



Review of NGAC Twitter use and engagement 2014-2016

10 January 2017

By the ALIA New Generation Advisory Committee



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Executive Summary

The New Generation Advisory Committee (NGAC) is a committee of the Australian Library and Information Association (ALIA). The key objectives of NGAC are to increase new graduate participation in the Association and contribute to the development and delivery of services for library and information services (LIS) new professional and student members.

During 2014 to 2016, NGAC undertook a review to better understand our usage of Twitter and determine if tweets engage with the target audience and reflect their concerns and interests. The review also sought to identify opportunities where the committee could improve online engagement in terms of both content and work processes.

NGAC collected information about our tweets – projects, themes and followers, by using social media analysis tools and an online survey. Findings indicate a way forward in understanding new information professionals' online engagement and how NGAC can participate and enhance this.

Through the review it was discovered that our Twitter audience is not looking for fun kitschy posts, instead they are seeking original and personal content that engages and also aligns with the voice of the Association. Additionally, the audience would like NGAC to provide in-depth professional discussion and information that explores Australian library and GLAMR news, current events and employment issues.

Using the information and insights gained from the review, NGAC has prepared six recommended actions (see **Recommended Actions** for more detailed information):

1. Foster an appealing and accessible LIS online professional discourse by continuing to lead and promote #auslibchat.
2. Improve content scope and follower engagement by starting discussions, improving the quality of Twitter replies, addressing follower concerns and tweeting on a more personal level.
3. Communicate the committee's current purpose and objectives by refining and updating the NGAC statement of purpose and Twitter bio.
4. Improve and ensure consistency in NGAC online engagement activities by updating instructions and guidance in the NGAC Manual.
5. Continuously improve online engagement by identifying improvement opportunities and reviewing NGAC Twitter use on a regular basis.

By adopting the above recommended actions, NGAC hopes to better engage with its Twitter audience as well as forge a valuable online presence for LIS new professionals and students. It is acknowledged that this research limits an understanding to Twitter, and does not address other social media channels used by NGAC including Wordpress blogging and Facebook posts. Further investigation into the levels of professional engagement by new library and information professionals more broadly would build on the findings of this research.



Introduction

About NGAC

The New Generation Advisory Committee (NGAC) is a committee of the Australian Library and Information Association (ALIA). As at January 2017, NGAC has six members: Alisa Howlett (Chair), James McGoran (Vice-Chair), Eva Samaras, Katie Miles- Barnes, Elizabeth Smith and Elizabeth Alvey.

The current purpose of NGAC is to:

“Help strengthen the participation of recently graduated library and information professionals in the Association. The Committee provides advice to the ALIA Board of Directors on issues of relevance to students and new professionals. The Committee works to provide information to the Board and ALIA House staff to inform development and delivery of services for new professional and student members, with the aim of ensuring the Association’s relevance to these groups.

NGAC works closely with the National New Graduates Group (NNGG)... to achieve the common objective of increasing new graduate participation in the Association and engagement with the profession.”¹

NGAC use of Twitter

ALIA NGAC mainly uses one social media channel; Twitter (**@aliangac**) that was started in May 2011. NGAC also utilises the Students and New Graduates Group Facebook page on an occasional basis. The NGAC Twitter account is currently listed with 15 other accounts in ALIA’s list of official association tweeters on Twitter.²

The twitter account is also mentioned in the *New Generation Advisory Committee 2011 Report*:

“NGAC created a Twitter account (@aliangac) as part of a broader social media communication strategy. The account’s following has grown consistently, and has been demonstrably effective as an engagement tool, with messages being steadily retweeted or ‘favourited’, and direct messages and interactions with followers increasing...” (p. 2)³

Moderation and management of the @aliangac account is a rostered duty within NGAC, with one primary tweeter and one back-up tweeter every week. All NGAC members are encouraged

¹ Australian Library and Information Association 2016, *New Generation Advisory Committee*, accessed 10 October 2016, <<https://www.alia.org.au/NGAC>>.

² Australian Library and Information Association, 2016, *ALIA Twitter handles*, accessed 10 October 2016, <<https://twitter.com/ALIANational/lists/alia-twitter-handles>>.

³ New Generation Advisory Committee 2011, *New Generation Advisory Committee 2011 Report*, accessed 10 October 2016, <<https://docs.google.com/document/d/199QwDFswLcq4MsyKx8Zm3spDwU4YUubHEIOm23OcGph0/edit>>.



to be involved with the Twitter account, even if it's not their rostered week. This is especially the case when NGAC members attend conferences and events such as the ALIA New Librarians Symposium. The NGAC Twitter account usage is governed by documented guidance and instructions through the *NGAC Manual*⁴ and *NGAC Twitter duties*⁵ document.

Since February 2016, NGAC has also been leading and moderating #auslibchat, an Australian and NZ centred professional discussion on Twitter. This series of monthly chats, which explores library and information services (LIS) themes, enables professional development, networking and confidence building for our Twitter followers. It is important to note that this review was completed just prior to the arrival of the first #auslibchat.

Purpose and scope of review

The purpose of the review was to better understand ALIA NGAC's usage of twitter (using the @aliangac handle) and determine if NGAC tweets engage with its target audiences and reflect their concerns and interests. The review also sought to identify opportunities where the committee could improve online engagement in terms of both content and work processes.

This report – its findings and recommendations are submitted to the ALIA Board to contribute to its understanding of how NGAC currently engages new information professionals online through Twitter.

⁴ New Generation Advisory Committee, 2013, *NGAC Manual 2013*, accessed 10 October 2016, <https://docs.google.com/document/d/1m6veVRmmJnrTLCNd9BDfQJ6rQN-3tSZPKnQqf_K2wJU>.

⁵ New Generation Advisory Committee, 2014, *NGAC Twitter duties*, accessed 10 October 2016, <<https://docs.google.com/document/d/1xjNRka608lzeTaC9GgpkOj7rmPy9zsaBTKvSllexDpc>>.



Method

Both quantitative and qualitative methods were undertaken for this review. Firstly, tweets from the @aliangac Twitter account were analysed to uncover key themes in content, as well as a brief look at the account's followers. Hootsuite and Simply Measured were tools chosen to complete this task.

Secondly, an online survey was administered using Survey Monkey in January 2016. The survey was promoted through:

- social media elist (<https://alia.org.au/groups/alia-social-media>)
- ALIA new grads elist
- ALIA new grads blog
- ALIA new grads Facebook
- current followers on Twitter.

Through this process, NGAC has established an evidence base from which to develop an understanding about online engagement between NGAC and new information professionals and with this, NGAC can make informed decisions about continuous improvement in this space.



Results

Tweet themes and popularity

This review found that @aliangac tweets covered the following key themes:

- career resources
- library-related events
- library news - Australian
- library news - International
- librarian kitsch (humorous, fashion, memes, add other topics where necessary, rename this category if necessary)
- tweets with hashtags endorsed by the committee (such as #auslibchat, #bibliodessert and #staplesat).

These themes were used as a reference point when creating the follower survey.

Table 1 below outlines the themes of the top 10 tweets and their popularity rankings (see **Appendix A** for full list of top 10 @aliangac tweets).

Theme of top 10 tweets	Popularity ranking
Library education (1 link)	51 clicks
Employment/employment in other sectors (2 links)	70 clicks
Technology (1 link)	29 clicks
Library kitsch (3 links)	85 clicks
Professional reading/discussion/blogs (2 links)	61 clicks
Current events (1 link)	20 clicks

Table 1 Themes and popularity ranking of top 10 tweets 2013-May 2014



Understanding our followers

It was found that as at 27 April 2015, ALIA NGAC had 1354 followers (as at 10 October 2016, this number has increased to 1963).

Analysis revealed the most popular of our followers include business or organisation entities. Our top 10 most popular followers are outlined in **Table 2** below.

Username @	No. followers	Topics
NelsonMandela	1,097,922	celebrities, politics, revolution, Africa, development
saltpublishing	140,078	writing, publishing, books, poetry, literature
Andrew_S_Dykes	135,717	<i>Not available at time of reporting</i>
Mamamia	96,687	media, writing, Australia, journalism, blogging
LinkedInTrainer	59,129	social media, marketing, business, technology, internet marketing
PenguinBooksAus	51,405	books, publishing, Melbourne, Australia, writing
SusanMayWriter	49,606	writing, authors, blogging, horror, energy
KevinDasilva	49,197	marketing, internet marketing, social media, warriors, technology news
TatteredCover	44,880	books, writing, Colorado, Denver, publishing
MichaelJecks	37,238	writing, authors, books, taxes, Suffolk

Table 2 Top 10 most popular followers as at April 2015

By examining follower profiles, their top keywords were also determined, as outlined in **Table 3** below.

Keyword	Total Keyword Matches	% Total Followers
librarian	366	27.0%
library	259	19.1%
information	152	11.2%
student	129	9.5%
libraries	112	8.3%
books	89	6.6%
views	84	6.2%
lover	72	5.3%

Table 3 Top keywords of followers as at April 2015



Analytics of followers also indicated that the majority of NGAC followers are Australian, female librarians with a high interest in books and current events, both in the library sector and general news. See **Figures 1-3** below for details.

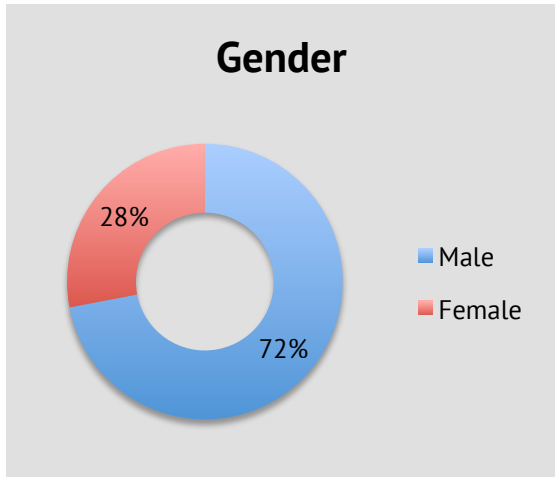


Figure 1 Gender of followers as at April 2015

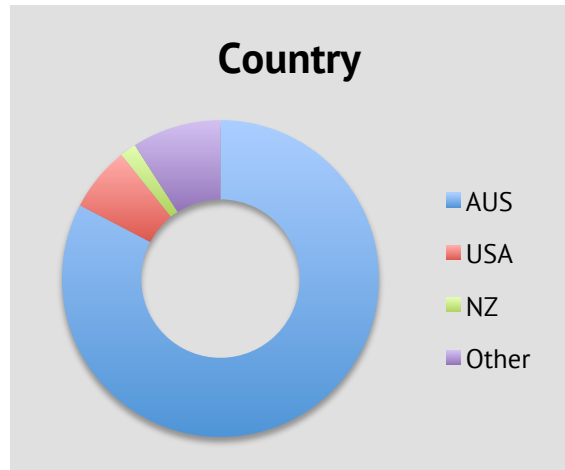


Figure 2 Country of followers as at April 2015

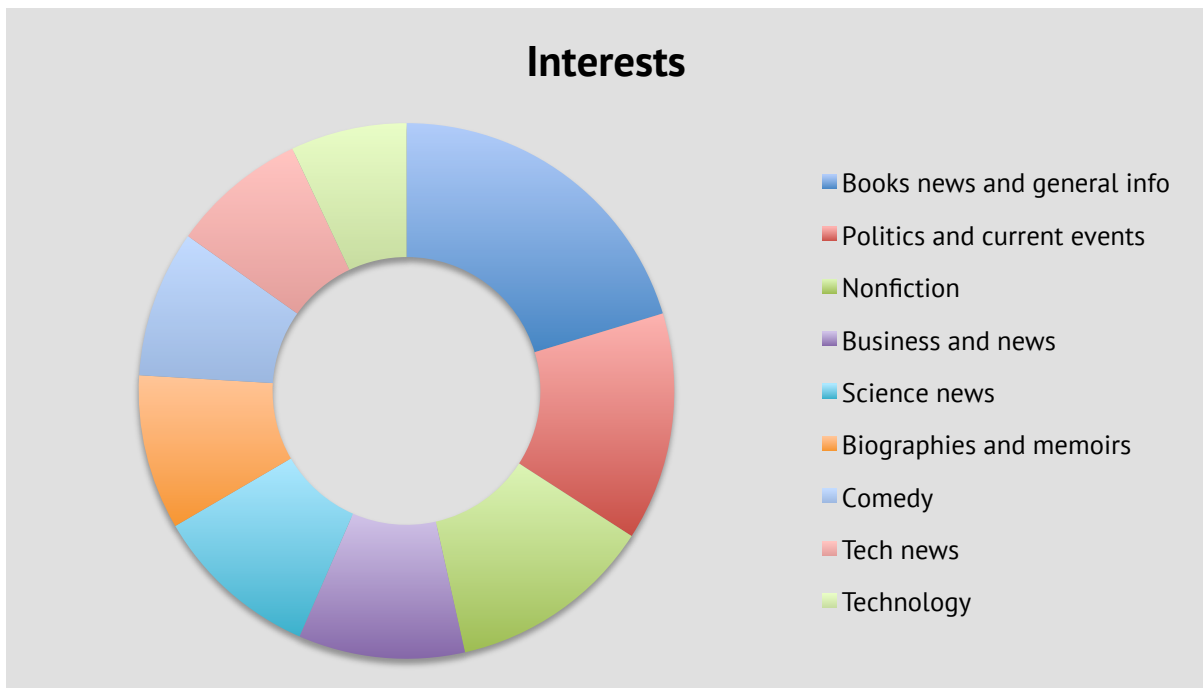


Figure 3 Interests of followers as at April 2015

NGAC conducted an online survey as to better understand NGAC followers and ascertain their opinions of ALIA, NGAC and Twitter as a social media platform (see **Appendix B** for the survey questionnaire). A total of 57 responses were collected.

Figure 4 below outlines the employment status of all the survey participants. Interestingly, the largest group of respondents (22 out of 57) was Librarian/IM Professionals with more than five years experience. NGAC had expected more Librarian/IM Professionals with less that five years experience and students to respond to the survey (see **Appendix C** for detailed analysis of survey responses).

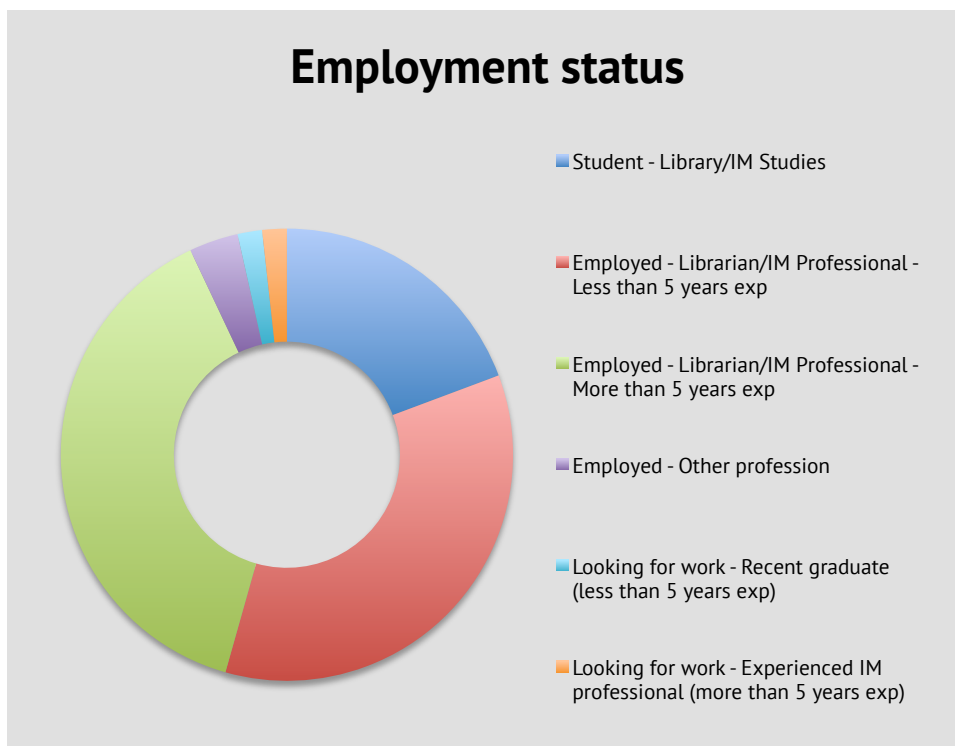


Figure 4 Employment status of survey respondents as at January 2016

Respondents' comments collected in the survey also present some useful insights. Intriguingly, despite our earlier finding of having three library kitsch links in the top 10 links shared by NGAC's Twitter account the survey showed that followers are not looking for fun, kitschy posts but more in-depth professional discussion and news.

A common theme was that NGAC posts were not "original" enough, that they either promoted a hashtag or were mainly retweets. The suggestion was made to make NGAC more personal. NGAC may wish to consider doing committee member spots or profiles to present a more human face.

Another theme presented in the comments was that NGAC activity on Twitter, to some, acted as a form of engagement with the Twitter community but not ALIA itself. NGAC should consider the implications of this and aim to find a way to create more engagement with ALIA, including collaboration with other ALIA and



non-ALIA industry accounts. One concern relating to this that was raised is the perceived pro/para divide and ALIA's focus on "professional". It was stated that:

"As long as you focus on 'professional' librarians, you'll miss out on a lot of prospective members who would otherwise eagerly seek out the professional development opportunities ALIA offers."

It is important to note that this survey was completed prior to the arrival of the first Twitter chat under the #auslibchat brand. It is recommended that NGAC provide followers with a near identical survey in the near future to gauge the influence of #auslibchat and other recent NGAC initiatives.



Recommended Actions

1. Foster an appealing and accessible LIS online professional discourse

In order to foster an appealing and accessible LIS online professional discourse, NGAC should continue to lead and promote #auslibchat Twitter discussions.

#auslibchat is a series of monthly Twitter discussions which explore LIS themes. It is an easily accessible and appealing brand that both students and professionals can relate to and feel ownership of while also networking and undergoing professional development online.

2. Improve content scope and follower engagement

Results of the online survey indicated that NGAC is not as engaged with new information professionals as initially thought. NGAC need to take steps to expand content scope by asking questions, starting discussions as well as replying promptly and fully, while still adhering to ALIA prescribed communications guidelines.

Additionally, committee members who post on the NGAC Twitter account should be prepared to bring their own voice and personality to tweets and address follower concerns while still adhering to ALIA communication guidelines.

At this time of writing, NGAC has taken the review findings on board to tailor its presence and content to meet the needs of our target audience on a personal level. The committee has made it a priority to ensure that major events such as the ALIA National Conference and NLS7 are attended by at least one individual who can tweet proceedings on the NGAC account. This person can be a member of the committee or someone outside of the committee, a respected member of the profession brought in as a “guest tweeter”. It is recommended that NGAC continue this activity to ensure that our audience is as informed as they possibly can be and so that the new generation of information professionals can be represented more fully.

3. Communicate the committee’s current purpose and objectives

To better communicate the committee’s current purpose and objectives to online audiences, NGAC should refine and update the NGAC statement of purpose and Twitter bio.

NGAC aims to update and republish our statement of purpose that is outlined in NGAC annual reports and the ALIA website. By doing this, our audience will gain



a more up-to-date understanding of the purpose and objectives of the committee and our online engagement activities. The new statement of purpose should include the following information:

NGAC are the founders and moderators of #auslibchat, a national monthly online discussion via Twitter that enables professional development, networking and confidence. NGAC uses Twitter as the committee's main communication platform, but also shares content through the SNGG blog and Facebook page and the Storify for #auslibchat.

Additionally, the NGAC Twitter bio will be updated to better reflect the purpose and key activities of the @aliangac Twitter account. The new bio will be as follows.

Home of #auslibchat GLAMR issues, careers & networking for new gen info pros. ALIA New Generation Advisory Committee: Eva, James, Alisa, Katie, Elizabeth & Liz.

4. Improve and ensure consistency in NGAC online engagement activities

To improve and ensure consistency in NGAC online engagement activities, instructions and guidance will be updated in the NGAC Manual.

NGAC will make it a priority to update and inform current and new members about online engagement best practice and provide guidance around Tweeting and #auslibchat content development, procedure, work flows and responsibilities.

5. Continuously improve online engagement by identifying opportunities

Finally, to ensure ongoing engagement, NGAC aims to regularly review Twitter use and engagement.

NGAC will use this report to create a set of aims and expectations that can be assessed after the completion of future reviews and collection of usage statistics.

Reviews of NGAC Twitter usage will be included in future work planning on either an annual or biennial basis. Online surveys will continue to be utilised to build an evidence base over time about our followers and their interests and concerns.

Future reviews may not need to be as comprehensive as this initial report, instead building upon it to create an easily accessible reference portfolio about NGAC online engagement activities.



Conclusion

The review of the NGAC Twitter account - its use and engagement with new information professionals has proven to be a useful exercise. The data collected has established an evidence base from which NGAC can continue to develop its understanding of engagement with new information professionals in this online space.

Recommended actions arising from the evidence provide NGAC with direction in enhancing online engagement with Twitter followers and wider audience. Through this NGAC can better fulfil its obligations and aspirations in being involved with ALIA activities and the LIS profession, here and abroad.

Lastly, the committee is optimistic that findings of this review and future analysis of NGAC engagement activities will help to forge a recognisable and valuable online presence, and promote an accessible and appealing professional discourse for new information professionals.



Appendix A – Top 10 Tweets

TwitterCounter data does not fully cover this date range.

Most Popular Links



Rank	Date	Post	Clicks
1	Jan 25, 2013	http://ow.ly/h3ek6 http://newsroom.opencolleges.edu.au/features/15... Starting back at your library studies soon? Check out these 15 education technologies to help you on the way. http://ow.ly/h3ek6	51 clicks
2	Mar 4, 2014	http://ow.ly/tTZ59 http://inalj.com/?p=61035 Library skills but not working in a library http://ow.ly/tTZ59 by @claireschmieder on @needalibraryjob	43 clicks
3	Mar 24, 2014	http://ow.ly/uRAs3 http://www.pinterest.com/peterals/professional-... Professional Reading for Librarians: A Pinterest Board (via @infoseer) http://ow.ly/uRAs3	33 clicks
4	Apr 25, 2014	http://ow.ly/w1rRc http://archives.library.illinois.edu/ala/wwi-li... Librarians in uniform. http://ow.ly/w1rRc	31 clicks
5	Jun 3, 2014	http://ow.ly/xqFIP http://www.flexnib.com/blogjune-2014-list/ RT @suehutley: 1st of June and #blogjune begins again. List of participants: http://ow.ly/xqFIP #libraries #BlogWell	30 clicks
6	Mar 2, 2013	http://ow.ly/i7PC6 http://www.huffingtonpost.com/jeanniey-mullen/l... Today's library is going through a metamorphosis and technology is driving it. http://ow.ly/i7PC6	29 clicks
7	May 19, 2014	http://ow.ly/x1ZMH http://inalj.com/?p=41243 Librarian-related jokes (because it's #LW14 !) http://ow.ly/x1ZMH	28 clicks
8	Jun 26, 2013	http://ow.ly/mmsE http://2four5.wordpress.com/2013/06/18/advice-f... And very good advice too @JamesMcGoran! Advice for new grads http://ow.ly/mmsE	27 clicks
9	Jan 1, 2014	http://ow.ly/s0INn http://librarianwardrobe.com/ Librarian wardrobe - submit your outfit! http://ow.ly/s0INn by @LibWardrobe	26 clicks
10	Apr 14, 2014	http://ow.ly/vMSxn http://islaminaustralia.com/2014/04/14/canberra... Our hearts go out to those from the National Islamic Library in #Canberra http://ow.ly/vMSxn	20 clicks

Figure 5 Top 10 NGAC tweets 2013-May 2014



Appendix B - Twitter follower survey questionnaire

SURVEY INTRO TEXT:

Thank you for giving the ALIA New Generation Advisory Committee (NGAC) an opportunity to better support recent library students and young professionals.

Please help us by taking a few minutes to complete this survey.

PART 1: PROFESSION AND EDUCATION

Q1. Which of the following best describes you? *Please select one option only*

STUDENT

- Student – Library / IM studies
- Student – Other

EMPLOYED

- Employed Librarian / IM professional (5 + years experience)
- Employed Librarian / IM professional (Less than 5 years experience)
- Employed - Other profession

LOOKING FOR WORK

- Recent Library / IM Graduate (graduated less than five years ago) looking for work
- Experienced IM professional (5 + years experience) looking for work
- Other profession looking for work.

RETIRED/UNABLE TO WORK/OTHER

- Retired
- Unable to work
- Other

Q2. Are you a member of the **Australian Library and Information Association (ALIA)**?

- Yes
- No

If yes:

Q2b. What type of ALIA membership you have? *Please select one option only.*

- Associate
- Library Technician
- General Member
- Student
- Associate Allied Field
- Life Member
- Corporate Member

PART 2: ALIA & NGAC TWITTER

Q3. Do you currently follow ALIA **@ALIANational** on Twitter?

- Yes
- No



Q4. Do you currently follow the ALIA New Generation Advisory Committee (NGAC) **@aliangac** on Twitter?

- Yes
- No

If yes:

Q4b. Which of the following best describes the **@aliangac** twitter posts? *Please select one option only.*

- Posts are interesting and informative
- Posts engage and share with me and other people in my profession
- Posts are entertaining or humorous
- Posts help me to find work
- Posts let me know about upcoming library and IM events

Q4c. Do you agree with the following statement?

ALIA NGAC (@aliangac) Twitter account currently helps to strengthen participation of recent graduates and young professionals to the Australian Library and Information Association.

- Yes
- No

If No, Please provide explanation below.

Q5. Please rank the following themes according to your preference. *Please order from 1 to 5, with 1 being what you prefer the most.*

- Finding Work
- Library and IM Events
- Library News - Australian
- Library News - International
- Librarian Kitsch (humorous, fashion, memes)
- Library Conversation and Sharing (e.g. NGAC hashtags #auslibchat #bibliodessert and #StapleSat)

Q6. Please provide any other feedback and comments below. *Optional*

END OF SURVEY



Appendix C - Twitter follower survey detailed response and analysis

Membership

The majority (68%) of respondents were ALIA members. Encouragingly for NGAC, students, information professionals with less than 5 years experience and recent information professional graduates looking for work presented with the highest member rates (70-100%). Those employed in another profession were understandably not ALIA members. Information professionals with more than 5 years experience had roughly an 8% lower member rate (60%) than professionals with less experience. See **Table 4** below for details.

Type	Total number of answers	ALIA member	Not ALIA member
Student - Library/IM Studies	11	8 (72.7%)	3 (27.3%)
Employed - Librarian/IM Professional - Less than 5 years exp	20	16 (80%)	4 (20%)
Employed - Librarian/IM Professional - More than 5 years exp	22*	14 (63.6%)	7 (31.8%)
Employed - Other profession	2	n/a	2 (100%)
Looking for work - Recent graduate (less than 5 years exp)	1	1 (100%)	n/a
Looking for work - Experienced IM professional (more than 5 years exp)	1	n/a	1 (100%)

Table 4 ALIA membership of survey respondents as at January 2016

Twitter following activity

Respondents nearly unanimously followed ALIA's main Twitter account (@alianational). Only the student category and those employed in another profession had less than 95% follow rate for @alianational, at 81.8% and 50% respectively. The NGAC account lagged behind but still performed well. Over 75% of all employed professionals followed @aliangac, while only 45.4% of students did so. This is a clear indicator for NGAC to focus some additional effort into increasing our number of student followers and therefore engagement with the student community. See **Table 5** below for details.

Employment Type	Total number of respondents	Follows @ALIANational	Follows @ALIAngac
Student - Library/IM Studies	11	9 (81.8%)	5 (45.4%)
ALIA Members	8	7	4
Non-ALIA Members	3	2	1
Employed - Librarian/IM Professional - Less than 5 years exp	20	19 (95%)	15 (75%)
ALIA Members	16	16	14
Non-ALIA Members	4	3	1



Employed - Librarian/IM Professional - More than 5 years exp	22	22 (100%)	17 (77.2%)
ALIA Members	14	14	11
Non-ALIA Members	7	7	6
Unknown ALIA membership status	1	1	0
Employed - Other profession	2	1 (50%)	1 (50%)
Non-ALIA members	2	1	1
Looking for work - Recent graduate (less than 5 years exp)	1	1 (100%)	1 (100%)
ALIA Member	1	1	1
Looking for work - Experienced IM professional (more than 5 years exp)	1	1 (100%)	1 (100%)
Non-ALIA Member	1	1	1

Table 5 Twitter following activity of survey respondents as at January 2016

Responses based on employment type

Employed - Librarian/IM Professional - Less than 5 years experience

60% agreed with NGAC's statement. One third (35%) of respondents indicated that NGAC posts primarily engaged with the profession and 30% indicated that NGAC primarily promoted events. The promotion of events was the most important function of the NGAC Twitter account in this category and library kitsch/entertainment was the least important function. Discussion around the profession (including #auslibchat) was in the middle of the field, coming third. This category had the highest instance of negative criticism, with 4 out of 7 comments being negative; 2 were constructive and 1 was purely supportive. This finding was surprising to NGAC and suggests we need to improve our engagement with this demographic.

Summary of results:

- 12 agreed with the statement: *ALIA NGAC (@aliangac) Twitter account currently helps to strengthen participation of recent graduates and young professionals to the Australian Library and Information Association.* 2 did not respond.
- Respondents in this category rated NGAC posts on Twitter as follows. Posts primarily:
 - Engage with the profession - 7
 - Promote events - 6
 - Inform me - 3
 - Provide me with entertainment or humour - 1
 - Non-response - 4
- Respondents ranked their priorities as follows (ranked 1-6, with 1 being most important, average ranking of respondents shown):
 - Finding work - 3.04
 - Promote events - 1.7
 - Australian library news - 1.9
 - International library news - 3.1
 - Library kitsch/entertainment - 3.7
 - Discussions/structured forums - 2.6
- Comments trended to the negative:
 - 1 supportive
 - 2 constructive criticism
 - 4 negative criticism.



Employed - Librarian/IM Professional - More than 5 years experience

Only 41% agreed with NGAC's statement. This category saw an even split between views of NGAC posts, with a result of 22% for posts engaging with the profession, promotion of events and informing the individual. This category judged that providing Australian library news was the most preferred function of the NGAC Twitter account, with the promotion of events coming second. Professional discussion (including #auslibchat) was third also in this category, but with a much smaller gap between it and second. Again, library kitsch/entertainment was the least important function. Comments were split, with one supportive and one negative comment each.

Summary of results:

- 9 agreed with the statement: *ALIA NGAC (@aliangac) Twitter account currently helps to strengthen participation of recent graduates and young professionals to the Australian Library and Information Association.* 5 did not respond.
- Respondents in this category rated NGAC posts on Twitter as follows. Posts primarily:
 - Engage with the profession - 5
 - Promote events - 5
 - Inform me - 5
 - Provide me with entertainment or humour - 0
 - Non-response - 6
- Respondents ranked their priorities as follows (ranked 1-6, with 1 being most important, average ranking of respondents shown):
 - Finding work - 3.3
 - Promote events - 2
 - Australian library news - 1.45
 - International library news - 2.8
 - Library kitsch/entertainment - 4.05
 - Discussions/structured forums - 2.1.
- Comments trended to the negative:
 - 1 supportive
 - 0 constructive criticism
 - 1 negative criticism.

Student - Library/IM Studies

63% agreed with NGAC's statement. 36% indicated that NGAC posts primarily inform on the profession at an individual level, while 27% indicated that NGAC posts engaged with the profession and promote events respectively. Student respondents judged that providing Australian library news was the most preferred function of the NGAC Twitter account, and professional discussion (including #auslibchat) second. Once again, library kitsch/entertainment was the least important function. Comments were split, with one constructive and one negative comment each.

Summary of results:

- 7 agreed with the statement: *ALIA NGAC (@aliangac) Twitter account currently helps to strengthen participation of recent graduates and young professionals to the Australian Library and Information Association.* 2 did not respond.
- Respondents in this category rated NGAC posts on Twitter as follows. Posts primarily:
 - Engage with the profession - 3
 - Promote events - 3
 - Inform me - 4
 - Provide me with entertainment or humour - 0
 - Non-response - 1.
- Respondents ranked their priorities as follows (ranked 1-6, with 1 being most



important, average ranking of respondents shown):

- Finding work - 2.9
- Promote events - 2.54
- Australian library news - 1.45
- International library news - 3.45
- Library kitsch/entertainment - 4.36
- Discussions/structured forums - 2.45.
- Comments trended to the negative:
 - 0 supportive
 - 1 constructive criticism
 - 1 negative criticism.

Other (looking for work and those employed in another sector)

100% of looking for work and 50% of those employed in other professions agreed with NGAC's statement. 50% indicated that NGAC posts primarily promote events. An understandable shift, respondents judged that providing aid with finding work and to promote events were the most preferred function of the NGAC Twitter account. Professional discussion (including #auslibchat) surprisingly came in fifth, behind library kitsch/entertainment. There was one constructive comment only.

Summary of results:

- Looking For Work agreed with the statement: *ALIA NGAC (@aliangac) Twitter account currently helps to strengthen participation of recent graduates and young professionals to the Australian Library and Information Association.*
- Respondents in this category rated NGAC posts on Twitter as follows. Posts primarily:
 - Engage with the profession - 1
 - Promote events - 2
 - Inform me - 0
 - Provide me with entertainment or humour - 0
 - Non-response – 1.
- Respondents ranked their priorities as follows (ranked 1-6, with 1 being most important, average ranking of respondents shown):
 - Finding work - 1.5
 - Promote events - 1.5
 - Australian library news - 2
 - International library news - 4
 - Library kitsch/entertainment - 3.25
 - Discussions/structured forums - 3.5.
- Comments trended to the negative:
 - 0 supportive
 - 1 constructive criticism
 - 0 negative criticism.

