



Kai Alexis Smith, 2015
Some rights reserved.

This work is licensed under a Creative Commons
Attribution 4.0 United States License.

<http://creativecommons.org/licenses/by/4.0/>

Social Media

***8. Do you snap QR codes with your smartphone/tablet?**

Yes

No

***9. How often do you communicate using the following methods?**

	Often	Sometimes	Rarely	Never
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instant message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify method)

Social Media

*10. Why do you visit social networks? (Check all that apply.)

- To keep in touch with friends and family.
- To network with peers.
- To get updates on new course opportunities.
- To make professional and business contacts.
- To get news about research, scholarship, and publishing.
- To share and discover photos, videos, and music.
- To find fun content (e.g., trivia, photos, humor).
- To find information and share feedback about new products.
- To promote a business or cause.
- Other (please specify)

*11. How much time in a day do you spend on social media?

- 0-2 hours
- 3-5 hours
- 6 or more hours
- None

*12. Social networking is an effective way of communicating with peers?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Social Media

***13. Do you follow other Notre Dame departments or libraries on social media?**

Yes

No

Social Media

***14. Which Notre Dame departments or libraries do a particularly good job of engaging their audience(s) on social media?**

Social Media

***15. Would you follow the Kresge Law Library on a social media network?**

Yes

No

16. Which of the following social media networks would you use to follow the Kresge Law Library? (Check all that apply.)

- Twitter
- Facebook
- Tumblr
- Instagram
- LinkedIn
- Pinterest
- Google+
- Flickr
- Other (please specify)

17. Why wouldn't you follow the Kresge Law Library?

***18. What topics should be covered by Kresge Law Library social media?**

Digital signage

***19. Do you read the digital sign just outside the main entrance to the Kresge Law Library?**

- Yes
- No

Digital signage

*20. Why don't you read the digital sign?

*21. What information should be displayed on the digital sign? (Check all that apply.)

- Sports News (ESPN)
- Library News
- Bloomberg Law, Lexis Advance, WestlawNext News
- CDO Announcements
- Law School Events
- Scotus Blog
- CNN
- Notre Dame News Twitter feed
- Jurist
- Law Student Organization Information
- ND Athletics Promotion Twitter Feed
- Other (please specify)

Thank you!

To be eligible for the drawing of either one of:

one \$100, two \$50, or four \$25 gift certificates at Amazon.com, answer the following question correctly:

22. Who is the Dean of the University of Notre Dame Law School?

- Rev. John I. Jenkins, C.S.C.
- Nell Jessup Newton
- Barack Obama

23. Please give us your contact information so we can let you know if you've won!

Name

E-mail

Appendix C
Kresge Law Library Fall 2014 Social Media Survey summary

Social Media Survey

Summary, trends & Recommendations

KAI ALEXIS SMITH, LIBRARIAN-IN-RESIDENCE

KRESGE LAW LIBRARY

COMMUNICATIONS TEAM

DECEMBER 4, 2014

Summary

Objective:

- To find out the best way to communicate with students through social media
- To assess how students, faculty and staff interact with the digital signage and preferred content

Dates survey open 10/30- 11/14/2014

Response total = 355

Response rate = 46.2%

Distribution			
Recipients	Total Recipients	Responses	Response Percentage*
ND Law (Students)	629	337	54%
ND Faculty	76	11	15%
Staff	66	7	11%
Total	777	355	46%

*Response rate percentages based on total on listservs sent to and total of each type of participant that applied