SLA/PHT Division 2014 Spring Meeting
March 31, 2014

The U.S. Food and Drug Administration
“Reaching In, Reaching Out”

Joanne M. Berger, MLS, Librarian
Paul F. Bove, Social Media Lead
FDA provides for the safety, effectiveness, quality, and security of the products it regulates.

Without it...
FDA Regulates = FDA Library collection contains resources covering:

- Food – except for meat from livestock, poultry and some egg products
- Drugs
- Medical Devices
- Radiation–Emitting Products
- Vaccines, Blood and Biologics
- Animal Feed, Pet Food, and Animal Drugs
- Cosmetics
- Tobacco
>14,500 FDA employees worldwide => 14,500 potential FDA Library customers

- U.S. Headquarters staff
- U.S. and territories field staff (i.e., inspectors)
- Offices:
  - Asia-Pacific
  - China
  - India
  - Latin America
  - Europe
- Sub-Saharan Africa Post
• 22 staff located in White Oak, Maryland, and at the National Center for Toxicological Research in Jefferson, Arkansas

• Website with
  ~17,000 electronic books
  More than 40,000 electronic journals
Library Services

• Hundreds of print books, journals, and other formats (CD, DVD, microfilm, microfiche, among others)

• More than 75 databases and other online resources, several with mobile versions

• Ask a Librarian
Services, continued

• Document Delivery
• Literature searches
• Project consultations
• Citation Management
• Bibliometrics
What makes our jobs challenging also makes them interesting!

• Awareness of our services
• Meeting resource needs of different customer bases
• Helping customers use our resources
• Obtaining feedback
• Measuring performance
• Professional development
Awareness of our services

- Attending and participating in FDA events
- New Employee Orientation/Library Orientation
- FDA Notices
- Website
Meeting resource needs

- Ask a Librarian
- FDA Notices
- Focus groups/liaison
Helping Customers Use Resources

- Training on Demand
- Librarian-led training
- Vendor Training
- Website
Obtaining Feedback

• Evaluations
• Adobe Connect polling
• SharePoint
• Literature search evaluation
• Focus groups
Measuring performance – a work in progress!

• Statistics
  • Ask a Librarian
  • ILLiad
  • Web page hits
  • Training and Outreach

• Qualitative metrics

<table>
<thead>
<tr>
<th>Formal Training and Outreach Events</th>
<th>CBER</th>
<th>CDER</th>
<th>CDRH</th>
<th>CFSAN</th>
<th>CTP</th>
<th>CVM</th>
<th>NCTR</th>
<th>OC</th>
<th>ORA</th>
<th>Library Staff</th>
<th>Center Not Known</th>
<th>FDA Sub Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacy Student Orientation, Lisa, 1/6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluation: 4.8 /5.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intro to PubMed, Manju, 1/9</td>
<td>1</td>
<td>15</td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluation: 5.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Micromedex, Didier/Manju, 1/15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>Evaluation: 5.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Searching Electronic Databases, Joanne, 1/22</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>Evaluation: 5.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Professional Development

• Professional and technical staff meetings

• In–services
  Librarian
  Vendor
  FDA Staff

• Attending FDA meetings

• Free and nominal–cost training

• Consortia/FEDLINK
In sum...

- We change and grow with the mission and scope of the agency.
- We save FDA staff time, so they can concentrate on their jobs.
- We’re continually working to improve our outreach and our service to current and potential customers.
Social Media = Communication
FDA is using these tools to get our messages where people are. We reach out to communities.
Where We Were (April 2012)

- 1 Facebook Page
  - ~21,000 Followers
- 10 Twitter Accounts
  - ~7800 followers on @US_FDA
  - ~252,000 followers on @FDAREcalls
- 1 Flickr Account
  - ~100,000 Views of recalls (over 3 years)
- 2 Blogs
- 1 YouTube Channel
  - 1.3 Million Upload Views
Where We Are Now

- 1 Facebook Page
  - 113,500 Likes (440% increase)

- 13 Twitter Accounts (over 750,000 total followers)
  - 51,500 Followers on @US_FDA (560% Increase)
  - 462,000 on @FDARecalls (83% increase)
Where We Are Now

- 1 Flickr Account
  - ~47,500 Views of recalled items in 2013
- 2 Blogs
- 1 LinkedIn Account
- 1 YouTube Channel
  - 2.69 Million Upload Views (106% increase)
- 1 Pinterest Account
We’ve seen an increase in numbers.

But how do we give our audience a better experience?
ENGAGEMENT
We use our social tools to reach out and ask our communities what they want, and also offer them information they don’t know we have.
FDA Social Media

- Full Directory: http://www.fda.gov/NewsEvents/InteractiveMedia/default.htm
- Facebook: www.facebook.com/FDA
- Twitter: @US_FDA
  - @FDARecalls
- Flickr: http://www.flickr.com/photos/fdaphotos/
- YouTube: https://www.youtube.com/user/USFoodandDrugAdmin

Thank you!

Paul F. Bove
(301) 796–9556
paul.bove@fda.hhs.gov
Thank you!

Joanne Berger

(301) 796-2005

Joanne.berger@fda.hhs.gov