

Executive Summary

Serving the second largest city in [REDACTED] system consists of a Main Branch, nine neighborhood branches and a Bookmobile. [REDACTED] has a collection of 400,000+ pieces of printed, audiovisual, and electronic resources to serve the multi-cultural clientele of the city's roughly 245,000 population. Currently there are over 188,000 card holders indicating that over 3/4ths of the population of [REDACTED] has a library card. Library cards must be renewed every year. The Main Branch has a specialized archive, [REDACTED], for the collection of materials about New Jersey with an emphasis upon [REDACTED]. [REDACTED] houses The [REDACTED] Historical and Cultural Society Museum.

[REDACTED] is actively using Facebook, Twitter and Pinterest. There is one Facebook account, Twitter account, and Pinterest account for the entire system. There are non-active accounts on YouTube and Vimeo located on the main page of the website.

This study was to determine what [REDACTED]'s social media policy is, how it uses social media to promote events and engage with patrons and the community. Research methods included interviews with the head of [REDACTED] and with [REDACTED] [REDACTED]. A survey was done of postings on Facebook and Twitter from October 1, 2014 – March 31, 2015 to note engagement from followers and to quantify content of posts by [REDACTED].

Key Findings:

- While [REDACTED] understands that social media is an important tool for reaching patrons, it is not a priority for them.
- [REDACTED] policy for promotion of events does not match their current promotion of events through social media.
- Responsibility for social media mostly falls to the MIS department; MIS feels that it should not be their responsibility but that the Office of Public Information is not adapting to the modern world.
- There is no consistency with posts, either from quantity of posts month to month or quantity of posts between Facebook and Twitter.
- Facebook posts receive more engagement from users than Twitter posts.
- The series from [REDACTED] have the most engagement on Facebook.

Recommendations include:

- Making a plan and setting goals for [REDACTED]'s social media engagement
- Allow each branch to open its own social media accounts
- Training for employees that are supervising social media
- Work on creating more engaging content
- Create connections with neighborhood organizations on social media
- Work to ameliorate problems that arise with the renovation of the Main Branch