

Social Media Task Force Report

Contents:

- Charge of the Task Force
- Why Social Media?
- List of comparable organizations
- Social media considered
- Social media not considered
- Reading material
- Examples from other organizations
- Environmental scans
- Strategies for moving forward

Charge of the Task Force

“The charge of the task force is to explore existing and emerging social media tools in order to develop a comprehensive plan for their utilization by MLA. The task force will seek to identify ways by which Facebook, blogs, Twitter and other social media tools can help to increase visibility of the association and improve its outreach efforts. The task force will also make recommendations on the coordination of social media content with the MLA web page. Recommendations will be due to the Board by December 2013.”

What is MLA Trying to Accomplish with Social Media?

Communication, education, outreach, and advocacy are our main motivations for using social media. MLA's strategic plan - <https://musiclibraryassociation.site-ym.com/?page=Strategicplan> – indicates this in many of the goal areas, especially “Value of the Profession” and “Advocacy.” One thing that came out of the strategic planning process was a sense that MLA is not consulted by media outlets in the way that ALA is on publication and copyright issues.

MLA has multiple audiences. They include current, active members the organization wants to engage in platforms other than MLA-L, and not so active members who we want to engage more. There are also prospective members who work with music materials but have not joined the organization and don't understand the value of membership. There's a broader intellectual community we want to engage on issues of copyright and legislation. There is also a much bigger audience one could simply call “the public” who we seek to educate about music.

List of Comparable Organizations

Comparable organizations	Websites
Art Libraries Society of North America	http://www.arlisna.org

Association for Recorded Sound Collections	http://www.arsc-audio.org
Major Orchestra Librarians' Association	http://www.mola-inc.org
Theatre Library Association	http://www.tla-online.org
Society of American Archivists	http://www2.archivists.org
Society of Dance History Scholars	http://sdhs.org
American Musicological Society	http://www.ams-net.org
Society for American Music	http://www.american-music.org
Society for Music Theory	http://societymusictheory.org
Music OCLC Users Group	http://www.musicoclcusers.org
Online Audiovisual Catalogers	http://olacinc.org/drupal
American Library Association	http://www.ala.org/

These organizations are similar in focus to MLA, if not in size. See the accompanying document "Social Media Quick Reference" to compare how these organizations are using a variety of social media platforms.

Social Media Considered

- Blogs
- Facebook
- Twitter
- Instagram
- GoodReads
- Spotify
- Wikipedia
- LinkedIn
- Tumblr
- Pinterest
- Academia.edu
- Delicious

Most of these sites are covered in the environmental scan document. Those that are not - Academia.edu and delicious - were considered poor fits after an initial consideration.

Social Media Not Considered:

- YouTube
- Foursquare
- Flickr
- Google+
- StumbleUpon

Time was a main factor for not investigating these sites, and they were also considered lower priority by the task force.

Reading Material:

This is a non-exhaustive list of readings the task force consulted.

Forbes.com: [The Top 7 Social Media Marketing Trends That Will Dominate 2014](#)

TechCrunch.com: [Facebook Still Reigns Supreme With Teens, But Social Media Interest Dwindling](#)

The Death of the Blog <http://kottke.org/13/12/rip-the-blog-1997-2013>

Remi Castonguay, "Social Media: Strategies for Success for Music Libraries, or Beyond Creating an Account." *Fontes Artis Musicae* 60/3 (July-Sept 2013): 163-172.

"Contributing to Wikipedia Articles on Music: An Interview With Bob Kosovsky of NYPL's LPA." <http://metro.org/articles/contributing-to-wikipedia-articles-on-music/>

"Wikipedia for special collections: a conversation with Watson Library's William Blueher." <http://metro.org/articles/wikipedia-for-special-collections-blueher/>

"Librarypedia: The Future of Libraries and Wikipedia" by Jake Orlowitz and Patrick Earley <http://www.thedigitalshift.com/2014/01/discovery/librarypedia-future-libraries-wikipedia/>

Doing Social Media So it Matters: A Librarian's Guide by Laura Solomon (Chicago: ALA, 2011)

Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections. By D.L. King (Medford, NJ: CyberAge Books; 2012)

Good examples of design/uses of social media from other organizations

Wikis

Special Collections and Social Media, a wiki for special collections and archives that use social media. Organized by social media type.

<http://specialcollectionssocialmedia.pbworks.com/w/page/67443183/Special%20Collections%20and%20Social%20Media>

Blogs

A librarian's guide to etiquette <http://libetiquette.blogspot.com/>: Format the home page so each post has a summary and a link to the full article

Alex Ross http://www.newyorker.com/arts/critics/musical/2013/06/10/130610crmu_music_ross: Music in the news

Lit Reactor <http://litreactor.com/search/node/game%20of%20thrones> : Recaps of TV show for a lit audience. MLA could do something similar for musical shows like *Glee*.

Language Log Blog <http://languagelog ldc.upenn.edu/nll/>: This is a good example of a blog with a high readership and good visibility that uses multiple authors to reach an audience with an interest in languages and linguistics. Each author has a specialty and they often take current events as a starting point for topics as well as general questions from readers. In the comments there's interaction between author and readers. They post every day or almost every day. I think it would be a good model for the MLA blog.

RILM <http://bibliolore.org/> The RILM blog is appealing because it always has a picture and an embedded YouTube video. Topics usually stem from RILM's current work but they also mark musician birthdays: recently, Jim Morrison, Maria Callas, Randy Newman. Also links to Wikipedia articles within the text.

Facebook

I Fucking Love Science <https://www.facebook.com/IFeakingLoveScience?fref=ts>: This can be the model for the MLA Facebook page--over 5.5 million likes and for many it is the only science page with which they interact.

Environmental Scans

See the document "Social Media Environment Scans" for individual findings on the social media considered.

Strategies for Moving Forward

In order for MLA's presence on social media to be successful, consistent participation is required, ideally by multiple MLA members. Teams of 2-4 people are needed that are dedicated to each major platform. They need to monitor the platform and provide content. Monitoring will include searching for mentions of MLA, music librarianship, or other suitable topics and reacting to them. Responsible parties could be the members of the Web Committee, or each member of the Web Committee could oversee a small team devoted to a particular platform.

Creating content will initially include deciding how often to post and sticking to that schedule,

then keeping an eye on official MLA business and reporting it while also introducing topics that are of interest to music librarians and music lovers in general. For some platforms (Twitter, Facebook) it might be advantageous to have willing participants at hand that the team can call upon to participate in current trends or hashtags; for example, MLA could promote the Twitter trend #libraryshelfies (where you post photos of yourself in a library) and then follow that up with 3-5 posts from librarians ready and willing to participate. It's always hard to be the first person to reply to a post, and if there are already some responses, it will encourage more participation.

It is important that the individual responsible for coordinating social media prioritizes platforms. Whatever platform has the greatest social currency should be first priority. All platforms that can be linked to the Facebook feed (Instagram, Twitter, blog, etc.) should be.

MLA should also consider participating in online communities where there is interest in music or where discussions of music are taking place. The [IMSLP forums](#) are active places where people are looking for information on music, ranging from copyright to terminology to "what Beethoven piece is this." A team from MLA should step in here and provide reliable answers, thus reaching an audience that it probably hasn't before. Other online forums where questions on music are raised include the [Internet Public Library](#), the [Project Wombat](#) mailing list, and the [Music Librarians](#) Facebook group.

Respectfully submitted,

MLA Social Media Task Force
Stephanie Bonjack, Chair
Michelle Hahn
Stephanie Lewin-Lane
Lina Terjesen
Jennifer Ward