest number of "liked" posts went to participants in library programs. The second most popular content went to general library lists that were created by larger organizations that could be commented on or shared. The third most popular type of post were events run by the Naperville library that people were interested in participating in, possibly with friends or family.

The social media tools that the library is currently using are mostly effective. Based on the different types of interactions occurring on different content in the apps, I think it is necessary to stay on Facebook, Twitter, and Instagram to reach different audiences. The shares or retweets of non-original content best utilized by Twitter seemed to get the most reactions, while the original content of posting the participants of 1,000 books before kindergarten participants received the most attention overall with different users commenting across all platforms. As mentioned before, the privacy issues regarding these posts is concerning.

The YouTube channel run by the library is underutilized. The content that is posted is not educationally informative. There is no clear audience for this channel. Because of its generic feel and lack of consistent content, there are few likes and comments on the posts. The Naperville Public Library should determine what audience they are trying to reach and produce regular content to improve their use of this platform.

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