

Learning Commons Statistics | 2011-2012

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Social Media Activity

The library has 6 social media accounts: Facebook, Twitter, MySpace, Foursquare, Google+ and Pinterest (the latter two are the newest, having been created this past year). The two most popular are Facebook and Twitter.

The library's Facebook page has gained 31 followers this past academic year (a 52% increase); the library's Twitter page has gained 103 followers in the same amount of time (a 118% increase). MySpace (which seems to be becoming outcompeted by Facebook) has lost 3 friends this year but still has a good number of friends with 161.

A Foursquare venue was created for the library in 2010 and to date has had 1,042 total check-ins.

The library's YouTube Channel has 21 subscribers; the library's videos have a total of 14,007 views. The YouTube Channel is managed by Ingrid Levin, Information Literacy Librarian.

The Pinterest and Google+ accounts were created this past year.

	Spring 2011	Spring 2012
Facebook Likes	59	90
MySpace Friends	164	161
Twitter Followers	87	190
Foursquare Check-Ins	n/a	1042
Google+ Friends	n/a	9
Pinterest Followers	n/a	25
YouTube	n/a	21

Facebook: <http://www.facebook.com/srulibrary>

Twitter: <http://twitter.com/#!/mckilloplibrary>

YouTube: <http://www.youtube.com/user/McKillopLibrary>

Pinterest: <http://pinterest.com/mckilloplibrary/>

Google+: <https://plus.google.com/u/0/107745748957312055871/posts>

MySpace: <http://www.myspace.com/salvelibrary>

FourSquare: <https://foursquare.com/v/mckillop-library--salve-regina/4bd6214f5631c9b60769a530>

The library's blog (<http://salvelibrary.blogspot.com/>) now has 78 blog posts and a total of 6,263 page views (as of June 2012). The blog is also embedded into the library's News and Events web page.