

# Chicago Public Library YOUmedia Social Media Report

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## Introduction

Chicago Public Library YOUmedia is an afterschool drop-in space for teens to build digital media skills, engage in STEAM and Maker programs. There are 12 YOUmedia locations all around the city of Chicago. Because [CPL YOUmedia](#) serves Chicagoland area their demographics vary based on the branch location. According to their 2013 [YOUmedia Report](#), the majority of their patrons are African American. About 350 to 500 teens visit Harold Washington Library a week. Their main focus is high school students but there are three locations that cater to middle school students.

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## Utilizing Social Media

YOUmedia utilizes social media accounts to connect with patrons they serve specifically to promote programs and services available through their 12 locations.

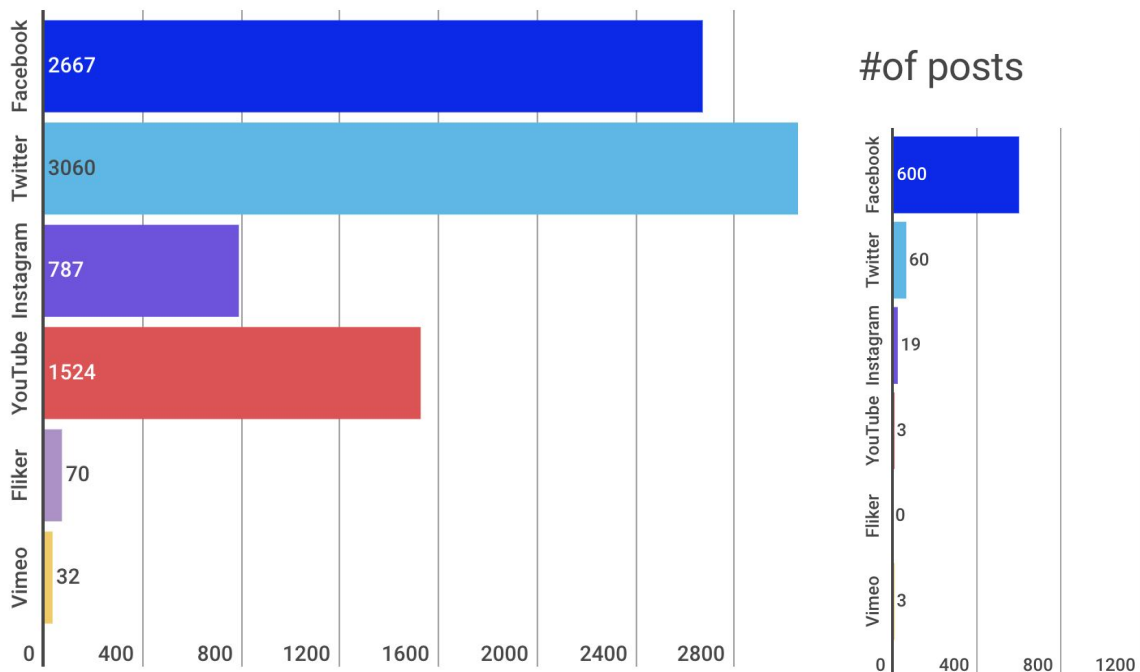
According to Chicago Public Library website, Youmedia has the following social media accounts and date created:

- Facebook (06/2009)
- Twitter (06/2009)
- Instagram (03/2012)
- YouTube (06/2009)
- Tumblr (03/2009)
- Vimeo (06/2009)
- Fliker (11/2008)

## Followers and Posts

The Table below displays the number of followers each social media account has. It also includes the number of posts since August 2017. The low number of posts for accounts like Flickr, Vimeo and Tumblr might be because these platforms have lost popularity to the age demographic YOUmedia is trying to reach.

### Followers



## Information Dissemination

HASHTAG CLOUD



WORD CLOUD



The information provided by the top 3 social media platforms (Facebook, Twitter and Instagram) used by CPL YOUmedia are relevant to teen patrons, library and education professionals. This is based on the number of posts created by the library in the past 3 months. Above are hashtag and word cloud compiled by [Social Bearing](#) which indicate the most used terms in Twitter.

The type of information posted by YOUmedia's top social media platforms relate to events and programs happening in all locations. A major part of their social media posts are to showcase teens creations and achievements. Below are the current tweets are about a career exploration day, upcoming teen literature festival and banned books week.

CHICAGO PUBLIC LIBRARY YOUmedia retweeted 22h  
 ChicagoPublicLibrary @chipublib

Hey Teens! Meet local professionals & learn about [#engineering](#) careers. 10/7 @ noon. [#1st Saturdays @YOUmediaChicago... twitter.com/i/web/status/9...](#)

via iPhone

Retweets: 3, Likes: 4, Views: 22712, Replies: 356, Retweets: 2987, Retweet Rate: 7 - %0.03

CHICAGO PUBLIC LIBRARY YOUmedia retweeted 7 days  
 ChiTeen Lit Fest @chiteenlitfest

We need adults & teens to present workshops at [#CTLF18!](#) Submit a proposal by 11/20: [bit.ly/CTLFproposal18 @chipublib @YOUmediaChicago](#)

via iPhone

Retweets: 9, Likes: 9, Views: 613, Replies: 821, Retweets: 2987, Retweet Rate: 18 - %2.94

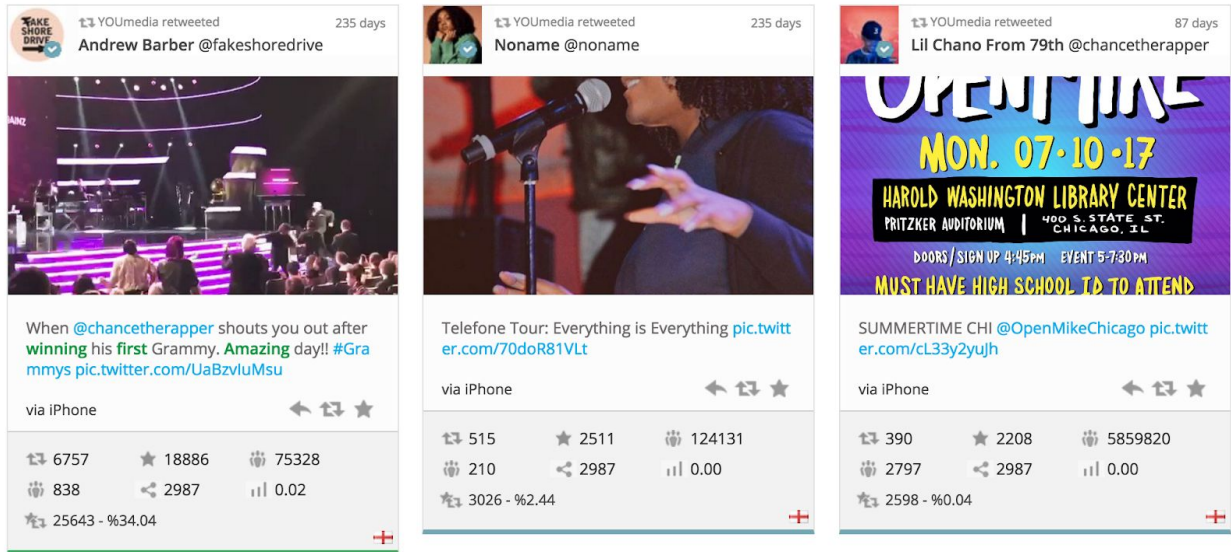
CHICAGO PUBLIC LIBRARY YOUmedia @YOUmediaChicago 5 days

Today is the **last** day of **Banned** Books week. **Celebrate** your **freedom** to read all year long with [@chipublib #UnbannedAtCPL #BBW2017](#)

via Hootsuite

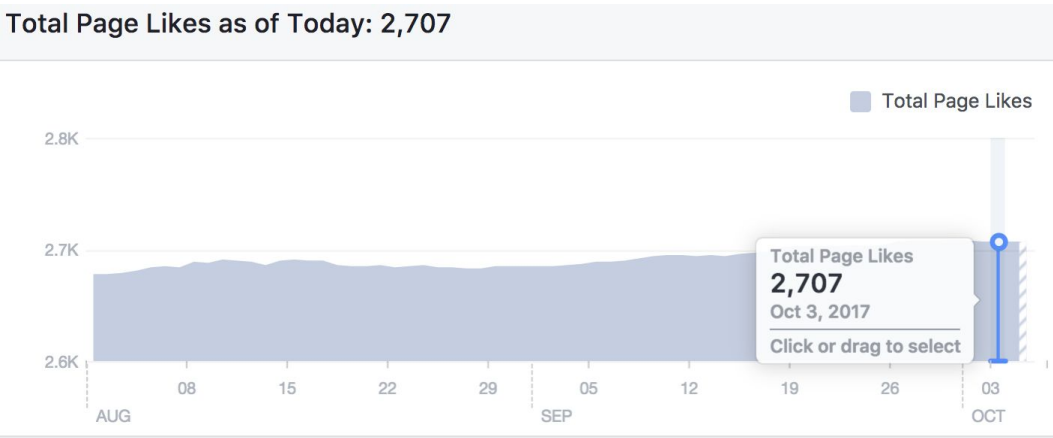
Retweets: 0, Likes: 1, Views: 2987, Replies: 564, Retweets: 2987, Retweet Rate: 1 - %0.03

## Social Media Engagement



The image above displays the top 3 retweeted and high engagement posts in Twitter analyzed by Social Bearing. These tweets indicate the popularity of YOUmedia affiliation with famous musicians like Chance the rapper. Based on these results it looks like music is a popular topic to reach patrons.

Based on Facebook analytics (image below) on the likes received by patrons for the past 3 months there is a consistency and slight increase of likes. Facebook content mostly showcases activities and programs YOUmedia spaces around the city are working on. This might be a big interest on professionals that work in similar spaces and teens that enjoy the posts created by YOUmedia.



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It is important to maintain a continuous presence on social media to keep followers engaged and informed of the existence of the library. After reviewing the social media platform used by YOUmedia it looks like successful posts are the ones that show teens working on projects, artists visiting the space and events happening in all locations. These posts provide teens with visuals of what they can expect when visiting the space as well as inform them of programs that will benefit them in their education or digital skill building. Most importantly it shines a different light on the library and remove the old traditional expectations of libraries as dull quiet spaces.

## Social Media Efficiency

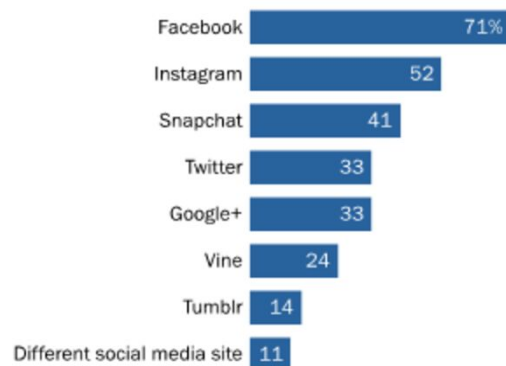
Based on a report made by the [Pew Research Center](#) in 2015, teens are utilizing Facebook, Instagram and Snapchat. It looks like most of the YOUmedia followers for Twitter are adult professionals and organizations looking to collaborate and share ideas with libraries. The best option is to follow the demographic the library is serving and open an account with Snapchat. This will better serve teen patrons by sharing information they can utilize as well have a sense of inclusion.

I believe Youtube and Instagram are appropriate platforms for YOUmedia because they provide digital media programs in their space. Teens create videos and capture photographs and they can display their work online through these platforms. Depending on how the library wants to utilize the social media platform the best way to manage their accounts to communicate the appropriate information to their desired patron demographic.

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### Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

*% of all teens 13 to 17 who use ...*



Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER