

# Letting the Numbers Speak: Using Data to Guide Our Way to a More Accessible and Impactful Twitter Account



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DENTISTRY LIBRARY (HARRY R ABBOTT)

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## Introduction

Known as an easy-to-use social media tool, many libraries use Twitter to communicate with their users. Our library is no exception. Although Twitter's engagement "dashboard" tells us limited information about how many times our tweet appeared on our users' screens, etc., it can't give us the full picture of the impact of our Twitter efforts.

## Objectives

The goal of this project is to identify what kind of content/tweets are most popular with our Twitter users, including:

- What sources are users interacting with the most?
- How popular are the Faculty Publication tweets?
- How have the use of hashtags affected the Dentistry Twitter?

Based on this information, we can pinpoint the areas where we should make adjustments to better serve our users.

## Methodology

The scope of our analysis consists of statistical information gathered from our Twitter account from May 2015-May 2016. We utilized the Twitter Analytics feature on Twitter and the program Hootsuite to gather this statistical information. We also used Microsoft Excel to analyze the data using charts and graphs.

We set out to explore the impact of the following on impressions, engagements, engagement rates, etc.:

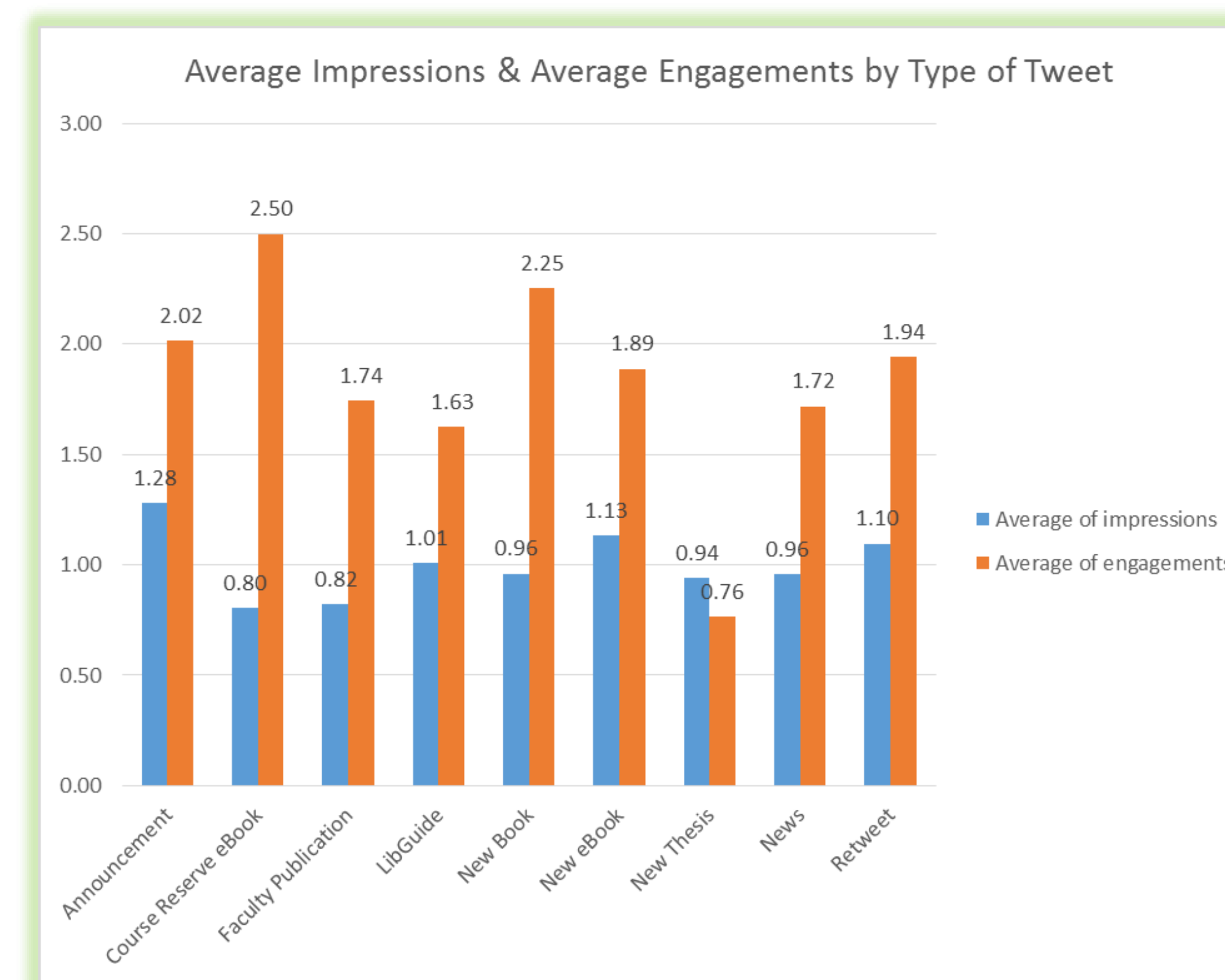
- Type of tweet
- Time of tweet
- Hashtags
- Sources of news items

Tweets were categorized into the following groups:

- Retweet
- News
- New Book
- New eBook
- LibGuide
- Faculty Publication
- Announcement (i.e. anything 'timely' or a spontaneous tweet or a library announcement)
- New Thesis
- Course Reserve eBook

## Results

Which topics are users interacting with the most?

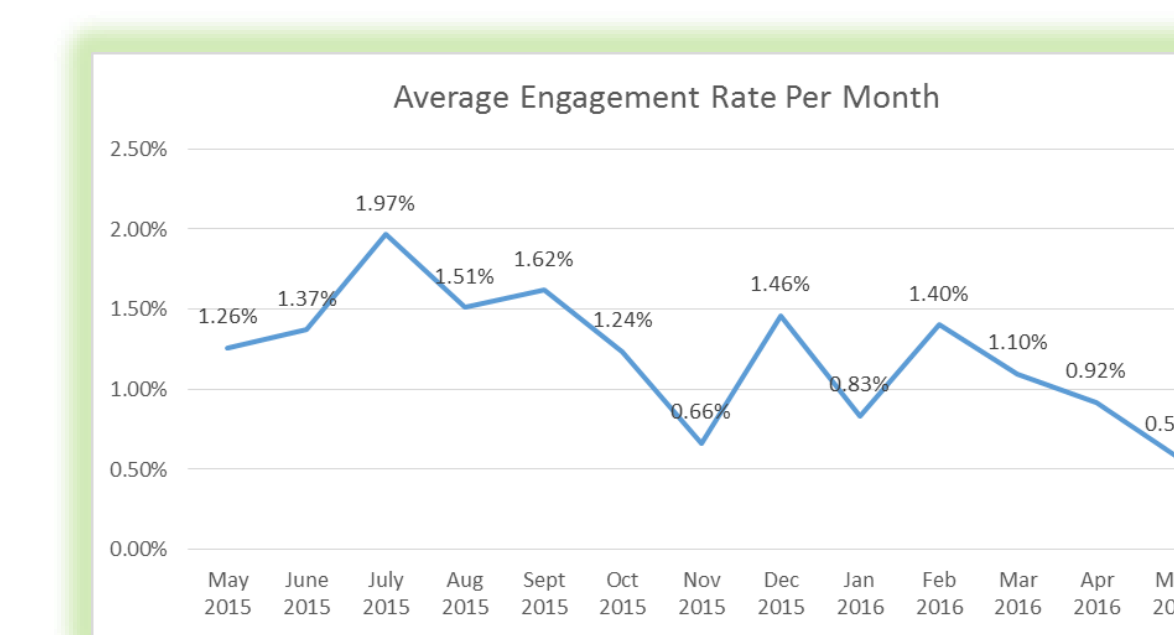


Course Reserve eBooks, New Books, Announcements (about library/faculty/current events) and Retweets are our most popular types of tweets; they all had quite a lot of impact.

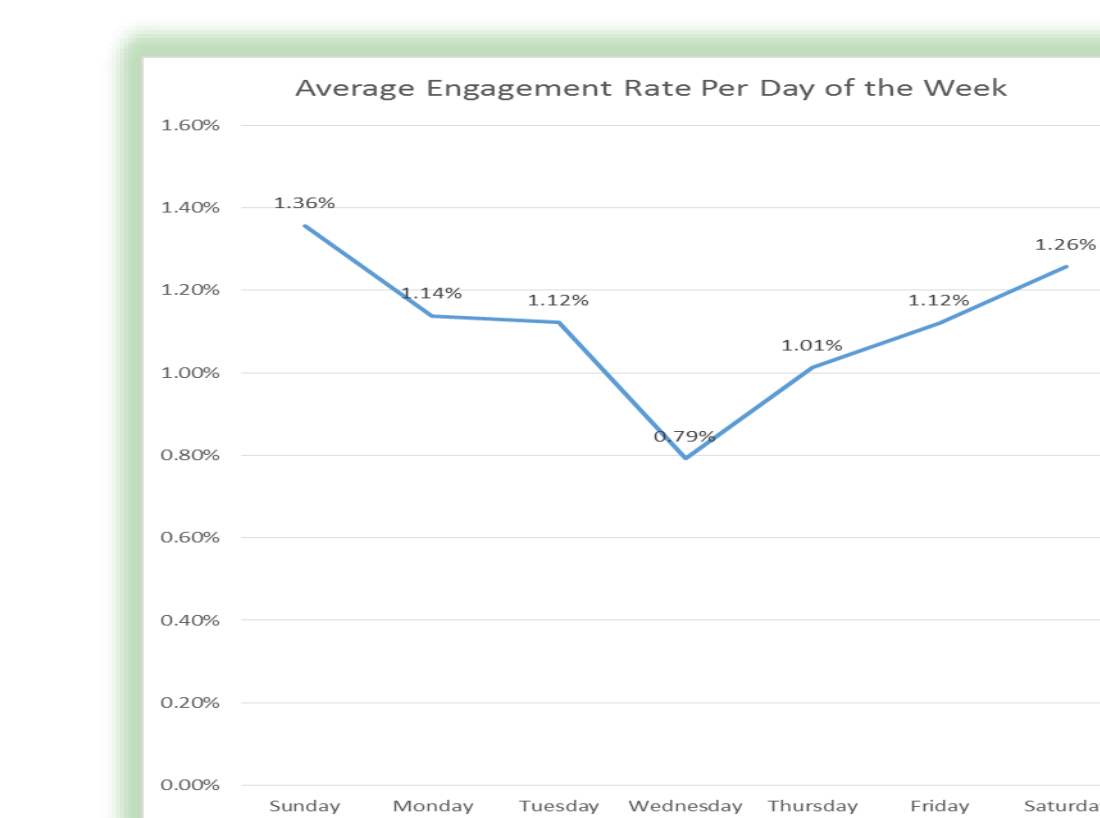
When is the best time to tweet?



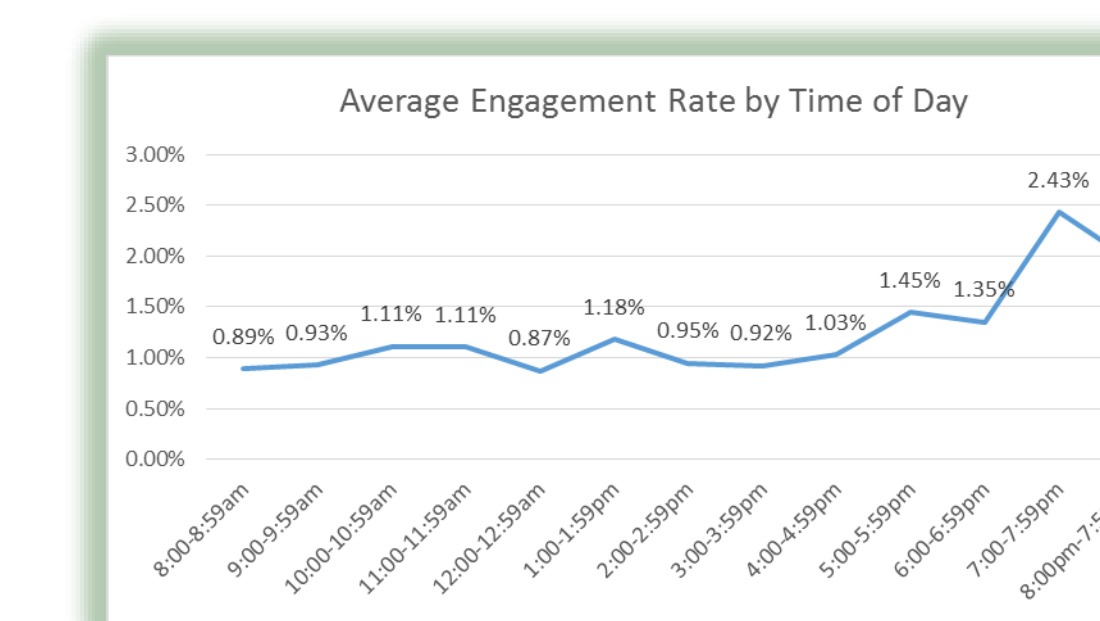
Month of the year:  
September was our most popular month by far; followed by January and December.



Day of the week: people were most engaged with our Twitter on Sundays, and Saturdays were fairly popular as well.

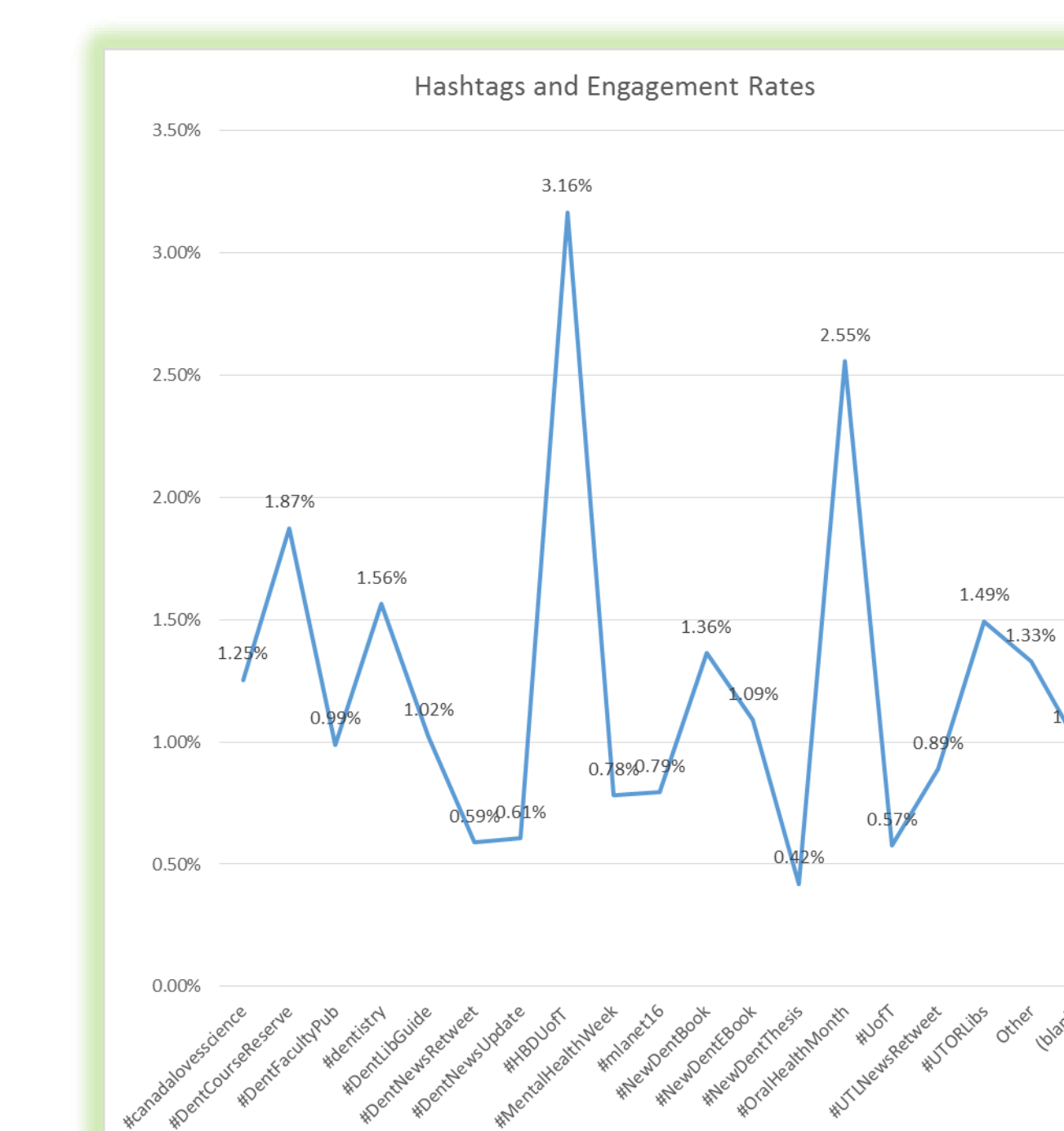


Time of day: The most engaged time of day was during the evenings, between 7:00-7:59pm ET



## Results (Cont.)

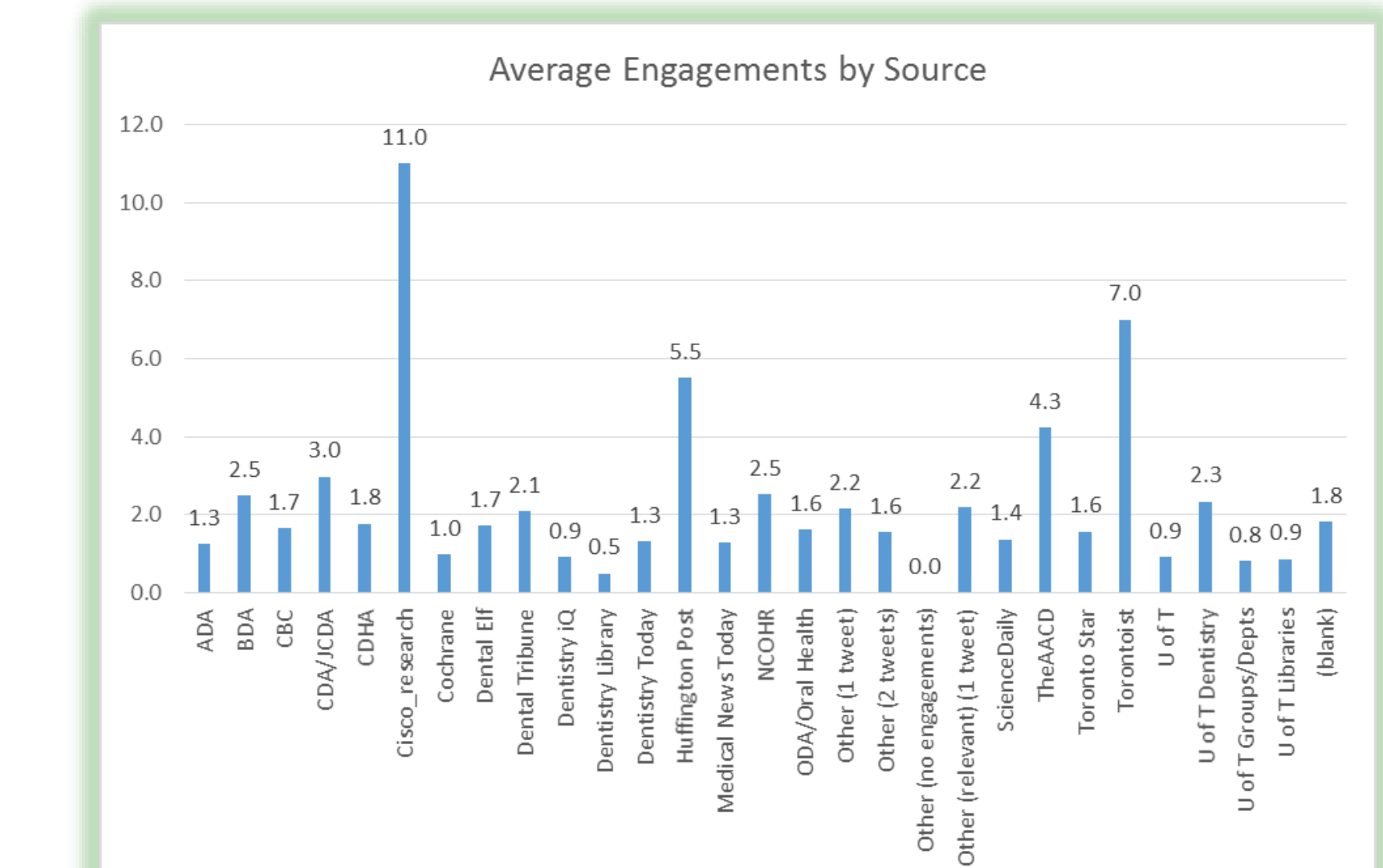
What are our most popular hashtags?



The most popular hashtags seem to be tied to current events or are interdisciplinary in nature such as #MentalHealthWeek, #OralHealthMonth, #canadalovesscience and #HBDUofT (Happy Birthday U of T)

Which news source provided the most interesting topics for our users?

News from Dentistry Today were tweeted the most, but the average impressions and engagements for these tweets are not as good as news from other sources.



## Conclusion

This study has proven that the ongoing upkeep of our Twitter is important for the Library to maintain a consistent online presence. Certain information is much easier to circulate through our Twitter, such as engaging with our faculty members about their publications. We also learned that we need to schedule our tweets in a more strategic way and that we should tweet news items which have a broader impact.

## Acknowledgements

We would like to thank all the library staff who were involved in keeping this service rolling by finding content information and scheduling the tweets. Special thanks to Maria Zych who created the Dentistry Library twitter account and Tracy Zahradnik who developed a detailed instruction/procedure for maintaining the account.