Gleaning Insight from Social Media
Start with a clear focus

What’s the purpose of this project?
Who’s going to see the results?
What will the answer look like?
What do I need to find/do first?
DOs

DO remember what you’re searching
People’s thoughts & pointers, not articles

DO plan to browse, not just search
It’s a multi-step process!
DOs

DO watch for clues
What hashtags are people using?
What are they saying?
What words/phrases do they use?
DOs

Try searching social media on Google
Not comprehensive but more complex searching

site:twitter.com ("urban gardens" OR "urban gardening") millennials
DON’Ts

DON’T just lurk – participate!

DON’T look for THE answer... look for leads to the answer
Searching LinkedIn
Use LinkedIn to find experts

Use advanced filters:
Click the search box
Click “Search for People”
Click “All Filters”
Finally, you get:

### All people filters

<table>
<thead>
<tr>
<th>Connections</th>
<th>Connections of</th>
<th>Locations</th>
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<tbody>
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<td>3rd+</td>
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<td>Accenture</td>
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<td>Amazon</td>
<td>Oracle</td>
<td>Staffing &amp; Recruiting</td>
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<th>Contact interests</th>
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<td>Spanish</td>
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<td>French</td>
<td>University of Colorado Boulder</td>
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<td></td>
<td></td>
<td>Joining a nonprofit board</td>
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</table>
Use LinkedIn to find experts

Needed horticultural librarians
(industry=libraries)
Keyword botanic OR horticultural OR arboretum
Then scrolled through results, looked for expertise
EVERYONE responded!
Search LinkedIn posts

Facebook for professionals

Search for **Content** (instead of People, Jobs, Companies, Groups, etc.)
Choose any internet - on the Gig-speed network, then add Phone & TV for just $34.90 mo

Duncan Colquhoun
Licensed Real Estate Professional at TTR Sotheby's International Realty

Over 80% of Gen X, Millennials, and Gen Z say they expect to become homeowners in the next 5 years. A younger, more optimistic Gen Z (those born in 1995 and later) still cite student loan debt as the biggest obstacle, but know a lower dov ...see more

More Optimistic Than Millennials, Gen Z Is Here to Revolutionize the Housing Market | PropertyShark
propertyshark.com
Searching Twitter
What’s Twitter good for?

Pointers to useful resources
Monitor interesting people
Staying up on current trends
Twitter search hacks

Look for engagement, identify influencers

min_retweets:n
min_faves:n
Twitter search hacks

Limit by date for conversations, at-the-moment news coverage

Twitter search hacks

Monitor trade shows... live!

ID the show’s hashtag

Nighthawk Strategies @NighthawkStrat · Mar 28
Thanks #CILDC for an amazing week and for attending my Cybertour Presentation today on Smart Social Media Tools. My slides, as well as other presentations from this week’s speakers, are available on the CIL website:
computersinlibraries.infotoday.com/2019/Presentat...
Twitter search hacks

*filter:follows*

Search only the people you follow
Build lists of experts in your area
Be sure to select LATEST instead of TOP
filter:follows beekeeping

Top Latest People Photos Videos News Broadcasts

Search results for beekeeping

Who to follow

- Followed by Mattson and others
  - Amazon Prime Video US
    - Follow
  - Followed by Michelle and others
    - Zena Applebaum @ZAppl...
      - Follow
  - Followed by Steph Myers and others
    - Pat Wagner @pat2pattern
      - Follow

Find people you know

Chicago trends

Darren Rowse @problogger Apr 26
New Blogger #Job: Beekeeping Experts to Write About Bees

Beekeeping Experts to Write About Bees - ProBlog...
Are you a beekeeper? Do you currently have beehives in your backyard? If so, we’d love to hear from you! We’re in search of motivated writers with an expertise in bee...
problogger.com

Tara Calishain @ResearchBuzz Apr 4
Beekeeping, Microsoft, Health News Fact-Checking, More: Thursday ResearchBuzz, April 4, 2019

Beekeeping, Microsoft, Health News Fact-Checking...
NEW RESOURCES Purdue University: Online tool identifies best and safest places to keep bees. "Beekeepers must... identify safe places to establish th... researchbuzz.me

BatesInfo.com
Create lists

Build lists of influencers, thought leaders, publications, sources

Find other people’s lists

\[
site:\text{twitter.com/*/lists} \text{ ("urban gardens" OR “urban gardening“)}
\]

Searches for all public lists that mention urban gardens
Search lists

Syntax is  list:user-handle/list-name

list:mebs/people-i-read AI

Searches my list called “people I read” for mentions of AI
Searching Facebook
Searching Facebook

Good luck!

Use “phrase searches”

Include city to focus the search

Be sure to select ALL results
Facebook is changing (again)

Platform redesign to emphasize private groups, visual stories; fight misinformation

Long-term impact?
Moderators do more policing of content
Could encourage toxic groups
Searching YouTube
What’s YouTube good for?

Tutorials, how-to, DIYs
Should you create internal video tutorials?

Professional development
Lectures, speeches, interviews
Searching YouTube

Start with a broad search
search pacer (tutorial OR diy OR “how to” OR hack)

Then use Filters to narrow, focus, sort
<table>
<thead>
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<th>UPLOAD DATE</th>
<th>TYPE</th>
<th>DURATION</th>
<th>FEATURES</th>
<th>SORT BY</th>
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<td>Live</td>
<td>Relevance</td>
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<tr>
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<td>Channel</td>
<td>Long (&gt; 20 minutes)</td>
<td>4K</td>
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<td>This week</td>
<td>Playlist</td>
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<td>Movie</td>
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<td>Subtitles/CC</td>
<td>Rating</td>
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<td>This year</td>
<td>Show</td>
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<td>Creative Commons</td>
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How to use PACER to learn more about a Copyright Bully.
YouTube terminology

Channel = all the videos uploaded by a user

Playlist = a curated collection of videos
Final thoughts

Be creative

Manage expectations – look for ideas, not the answer

Participate!
Questions?