

Social Media and Legal Research: A Look at Facebook

Jim Kelly

Reference Librarian/Social
Media Coordinator

New York Law Institute



Overview

- Facebook is the social medium of choice
- NYLI's Goals with Facebook
- Survey and results
- Tips for Facebook Engagement

Facebook is the social medium of choice

Facebook users

Among online adults, the % who use Facebook

	Use Facebook
<i>All internet users (n= 1,445)</i>	71%
a Men (n= 734)	66
b Women (n= 711)	76 ^a
a White, Non-Hispanic (n= 1,025)	71
b Black, Non-Hispanic (n= 138)	76
c Hispanic (n= 169)	73
a 18-29 (n= 267)	84 ^{cd}
b 30-49 (n= 473)	79 ^{cd}
c 50-64 (n= 401)	60 ^d
d 65+ (n= 278)	45
a High school grad or less (n= 385)	71
b Some college (n= 433)	75 ^c
c College+ (n= 619)	68
a Less than \$30,000/yr (n= 328)	76 ^d
b \$30,000-\$49,999 (n= 259)	76
c \$50,000-\$74,999 (n= 187)	68
d \$75,000+ (n= 486)	69
a Urban (n= 479)	75
b Suburban (n= 700)	69
c Rural (n= 266)	71

Pew Research Center's Internet Project August Tracking Survey, August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

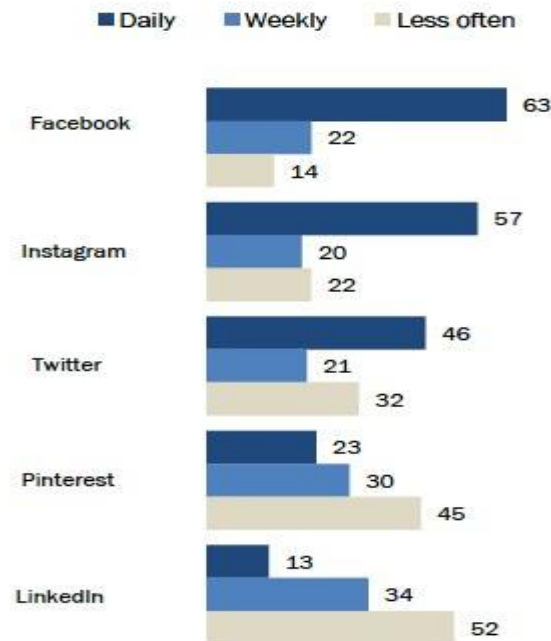
Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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Facebook is the social medium of choice

Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 63% of Facebook users use the site on a daily basis)



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Social media matrix

% of users of each particular site who use another particular site (e.g., 29% of Pinterest users also use Twitter)

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who...	N/A	53	34	39	90
% of Instagram users who...	53	N/A	37	30	93
% of Pinterest users who...	29	31	N/A	29	87
% of LinkedIn users who...	31	24	28	N/A	83
% of Facebook users who...	22	23	25	25	N/A

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NYLI's Goals with Facebook

- Our goal is to build an online community of users interested in law, libraries, and technology
- Offer value; inform about technology, our collection, and other news of interest
- Increase name recognition
- Not simply bombard with marketing

Observations from Survey

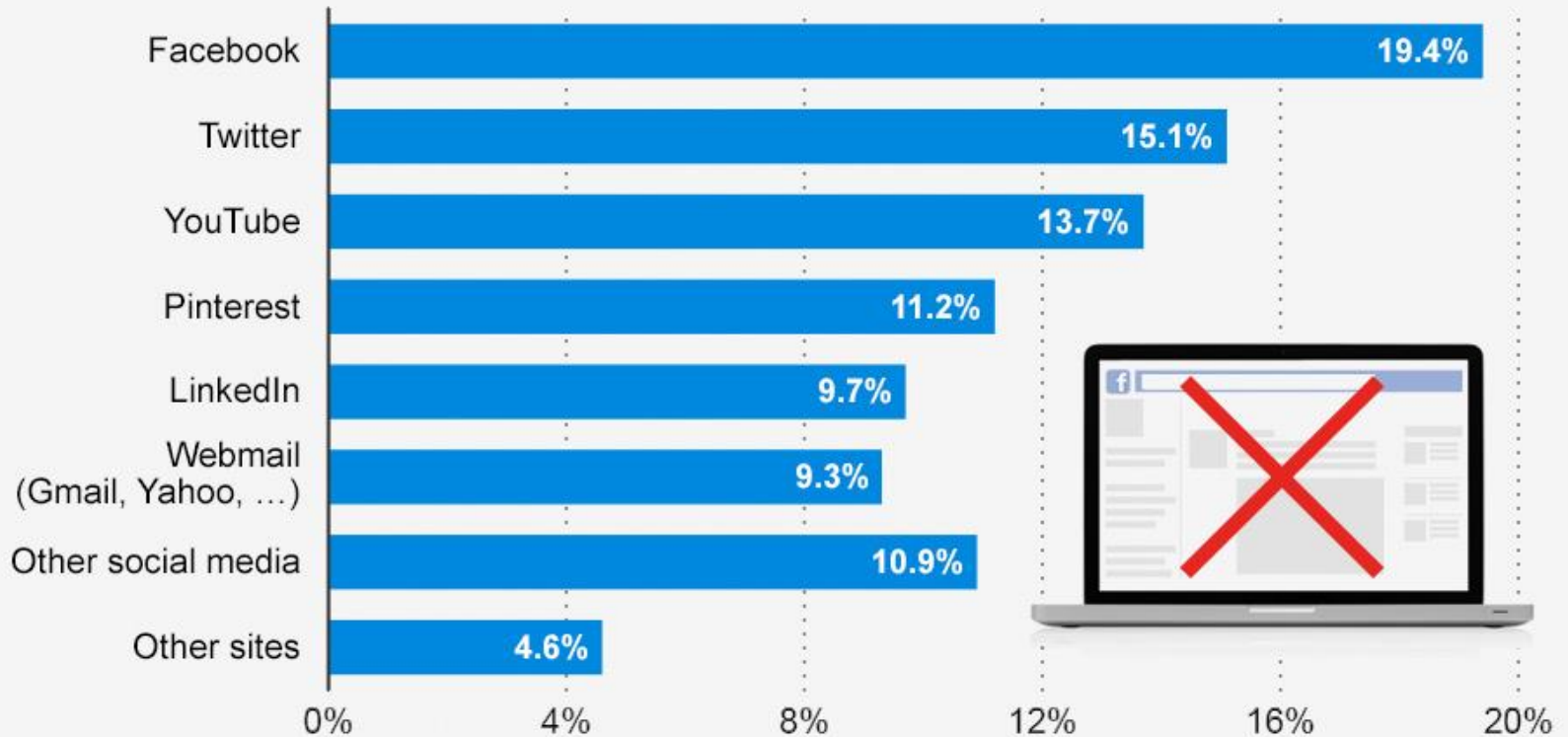
- In October 2013, I posted on both the LLAGNY and Law-Lib listservs asking for advice to increase its visibility and usability.
- The most common response was that many courts and firms still block access to Facebook.
- Firms and courts are concerned FB is a distraction.
- This is true even of firms that have FB pages themselves for marketing purposes.

Access to Facebook

- In 2009, a survey indicated that more than half of all companies blocked access to FB and other social media.
- While this is changing, a survey from September 2013 suggests that 20% of Americans still cannot access FB at work.

1 in 5 Americans Cannot Access Facebook at Work

% of American employees who state that the following websites are blocked at their workplace



n=1,021

Observations from Survey

- Often it is best to have one person be the contact for Facebook and other social media.
- Have someone take photos at events and tag them.
- Post regularly but not so much that people hide you from their newsfeeds
- Add “Like Us on Facebook” to website, email, and other correspondence

Tips for Facebook Engagement

- Photos and videos are always better than text



Tips for Facebook Engagement

- If you share an article posted by someone else, add commentary, especially something that will drive others to read it
- Facebook now uses searchable hashtags
- Ask questions
- Like and comment on other people's and organizations' posts

www.facebook.com/NewYorkLawInstitute

The image shows a screenshot of the Facebook page for the New York Law Institute. The page header includes the Facebook logo, a search bar with the text "Search for people, places and things", and the page name "New York Law Institute" with a "Home" link and a settings icon. The main content area features a profile picture of the institute's logo, which consists of stylized green and blue shapes forming an open book. Below the profile picture, the name "New York Law Institute" is displayed, along with the statistics "77 likes · 3 talking about this · 5 were here". A "Promote Page" button is visible in the top right corner. The "Recent" section on the right shows posts from 2013 and 2012. The "About" section on the left describes the institute as the oldest circulating law library in New York City, open to contributing members of the New York Bar and scholars of history and law. Below the "About" section are tabs for "Photos", "Likes", "Map", and "Events". The "Photos" tab shows a firework image with the year "2014". The "Likes" tab shows a thumbs-up icon and the number "77". The "Map" tab shows a map of New York City with a red pin on Union City. The "Events" tab shows a mobile phone displaying a calendar or event page.

facebook New York Law Institute Home

New York Law Institute
77 likes · 3 talking about this · 5 were here

Promote Page

Recent

2013

2012

Law Practice · Library
The New York Law Institute is the oldest circulating law library in New York City and is open to contributing members of the New York Bar, as well as to scholars of history and

About

Photos

Likes 77

Map

Events