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# Asia-Pacific Libraries on Facebook: Content Analysis on Posts and Interactions\*

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## Abstract

A study was conducted on 82 university library Facebook pages across 52 Asia-Pacific universities. The popularity of these Facebook pages were analysed and they reached an overall average of 9.4% of their user population. The study also analysed the Facebook posts from August to November 2011. These library posts were examined and classified into seven categories – Promotion (39%), Interests (14%), Announcements (13%), News (8%), Activities (3%), Enquiries (2%) and Feedback (2%). Each library post received an average of 3 interactions. The majority (83%) of the interactions were expressed through post likes while the remaining were expressed through comments. This paper aims to provide a better understanding of Asia-Pacific university libraries' use of Facebook and how effective are university libraries in using Facebook pages.

**Keywords:** Academic Libraries, Facebook, Analytics, User Interactions.

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## Introduction

“Is your organisation on Facebook? We want to “like” your page and get updates...” - This is a common mantra among many who would like to keep themselves updated about personalities, organisations, businesses, etc. Facebook pages provide the platform for organisations to establish connections and dynamic relationships with their stakeholders. Similarly, libraries are adopting the same approach in engaging their patrons or users using Facebook. Various studies have been conducted on library Facebook pages to analyse how they leverage this tool to promote their services, resources and events.

As of July 2012, there are 933 Facebook pages (Socialbakers.com, 2012) created by libraries globally. These libraries use Facebook pages to engage users by eliciting feedback and comments, inspiring discussion, and attracting page “likes” (Sokoloff, 2009).

We aim to achieve benchmarks with an in-depth analysis on the use of Facebook pages by university libraries. The geographic focus of this study is on the Asia-Pacific region, as popular social networking channels vary across the region. University libraries in Asia-Pacific may use these benchmarks to assess their own Facebook pages and generate new ideas to continuously engage their users.

## Literature Review

### **The advent of Facebook & influence in academic libraries**

Engaging the students in institutions is a vital activity in the current competitive environment as their stakeholders focus on student experience, learning and graduate outcomes, in addition to their research work and enhancing quality of teaching (Cribb & Holt, 2012). Academic libraries embark on various initiatives to engage their users with their array of resources and services that they have to offer. However, this could prove to be a challenge for the libraries as users are influenced by major paradigm shifts in the knowledge environment. Many would agree that the advent of social networking tools contribute to this paradigm shift. Rather than opposing this platform, libraries can leverage on these tools, which adopt a “one-to-many” communication. Individual user actions and interactions may be subsequently observed and acted upon by many users (Connell, 2009). Libraries should strive to “provide pertinent and useful information” for the library Facebook page to be effective (Sachs, Eckel, & Langan, 2011).

Most academic libraries' engagement efforts are targeted to reach out or go where the users are. Bicen & Cavus (2011) studied social networking sites usage habits of undergraduate students. Their studies reflected that most undergraduate students use Facebook for more than four hours a day. Chatting, sending messages and sharing links were common activities, which are claimed to increase the knowledge and communication skills of the students. They proposed that by integrating Facebook into teaching and education, a significant impact on students' lives in the university could be made.

### **Content analyses of academic libraries' Facebook pages**

Facebook pages allow its administrators to exercise their creativity and go beyond boundaries to keep their users engaged and informed. Libraries should post content on their Facebook pages regularly to continuously engage their population via Facebook. Similar content analyses have been conducted on academic libraries' Facebook profiles (Aharony, 2012; Ayu & Abrizah, 2011; Calvi, Cassella, & Nuijten, 2010; Chiu & Lin, 2012; Gerolimos, 2011; Glazer, 2012; Wan, 2011), identifying various uses of Facebook by the academic libraries and have derived the best practices of promoting the library in using this social media platform.

Calvi, Cassella, & Nuijten (2010) studied the Facebook profiles of 12 research university libraries in the United Kingdom, to identify their current practices. The libraries were classified into three categories, based on the university's population and library branches. It was noted that larger libraries have integrated library applications such as OPAC or database search. Exploratory analysis have been conducted on American public and academic libraries to understand their Facebook usage patterns (Aharony, 2012). The author even went on to examine their usage of the different sections in a Facebook page, which include the wall section, photo section, YouTube section, etc. It is not surprising that the wall section was the most frequently used section as the different postings are published to the fans' news feeds, by posting on the Facebook page wall. Postings on library collections and services (86.1%) made up the majority of posts.

Facebook pages provide a platform to building relationships with students. Phillips (2011) has iterated this in her content analysis of 17 academic library Facebook pages of institutions based in Illinois, USA. She noted that libraries took initiatives to engage and build a rapport with students by posting encouraging messages during the difficult periods of the semester, posting amusing content to cheer them up and using an informal tone in their postings. This will portray an image to the users that the libraries (and librarians alike) are approachable, hence facilitating the delivery of library services to the users (Phillips, 2011).

Similar analyses have also been conducted in Asian libraries. Chiu & Lin (2012) conducted content analysis on 12 Taiwanese academic library profiles to identify opportunities and potential partnerships to build a greater campus community. Apart from posts contributed by the libraries, the posts made by the users were also analysed and coded based on the schema from previous literature, to observe the happenings on each library's Facebook and among its community of users. It is motivating to note that the high levels of user participation comes from their tendency to ask questions on the library's Facebook page, expecting prompt replies and therefore allowing the libraries to continuously engage with their users.

Ayu & Abizah (2011) analysed the content of 14 Malaysian academic library Facebook pages. The study found that the most common content were greetings targeted to the users, library news and information on library resources. Among the 14 academic libraries' pages, only three were considered to have taken a strong position in fully utilising the features of Facebook pages. The authors proposed that libraries should "humanize" by replying to users' comments, regularly adding new photos and putting a "face" to the posts by indicating the name of the librarian who posted them, leaving a personal touch.

### **Measuring the engagement with users**

Besides analysing the content, various measures that may be used to determine the success of the posts have been discussed. Some of the measures include number of friends or page likes, the frequency of postings on the wall, number of posts and number of questions that have been asked or answered (Graham, Faix, & Hartman, 2009). However, some authors agreed that comments or "likes" provide substantial evidence of engagement with users (Gerolimos, 2011; Glazer, 2012). An in-depth analysis of Facebook comments posted by users was conducted by Gerolimos (2011) on 20 American academic libraries' postings and users' postings on their walls. He has considered that a "like" is similar to a comment and is an alternative for the user to express his or her agreement with the original post. Therefore, the author stated that "likes" could provide a measurement of the "level of interest that libraries attract on Facebook". The results reflected that posts with photographs attracted more "likes" and comments. He has noticed that most comments were posted by employees of that institution – including the librarians - and much to the author's surprise, some libraries often "like" their own postings on their wall. Though these studies have focused on specific countries, there have been no studies done on the various university library Facebook pages across the Asia-Pacific region. Hence, this study looks at the various university library

Facebook pages across Asia-Pacific region and aims to answer the following questions through different benchmarks:

- How popular are the Facebook pages across Asia-Pacific university libraries?
- How do these libraries engage their users?
- How effective are they in engaging their users?

## Methodology

The Facebook page of a university library is defined as the public profile of the library used to share its stories and connect with its users using the Facebook platform. A quantitative content analysis on Facebook pages of 82 university libraries in Asia-Pacific was conducted from August to November 2011. This study consists of the following:

### a) Identification of Facebook pages of Asia-Pacific university libraries

Australia	Indonesia	Pakistan
Bangladesh	Japan	Philippines
Brunei Darussalam	Korea, South	Singapore
Cambodia	Lao PDR	Sri Lanka
China	Malaysia	Taiwan
Hong Kong	Myanmar	Thailand
India	New Zealand	Vietnam

*Table 1: List of Asia-Pacific countries*

As there are quite a few different interpretations of countries within the Asia-Pacific region, this study follows the definition of Asia-Pacific region used by the International Monetary Fund (IMF) as shown in *Table 1*.

The selection of universities was based on Quacquarelli Symonds (QS) World University Rankings 2011/12. Out of 692 universities ranked by QS, 166 universities were identified to be in the Asia-Pacific region. For those countries whose universities were not ranked by QS, the Directory of Asia-Pacific Libraries (2011) was used as a secondary source. As a result, another 25 universities were identified for the study.

This study included only those Facebook pages with postings between August to November 2011 and also Facebook pages of branch libraries. These pages must also have at least 10 page “likes”. To find the Facebook pages of university libraries, a search was conducted through search engines, Facebook’s built-in search engine and university websites. As a result, a total of 82 library Facebook pages from 52 universities across 12 Asia-Pacific countries were found and formed the study. To enable a more useful

benchmarking exercise, this study looks closely at the top 10 libraries for each benchmark.

### **b) Computation of audience size and page popularity for library Facebook pages**

#### *Audience size*

Each Facebook page has a “like” button where users can make a connection. When users “like” a Facebook page, they can receive updates or post content to the page. The number of users that “like” the particular page determined the audience size for each Facebook page. Each of the library Facebook pages was individually accessed and the audience size was recorded on 30 November 2011.

#### *Page popularity*

$$\text{Page Popularity} = \frac{\text{Total Audience Size (Total no. of Page Likes)}}{\text{University Population}}$$

Page popularity measures how popular the Facebook page of each library is amongst its university population. It is calculated based on audience size of library Facebook pages within a university divided by the university population. The university population is retrieved from university websites, annual reports, brochures and fact sheets. It includes total student population, academic faculty and research staff (part-time and full-time). Professionals, general and administration staff are excluded.

There were 10 universities with multiple library Facebook pages as highlighted in *Appendix I*. For these libraries, the total audience size from all library Facebook pages and the total university population was used in the computation of page popularity. For example, eight different library Facebook pages were identified for UiTM. However, the breakdown of the university population by campuses was unavailable; hence the total audience size of the eight library Facebook pages and total university population of UiTM was used to compute the page popularity. This resulted in the same page popularity for these eight Facebook pages.

From the investigation, it was discovered that the different population sizes also affects the page popularity significantly. For better benchmarking, the results were further classified into different ranges according to university population size.

### c) Examination of posts and interactions generated from each library Facebook page

A post is a feature in Facebook for users to update or share content with other users. The posts, from 1 August to 30 November 2012, were manually counted and categorised into two clusters – library posts and user posts. Library posts are content posted by the library Facebook page owners (or admins), whereas user posts are content by all others. The posts are also further examined and sorted into seven categories as shown below in *Table 2*.

Category	Examples
Activities	<i>Photos for the final day of the Project Photo Booth uploaded into two albums. Please remember to TAG yourself and your friends on the photos by this Monday, 22 August 2011, 11am. Only tagged photos can be selected as winners. Winners will also be announced and informed through Facebook only on the evening of 24 August 2011.</i> - Nanyang Technological University Libraries, August 20, 2011
Announcements	<i>Coffee break on Thursday evening... Internet access will be down briefly at Turitea &amp; Hokowhitu only, this Thursday 29th, 7.30pm-7.45pm.</i> – Massey University Central Library, September 28, 2011
Feedback	<i>Tell us what you think about our Learning Commons Furniture Samples. The Library is starting to receive samples of furniture under consideration for the Learning Commons. The furniture samples area is near the front of the Library, around the corner from the Reference Desk. Come to take a look and tell us which you like!</i> - Hong Kong University of Science and Technology Library, October 13, 2011
Interests	<i>Hoot.me, a Facebook application that turns the social networking site into 'study mode.' Like other Facebook apps, Hoot.me keeps you inside Facebook but moves you away from your wall and news feed. Instead of the typical Facebook prompt, "What's on your mind?" Hoot.me asks its users "What are you working on?" From there, students can join the live study sessions on that topic."</i> - Anyone tried this? - National University of Singapore Libraries, September 21, 2011
News	<i>We know you ♥ our libraries. We had over 4 million library visits last year.</i> – Monash University Library, August 1, 2011
Promotion	<i>Take a look at our new research guide, Let's Get Started -- A Guide for New Students, for information on our orientation activities and links to useful resources: <a href="http://libguides.library.cityu.edu.hk/orientation">http://libguides.library.cityu.edu.hk/orientation</a> - City University of Hong Kong Run Run Shaw Library, August 30, 2011</i>
Enquiries (Support)	<i>Printing on campus from your laptop is now a whole lot easier with WebPrint. All you need to do is upload your document and then swipe your student card at a printer.</i> - University of Wollongong Library, August 9, 2011

**Table 2:** Categories of postings with examples extracted from various library Facebook pages

Interactions are the amount of attention that a university library gets from the audience on the Facebook page. It is based on the number of post likes and comments obtained during the survey period. Post likes are a form of expression where a user clicks on the “like” button to show appreciation of a particular post. Comments are short responses left by a user to a post. Comments and post likes generated from each post were manually counted.

#### *Interactions generated per library post*

$$\text{Interactions per Library Post} = \frac{\text{Total no. of post likes and comments from library posts}}{\text{Total no. of library posts}}$$

Interactions per library post measures the amount of attention generated in proportion to the amount of output from each library Facebook page, i.e. library posts made by the university libraries. It is derived from the total



number of comments and post likes received divided by the total number of library posts created. As posts have capabilities to create viral effects that can generate more page likes, audience size and page popularity were also considered.

## Results

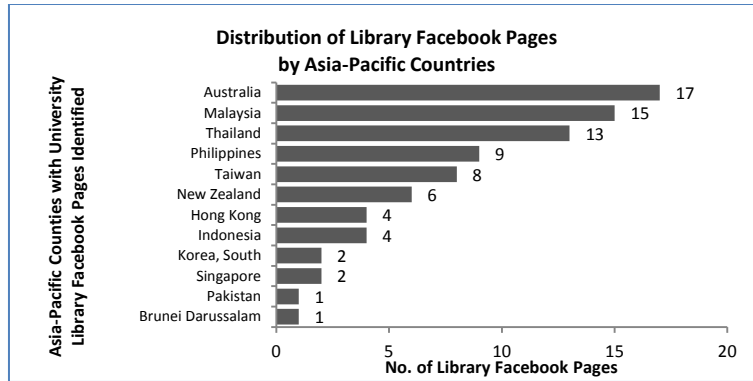


Figure 1: Distribution of Library Facebook Pages by Asia-Pacific countries

A total of 52 universities spanning across 12 Asia-Pacific countries were identified to have library Facebook pages. Among these universities, 10 were identified to have multiple library Facebook pages, bringing the total number of library Facebook pages to 82. Australia was identified to have the most number of library Facebook pages, as shown in *Figure 1*.

### Popularity of pages

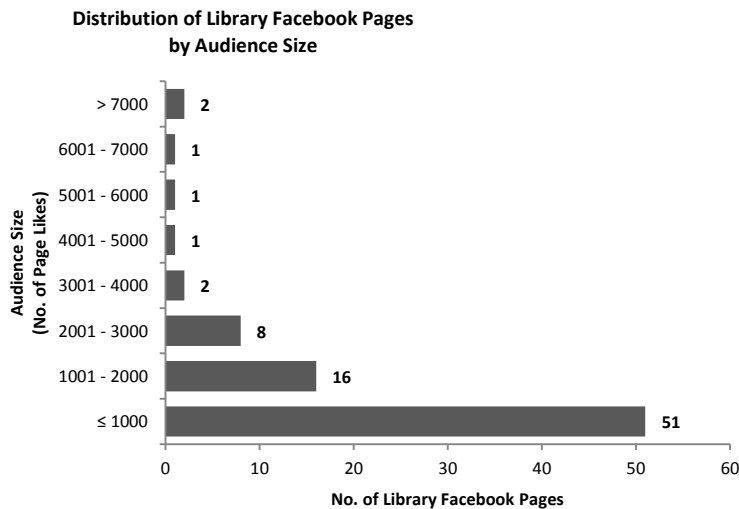


Figure 2: Distribution of library Facebook Pages by Audience Size

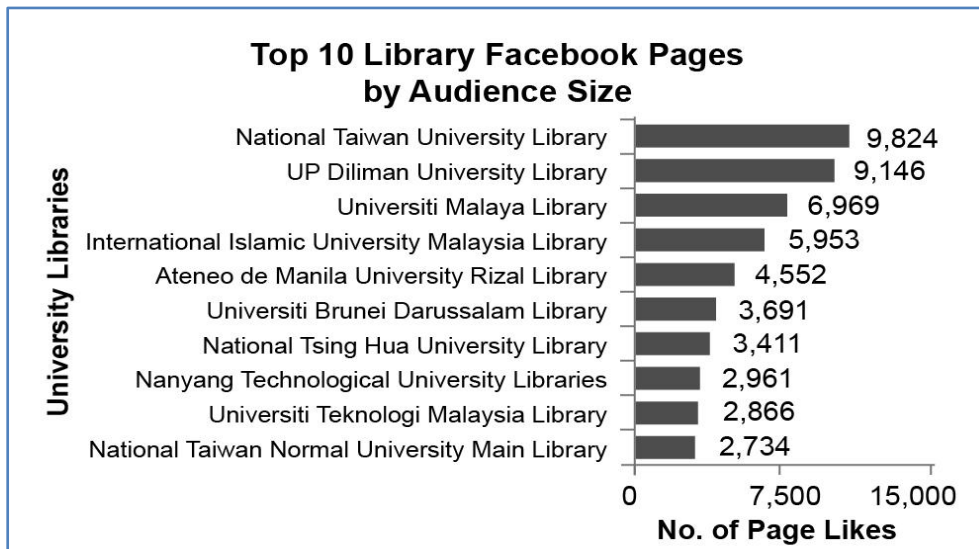


Figure 3: Top 10 Library Facebook Pages by Audience Size

The audience size of library Facebook pages, determined by the number of page likes, spread from a minimum of 10 to a maximum of 9,824 page likes. Majority of the library Facebook pages have less than 1,000 page likes, as shown in *Figure 2*. Both National Taiwan University Library and University of Philippines Diliman University Library ranked top with an audience size above 9,000 as shown in *Figure 3*.

The top university libraries of each university population range are shown in *Table 3*. Universiti Brunei Darussalam Library had an exceptionally high page popularity compared to all the other top libraries in the various ranges. For university population between 10,000 and 20,000, the average page popularity is second at 11.74%. The overall average page popularity of all 82 library Facebook pages is 9.72%. For benchmarking purposes, do take note of the different university population sizes (*refer to Appendix I*).

University Population Size	No. of Library Facebook Pages	University Library	(A) Audience Size	(B) University Population*	(A) ÷ (B) Page Popularity	Average Page Popularity
≤ 10,000	2	Universiti Brunei Darussalam Library	3,691	4,600	80.24%	43.24%
		National Central University Library	515	8,263	6.23%	
10,001 - 20,000	18	Ateneo de Manila University Rizal Library	4,552	12,735	35.74%	11.74%
		International Islamic University Malaysia Library	5,953	18,825	31.62%	
		National Tsing Hua University Library	3,411	12,468	27.36%	
20,001 - 30,000	15	Universiti Malaya (UM) <i>Libraries</i> **	7,586	22,651	33.49%	7.38%
		Universiti Teknologi Malaysia Library	2,866	26,806	10.69%	
		University of Western Australia <i>Libraries</i> **	2,356	24,648	9.56%	
30,001 - 40,000	10	Nanyang Technological University Libraries	2,961	39,406	7.51%	3.70%
		Thammasat University Libraries	2,312	39,967	5.78%	
		University of Technology Sydney Library	1,442	35,067	4.11%	
40,001 - 50,000	18	National Taiwan University Library	9,824	42,274	23.24%	5.41%
		Mahidol University <i>Libraries</i> **	3,418	43,237	7.91%	
		University of Melbourne <i>Libraries</i> **	2,900	43,942	6.60%	
> 50,000	19	University of Philippines <i>Libraries</i> **	12,193	54,620	22.32%	4.57%
		Universiti Teknologi MARA <i>Libraries</i> **	3,346	10,4200	3.21%	
		University of Queensland Library	353	52,025	0.68%	

\*University population retrieved from university websites, annual reports, brochures and fact sheets. It includes total student population, academic faculty and research staff (part-time and full-time). Professionals, general and administration staff are excluded.

\*\* Grouping of multiple library Facebook pages. Total audience size from all library Facebook pages and total university population was used to compute page popularity.

*Table 3: Top library Facebook pages by page popularity across various university population ranges*

Year Started	No. of Library Facebook Pages	Average Audience Size	Average Page Popularity
2008	3	3,647.67	14.90%
2009	18	4,038.83	17.26%
2010	30	3,498.13	10.12%
2011	31	1,914.23	4.46%

Table 4: Average page popularity by date started

The date that the libraries started posting on their Facebook pages also affected their popularity as shown in Table 4. Generally, university libraries that started engaging through their Facebook pages earlier have accumulated a larger audience size over time.

### Types of postings

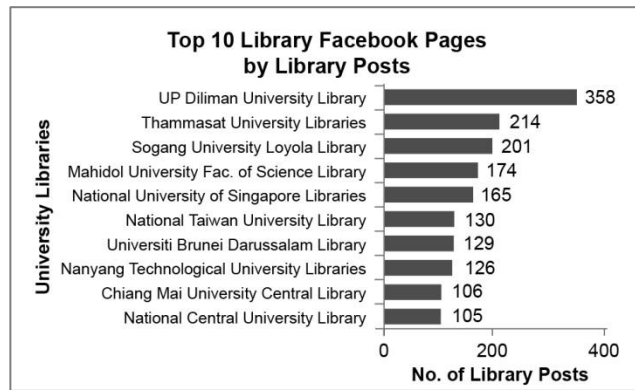


Figure 4: Top 10 Asia-Pacific University Libraries by Library Posts

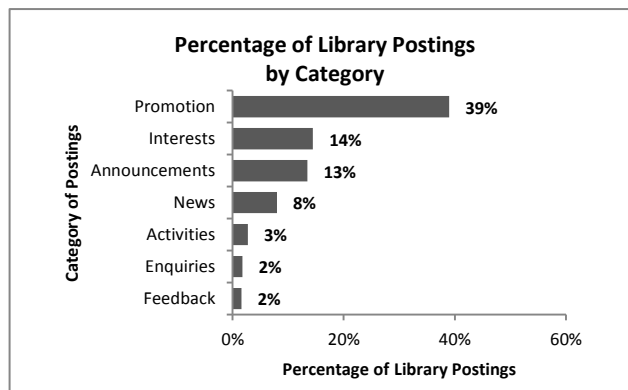


Figure 5: Percentage of library posts by category

A total of 5,144 posts from the 82 library Facebook pages were examined between August to November 2011. Eight out of 10 posts were made by university libraries. There were an average of 13 posts per month and 51 posts for the 4 months. University of Philippines (UP) Diliman University Library made the most library posts at 358 with an average of 90 posts per month, shown in *Figure 4*.

As seen in *Figure 5*, the posts were classified into seven pre-determined categories. 39% (2,004) of the library posts were for promotional purposes to promote upcoming events and online databases. Posts of interests, such as greetings, interesting news and quotes, came in second at 14% (1,155).

**Interactions generated**

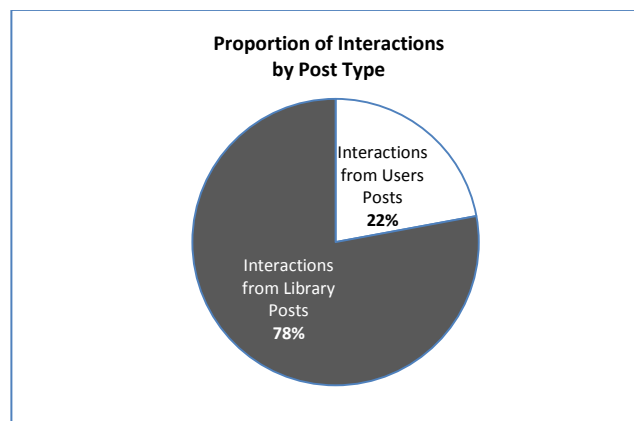


Figure 6: Proportion of interactions by post type

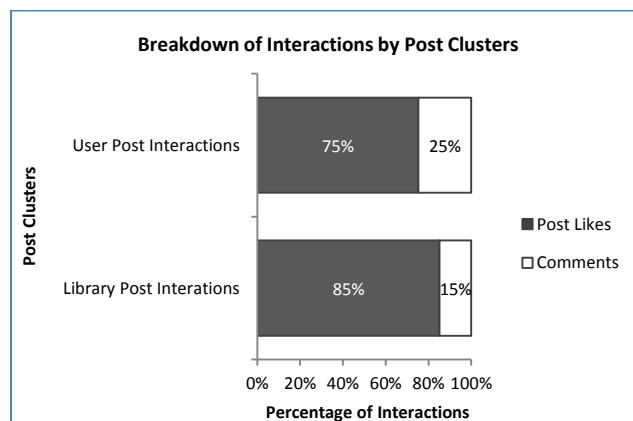


Figure 7: Breakdown of interactions by post clusters

During the period of study, the 82 university library Facebook pages attracted a total of 21,682 interactions. A majority, 78% (16,893) of the interactions generated were from posts made by university libraries as shown in *Figure 6*. Overall, interactions generated from user posts and library posts were mostly post likes. However, user posts are better than library posts at generating comments as shown in *Figure 7*.

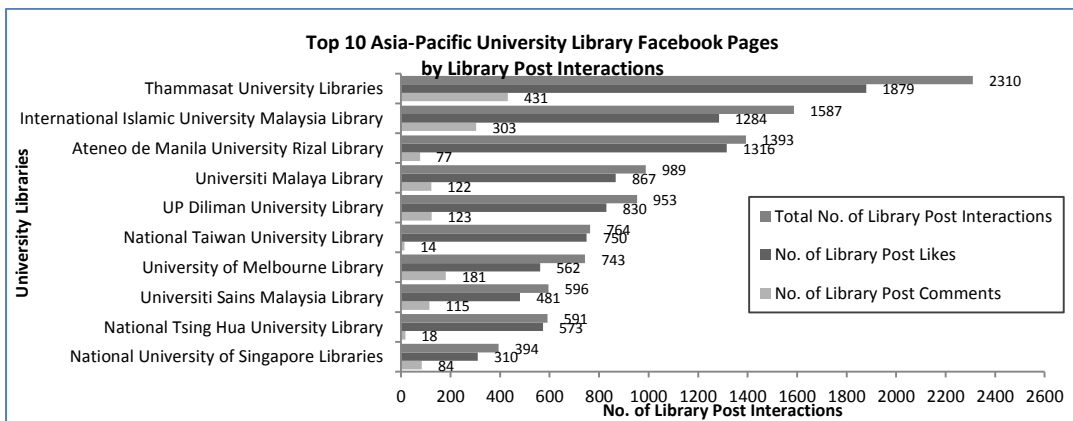


Figure 8: Top 10 Asia-Pacific library Facebook pages by library post interactions

Out of the 82 university library Facebook pages, only three managed to generate more than 1,000 interactions, as shown in Figure 8. Thammasat University Libraries had the highest number of total library post interactions at 2,310. More than 81% (1,879) of their library post interactions were post likes. International Islamic University Malaysia Library came in second with 1,587 total library post interactions.

**Effectiveness**

On average, each library post generated 3.5 interactions, which comprise of post likes and comments. University of Western Australia Science Library came out top with an average of 20 interactions generated per library post, shown in Table 5 below. However, it was also noticed that the library had made only two library posts during the survey period. International Islamic University Malaysia Library came in second with an average of 15 interactions generated per library post made.

University Library	No. of Library Posts	Post Likes per Library Post <sup>A</sup>	Comments per Library Post <sup>B</sup>	Interactions per Library Post <sup>C</sup>
University of Western Australia Science Library	2	16.5	3.5	20.0
International Islamic University Malaysia Library	103	12.5	2.9	15.4
Chulalongkorn University Faculty of Political Science Library	19	12.6	2.1	14.7
Ateneo de Manila University Rizal Library	100	13.2	0.8	13.9
Universiti Malaya Library	87	10.0	1.4	11.4
Thammasat University Libraries	214	8.8	2.0	10.8
University of Lahore Library	18	9.8	0.3	10.1
University of Melbourne Library	77	7.3	2.4	9.6
Universiti Sains Malaysia Library	77	6.2	1.5	7.7
Yonsei University Central Library	45	6.3	0.8	7.1

<sup>A</sup> Calculated from total number of post likes generated from library posts divided by total number of library posts made  
<sup>B</sup> Calculated from total number of comments generated from library posts divided by total number of library posts made  
<sup>C</sup> Calculated from total number of posts likes and comments generated from library posts divided by total number of library posts made

Table 5: Top 10 library Facebook pages by interactions per library post

**Discussion and Conclusion**

In today’s social-media driven environment, understanding Facebook and the strategy behind using Facebook is essential. The study had shown that the Facebook platform offers an opportunity for university libraries to engage and interact with users through posts and interactions.

The study had also indicated that audience size alone is not a sufficient benchmark. Audience size is dependent on the size of the university population, i.e. a library Facebook page reaching out to a university with 50,000 staff and students is expected to naturally have a larger audience size than a library Facebook page reaching out to a university of just 30,000 staff and students. Through benchmarking by page popularity, the study discovered that most of the library Facebook pages have much room to improve their popularity within their universities.

Majority of the posts made by university libraries were for promotional purposes. These posts are of one-way communication, where the library pushes information out to their users. Only 8% (316) of the library posts are of two-way communication, where the library and their users are engaged in a conversation or involved in a dialogue. These posts relate to enquiries, feedback and activities. Therefore, university libraries could take advantage of the relationship-building capabilities Facebook can perform.

Creating more posts does not mean more interactions but rather the types of postings matters. Posts from certain categories, i.e. interests, news and activities, generate more interactions. User postings generate more comments than library postings. These postings tend to be more conversational and informal; making it easier to connect with users and generate more interactions. So university libraries could make more posts of interests, news and activities and leverage on user postings.

This study provided benchmarks for university libraries to assess their own Facebook page(s) in comparison with their peers. They can leverage on the recommendations to improve their popularity and interaction with their users. Results in interaction levels might vary across the university library Facebook pages due to culture differences, popularity of Facebook and other social networking platforms in the country as well as accessibility to such platforms.

Future research can be done in the following areas:

- Content analysis by different Facebook media types (photos and videos, links, events and location check-ins) and interactions
- Different strategies undertaken by library Facebook page owners
- Other social networking sites, such as Twitter, Google Plus, etc.
- Cultural differences across countries affecting social media behaviours
- Other new Facebook features such as “Share” and “Views”

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## APPENDIX I – COMPILATION OF RESULTS BY UNIVERSITY LIBRARIES

Country	University Library	Audience Size	Page Popularity*	Total No. of Library Posts	Interactions per Library Post
Brunei Darussalam	Universiti Brunei Darussalam Library	3,691	80.24%	129	2.96
Taiwan	National Central University Library	515	6.23%	105	1.59
Australia	Murdoch University Library	686	3.46%	24	3.17
Hong Kong	City University of Hong Kong Run Run Shaw Library	911	4.80%	79	0.41
Hong Kong	Hong Kong Baptist University Library	1,110	9.37%	32	2.34
Hong Kong	Hong Kong University of Science and Technology Library	1,053	10.15%	63	4.38
Indonesia	Sepuluh Nopember Institute of Technology Library	375	1.90%	2	0.50
Korea, South	Sogang University Loyola Library	303	1.77%	201	1.52
Malaysia	International Islamic University Malaysia Library	5,953	31.62%	103	15.41
New Zealand	University of Canterbury Central Library	987	5.00%	101	0.54
New Zealand	University of Waikato Library	254	1.79%	17	1.24
Pakistan	University of Lahore Library	1,138	7.26%	18	10.06
Philippines	Ateneo de Manila University Rizal Library	4,552	35.74%	100	13.93
Philippines	De La Salle University Main Library	2,159	12.38%	65	3.11
Taiwan	National Chiao Tung University Library	518	3.80%	31	3.68
Taiwan	National Chung Hsing University Main Library	1,597	8.71%	93	2.52
Taiwan	National Taiwan Normal University Gongguan Branch Library	642	22.70%	97	2.33
Taiwan	National Taiwan Normal University Linkou Branch Library	575	22.70%	42	1.93
Taiwan	National Taiwan Normal University Main Library	2,734	22.70%	15	7.07
Taiwan	National Tsing Hua University Library	3,411	27.36%	89	6.64
Australia	Australian National University Library	155	0.69%	19	0.47
Australia	Flinders University Central library	644	3.08%	52	1.87
Australia	University of Adelaide Barr Smith Library	2,133	8.35%	30	0.70
Australia	University of Western Australia Library	504	9.56%	82	3.34
Australia	University of Western Australia Science Library	1,852	9.56%	2	20.00
Australia	University of Wollongong Library	626	2.25%	18	3.06
Hong Kong	Chinese University of Hong Kong Libraries	648	2.97%	9	1.67
Indonesia	Bandung Institute of Technology Central Library	243	1.14%	5	3.80
Malaysia	Academy Library Of Islamic Studies (UM) Nilam Puri	329	33.49%	34	2.29
Malaysia	Tan Sri Professor Ahmad Ibrahim Law Library	288	33.49%	0	0.00
Malaysia	Universiti Malaya Library	6,969	33.49%	87	11.37
Malaysia	Universiti Putra Malaysia Central Library	1,320	4.63%	14	6.29
Malaysia	Universiti Sains Malaysia Library	2,522	8.42%	77	7.74
Malaysia	Universiti Teknologi Malaysia Library	2,866	10.69%	25	5.96
New Zealand	Massey University Central Library	469	2.06%	88	3.03
Australia	Macquarie University Library	218	0.65%	20	3.25
Australia	University of Technology Sydney Library	1,442	4.11%	92	1.37
Korea, South	Yonsei University Central Library	639	1.97%	45	7.13
Singapore	Nanyang Technological University Libraries	2,961	7.51%	126	2.71
Thailand	Chiang Mai University Central Library	237	2.20%	106	1.50
Thailand	Chiang Mai University Faculty of Dentistry Library	11	2.20%	1	0.00
Thailand	Chiang Mai University Faculty of Humanities Library	240	2.20%	11	3.36
Thailand	Chiang Mai University Faculty of Medicine Library	250	2.20%	7	2.00
Thailand	Chiang Mai University Faculty of Veterinary Medicine Library	46	2.20%	10	0.10
Thailand	Thammasat University Libraries	2,312	5.78%	214	10.79
Australia	Deakin University Library	1,224	2.88%	13	3.00
Australia	University of Melbourne Law Library	225	6.60%	100	0.37
Australia	University of Melbourne Library	2,675	6.60%	77	9.65
Australia	University of Sydney Library	1,582	3.47%	59	2.97
Indonesia	Diponegoro University Library	10	0.02%	1	0.00
Indonesia	University of Indonesia Central Library	551	1.35%	21	2.62
New Zealand	University of Auckland Library	614	1.75%	1	0.00
New Zealand	University of Auckland Library - Arts Information Services	108	1.75%	52	0.60
New Zealand	University of Auckland Library Fine Arts Library	80	1.75%	23	0.39
Singapore	National University of Singapore Libraries	1,848	3.93%	165	2.39
Taiwan	National Taiwan University Library	9,824	23.24%	130	5.88
Thailand	Chulalongkorn University Center of Academic Resources Library	236	2.93%	9	4.78
Thailand	Chulalongkorn University Faculty of Political Science Library	1,042	2.93%	19	14.68
Thailand	Mahidol University Faculty of Science Library	1,133	7.91%	174	1.98
Thailand	Mahidol University Jiew Bangsue Music Library	393	7.91%	55	2.49
Thailand	Mahidol University Library	1,514	7.91%	25	4.12
Thailand	Mahidol University Ramathibodi Medical Library	310	7.91%	37	2.73
Thailand	Mahidol University Siriraj Medical Library	68	7.91%	40	0.55
Australia	Monash University Library	341	0.44%	29	1.31
Australia	RMIT Library University Library	495	0.64%	50	4.20
Australia	University of New South Wales Library	74	0.15%	0	0.00
Australia	University of Queensland Library	353	0.68%	13	0.85
Malaysia	Universiti Teknologi MARA Library - Johor	132	3.21%	6	0.17
Malaysia	Universiti Teknologi MARA Library - Kedah	1,139	3.21%	0	0.00
Malaysia	Universiti Teknologi MARA Library - Pahang	66	3.21%	25	0.28
Malaysia	Universiti Teknologi MARA Library - Perak	106	3.21%	7	0.57
Malaysia	Universiti Teknologi MARA Library - Perlis	333	3.21%	3	1.33
Malaysia	Universiti Teknologi MARA Library - Sarawak	329	3.21%	9	5.78
Malaysia	Universiti Teknologi MARA Library - Trengganu	17	3.21%	3	0.00
Malaysia	Universiti Teknologi MARA Main Library	1,224	3.21%	40	1.95
Philippines	UP College of Engineering Library	1,308	22.32%	12	2.00
Philippines	UP College of Fine Arts Library	292	22.32%	19	1.11
Philippines	UP College of Home Economics Library	553	22.32%	1	3.00
Philippines	UP College of Pharmacy Library	333	22.32%	8	1.25
Philippines	UP College of Social Sciences and Philosophy Library	78	22.32%	0	0.00
Philippines	UP Diliman University Library	9,146	22.32%	358	2.66
Philippines	UP School of Library and Information Studies Library	483	22.32%	4	1.25

\* Page popularity is calculated based on the audience size of library Facebook pages within a university divided by the university population.

Indicates multiple library Facebook pages. Total audience size from all library Facebook pages and total university population was used to compute page popularity.