SOCIAL MEDIA & LIBRARIES

Why twttr and fb?

"With the excess of information on the Web, people require a tool to make sense of it all. Social media is that mechanism." - Socialnomics, 2009, Eric Equalman, p. 7

"We have shifted from a world where the information and news was held by a few and distributed to millions, to a world where the information is held by the millions and distributed to a few." - Socialnomics, 2009, Eric Equalman, p. 11

CHANGING WORLD

Our world has changed thanks to the Social Media Revolution (see **Social Media Revolution**, http://bit.ly/RTzPe & **Did You Know?** http://bit.ly/33INWM). As a result, library patrons are asking for help with texting, with Facebook, and wonder what Twitter is. Librarians are asking the same questions! How can librarians use **Twitter** and **Facebook** for personal use, in the library, and help patrons? This presentation will help you answer that question! To get us started, check out the **Social Media Best Practices for Libraries** list, http://bit.ly/cEG9fi.

PRESENTATION RESOURCES

Turn to the back page for the presenters' contact information. All presentation resources, including the slides, the handout, and the links mentioned, are posted online at Heather's blog: http://bit.ly/a4kNZt. Also, all links mentioned in the presentation and handout will be linked at http://delicious.com/hbraum/socialmediapresos.
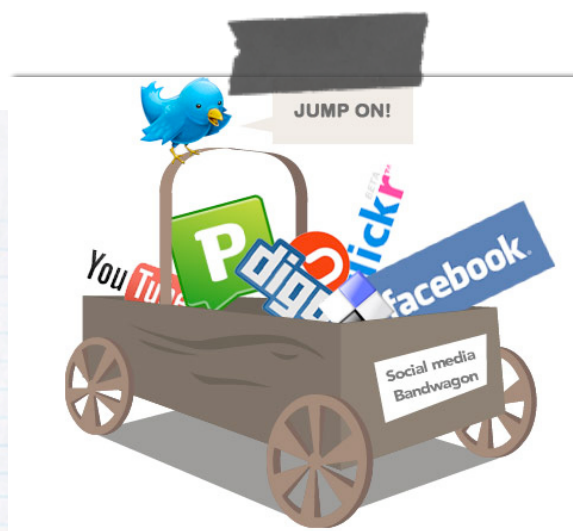

The **Twitter** bird (microblogging, www.twitter.com) carries the Social Media Bandwagon that includes **YouTube** (video sharing, www.youtube.com), **Flickr** (photo sharing, www.flickr.com),

Digg (link sharing and ranking, www.digg.com), **Facebook** (social network, www.facebook.com), and **Delicious** (social bookmarking, www.delicious.com).

TWITTER. Find out how librarians and libraries, including the Finney County Library, are using Twitter to network, share information, and communicate!
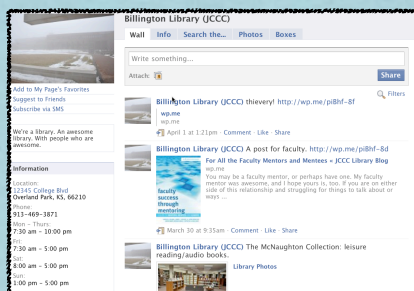
FACEBOOK. Find out how librarians and libraries, including the Billington Library at JCCC are using Facebook to network, share information, and communicate!
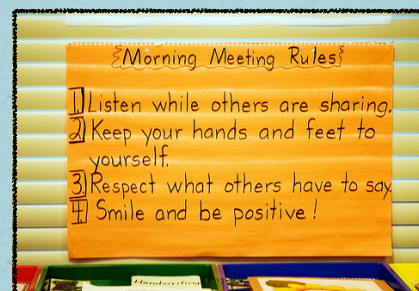
POLICIES AND FURTHER LEARNING. Discover social media policy examples, as well as resources to continue learning about social media.

Photo Credits: Twitter, Facebook, and Policies images, see those handout pages; Social Media Bandwagon, http://farm4.static.flickr.com/3103/3141182898_47f209477e.jpg; Rules, http://www.flickr.com/photos/61885596@N00/3260607785/.

What are you doing?

TWITTER

Website?
http://www.twitter.com

Requirements? Free account signup, must have email address; mobile phone optional (will need data plan to access the Internet); Smartphone recommended.

Training Resources

- *Twitter in Plain English:* http://bit.ly/1CeX

- *Twitter for Beginners:* http://bit.ly/H71MQ (**PDF**)

- *100 Ways to Use Twitter in Your Library:* http://bit.ly/UpWO2

- *Guidebook, from Mashable:* http://bit.ly/46PQr

- *Twitter for Librarians Slides (Nicole Engard):* http://bit.ly/9gfSms (**PDF**)

twitter

FinneyCountyLib

finney county
PUBLIC LIBRARY

✓ Following

Your lists: ks-libraries

FCPL will be closed Sunday, April 4th for Easter! We will reopen Monday, April 5th at 10:00am.
10:05 AM Apr 2nd via web

hbraum RT @lindyjb: RT @jenklaud: Check out the news at CalPoly's library today: http://bit.ly/9ZSBxA – another higher ed april fool's webpage joke
1:01 PM Apr 1st via Tweetie
Retweeted by FinneyCountyLib

RT @CityofGCKS Lee Richardson Zoo begins summer hours today. More information here: http://tinyurl.com/yheseo5 ~~~> Yay!!!
11:08 AM Apr 1st via web

Name FCPLibrary
Location Garden City, KS
Web http://fcpl.homes...
Bio The Finney County Public Library serves over 40,000 library users throughout Finney County, and counting!

129 following **126** followers **18** listed

Tweets 352

Favorites

Actions
message FinneyCountyLib
block FinneyCountyLib
report for spam

Following

HOW ARE LIBRARIES USING TWITTER?

People use Twitter to answer the question **What are you doing?** Many Twitter users post about their everyday lives, but librarians are using Twitter to connect to library colleagues and patrons in ways they have never been able to before.

Use Twitter to share articles or websites you find interesting. Follow libraries around the world to gain a real-time understanding of their library happenings. Create an account for your library to show what you're doing. At conferences or meetings, see if there's a hashtag for the meeting, so you can see what others are saying. (KLA is #kla2010).

Follow other Twitter users like companies, government organizations, and news media. Get real-time information from your Twitter page.

Have a reference question you're stumped by? Don't just ask the KANLIB community; send the question on Twitter, if appropriate. Twitter becomes what you use it as!

People to **Friend** on Twitter: @hbraum, @bckhough, @J_Nellie, @wizzyrea, @lybrarian, @TopekaLibrary, @jocolibrary, @FinneyCountyLib, @erindowney, @mrschupa.

Twitter Uses

How do You Use Twitter?

Share Articles & Resources
Follow Real-Time Events
Connect with Librarians
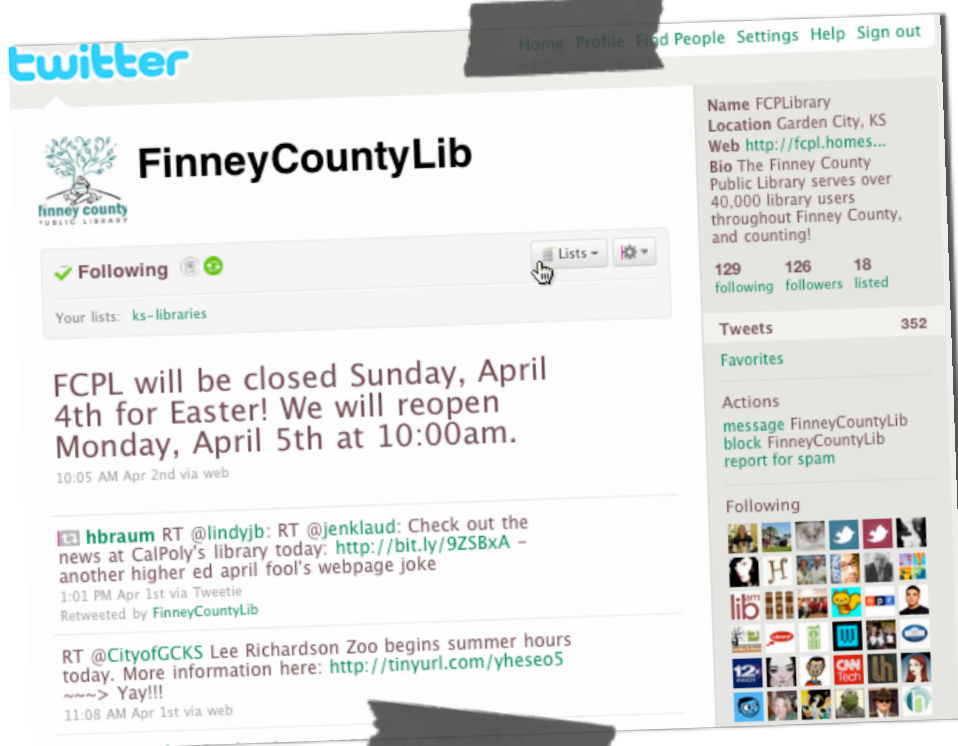**Connect with Friends**
Share & View Pictures
Follow News Media
Talk to Companies
Follow Events

TWITTER TERMS

Follow & Following & Followers

140 characters

Public v. Private

Tweets

Link shorteners

RT & @ & dm

#hashtag

search.twitter.com

Building your online community

Billington Library (JCCC)

Wall | Info | Search the... | Photos | Boxes

Write something...

Attach:

Add to My Page's Favorites
Suggest to Friends
Subscribe via SMS

We're a library. An awesome library. With people who are awesome.

Information

Location:
12345 College Blvd
Overland Park, KS, 66210

Phone:
913-469-3871

Mon – Thurs:
7:30 am – 10:00 pm

Fri:
7:30 am – 5:00 pm

Sat:
8:00 am – 5:00 pm

Sun:
1:00 pm – 5:00 pm

Billington Library (JCCC) thievery! http://wp.me/piBhf–8f
wp.me
wp.me
April 1 at 1:21pm · Comment · Like · Share

Billington Library (JCCC) A post for faculty. http://wp.me/piBhf–8d
For All the Faculty Mentors and Mentees « JCCC Library Blog
wp.me
You may be a faculty mentor, or perhaps have one. My faculty mentor was awesome, and I hope yours is, too. If you are on either side of this relationship and struggling for things to talk about or ways ...
March 30 at 9:35am · Comment · Like · Share

Billington Library (JCCC) The McNaughton Collection: leisure reading/audio books.
Library Photos

FACEBOOK

Website? http://www.facebook.com

Requirements? Free account signup, must have email address; mobile phone optional (will need data plan to access the Internet); smartphone recommended.

Training Resources?

- *Facebook 101*: http://bit.ly/rQupO

- *Getting Started Guide:* http://bit.ly/d46hni

- *Guidebook, from Mashable:* http://bit.ly/8foVZr

- *Guide to the new Interface:* http://bit.ly/dciqyJ

Facebook Uses

How do You Use Facebook?

Share Articles & Resources
Connect with Librarians
Connect with Family
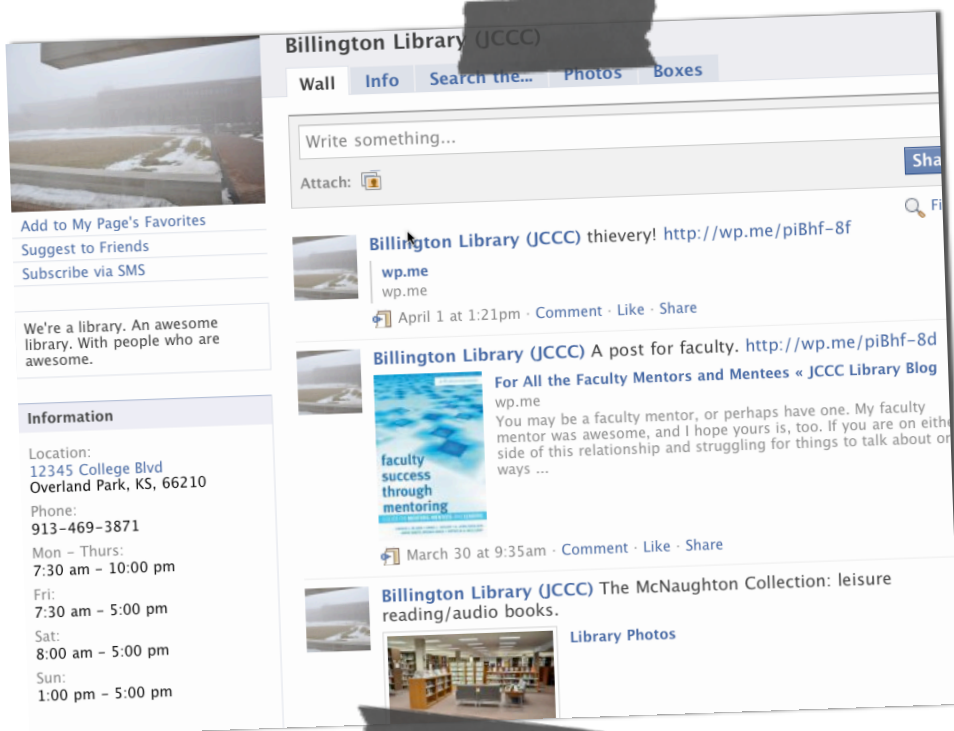**Connect with Friends**
Share & View Pictures
Play Games
Email
Chat

HOW ARE LIBRARIES USING FACEBOOK?

Just like with Twitter, librarians are using Facebook to connect to library colleagues and patrons in ways they have never been able to before. Conference connections are no longer renewed only once a year; find your conference friends on Facebook, and stay in touch throughout the year, even if you're on opposite sides of the state (or country or world!).

Start a Facebook **Group** or join one that's library-related. **KLA** (http://bit.ly/11YL43) has a group, and communicates with group members from time-to-time. Or, follow in the footsteps of libraries like **Carbondale City Library** and start a Facebook **Page** (http://bit.ly/1R84iY). **NEKLS** (http://bit.ly/aJmOxU) and **SWKLS** (http://bit.ly/bSURDj) both use fan pages to communicate with their members. Other Facebook users can **Become a Fan**, and you can communicate with your patrons about current happenings at your library. Users can comment on your posts and you can directly communicate with them!

People to **Friend** on Facebook: Heather Braum, Brenda Hough, Janelle Jarboe Mercer, Cindi Hickey, and Royce Kitts.
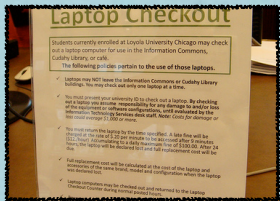
FACEBOOK TERMS

Friending

Status Updates

Applications

Networks

Pages

News Feed

Privacy Settings

Chat, Messages, & Comments

Policies & Other Resources

RESOURCES

SOCIAL MEDIA POLICIES

- IBM: http://bit.ly/bw8acT

- North Aurora Public Library Staff: http://bit.ly/9hPOfy (Word Doc)

- North Aurora Public Library Public: http://bit.ly/ancN2H (Word Doc)

- Whitman Public Library: http://bit.ly/9uTnDz (PDF)

- Should Your Library Have a Social Media Policy? http://bit.ly/bAEAOx

FURTHER LEARNING

- **Mashable:** www.mashable.com

- **Feed My Inbox:** www.feedmyinbox.com

- **Lifehacker:** www.lifehacker.com

- **MakeUseOf:** www.makeuseof.com

- **ReadWriteWeb:** www.readwriteweb.com

- **Socialnomics:** www.socialnomics.net

- **CommonCraft:** www.commoncraft.com/social-media-pack

- **23 Things Kansas:** www.23thingskansas.org

GUIDELINES FOR YOUR SOCIAL MEDIA USAGE

Some libraries and other organizations have started developing social media policies, to help determine what's acceptable, what's not, and what to do when something unacceptable happens. Atchison Public Library in Atchison, Kansas, is in process of adopted a social media policy. Does your library have a social media policy? Check out the sidebar for some examples of social media policies in libraries and in other organizations.

Also, one of the questions we get asked most often is "How do you keep up with all the constant change with social media tools?" Check out the sidebar for some recommended resources on learning more about social media tools.

ABOUT THE PRESENTERS

Heather Braum is the Technology Librarian at the Northeast Kansas Library System. You can find her on **Facebook**, **Twitter** (@hbraum), **Delicious** (hbraum), and at her personal **blog**, www.heatherbraum.info. Or, contact her by email at hbraum@nekls.org.

Janelle Mercer is the Assistant Technology Consultant/Trainer at the Southwest Kansas Library System. You can find her on **Facebook**, **Twitter** (@J_Nellie), and at her personal **blog**, http://janellegant.wordpress.com/. Or, contact her by **email** at jmercer@swkls.org.