Social Software in Libraries

Current Use & Future Considerations
The Plan

• Why social software
• Policy & procedures
• Twitter
• LinkedIn
• Foursquare
Definitions (from Wikipedia)

Social Software:

*a range of software systems that allow users to interact and share data*

Social Network (service):

*an online service, platform, or site that focuses on building and reflecting of social networks or social relations among people*

Social Media:

*are media for social interaction, using highly accessible and scalable publishing techniques*
Why Social Software?

Interaction – Conversation – Participation

Engagement

Build Community
Policy & Procedures

Guidelines for:

- Library accounts
- Library staff
- Library patrons

http://mashable.com/2009/10/02/social-media-policy-examples/
Library Twitter Policy

“These guidelines pertain only to Twitter accounts set up to direct to the library’s website and to the library’s digital signage.”

https://docs.google.com/View?id=ddhwntd8_107k6zdfnff
How do libraries use Twitter?

- Promote Events
- Engage Patrons
- Build Reputation
- Share Links & News
- Live-Blog Events
- Customer Service
Twittiquette for Institutions

- Do treat Twitter as a conversation rather than a broadcast medium.
- Do search Twitter daily for mentions of your institution.
- Do follow everyone who follows you.
- Do post approximately once a day, or up to as many as five or six times a day.
- Do sometimes ask questions and solicit feedback.

http://www.infotoday.com/cilmag/may09/Milstein.shtml
6 Things Libraries Should Tweet

• Library events*
• Links to articles, videos, etc.
• Solicit feedback
• New additions to your collection
• Marketing
• Answer questions

Twitter: Followers

Concordia Libraries
@ConcordiaLib Montréal, Québec
Concordia University Library, Montreal, QC. Have a Question: ask a librarian at http://library.concordia.ca/help/questions/
http://library.concordia.ca/

Edit your profile →

Timeline Favorites Following Followers Lists

Your 295 followers

nostriuu nostriliuu
I mostly use twitter for advocacy/trolling, don’t mind pushing corps, sorry if I offend a person.

JonnyNotion Jonathan Kobewka

asaconcordia ASAC Concordia
ASAC is a student association which represents the students of African descent at Concordia University.
What are our Patrons saying?

Tweets mentioning @ConcordiaLib

MsWendyKH  Wendy Kraus-Heitmann
@lex_is @ConcordiaLib I hate people who talk and do other noisy things, like EAT in the silent zones! They should be fed to the escalators!
16 hours ago

lex_is  lex gill
There is a special circle in hell for people who hang out at @ConcordiaLib in silent zones late at night, whispering obnoxiously.
16 hours ago
@CanuckLibrarian ...ex.: "single mitten" wet from tears.
13 hours ago

@CanuckLibrarian lol, not long ago there was a library exhibit of "found" items around the library during exams...
13 hours ago
Twitter: The Retweet

@ConcordiaLib
Concordia Libraries
Hey, did you hear it's Public Library Week in Québec? Public libraries - full of fun! Do you have your @BAQ & @bibliomontreal cards?
21 Oct

Concordia Lib
Concordia Libraries
Today at noon in H-763 Gerald Beasley, University Librarian, will speak on "The Open Access Initiative at Concordia: What Exactly Is It?"
20 Oct

ConcordiaLib
Concordia Libraries
19 Oct

ConcordiaLib
Concordia Libraries
RT @McGillU The annual McGill Book Fair takes place Oct. 20-21 from 9 a.m. to 9 p.m. For more information, visit www.mcgill.ca/bookfair/
18 Oct

ConcordiaLib
Concordia Libraries
Hey! It's public library week in Québec! We're great for schoolwork
1 hour ago

13 Oct via HostSuite ☆ Favorite Reply Delete

Retweeted by jmsbconcordia

Tweets containing New Subscription

JLCLIVE
JLCLIVE
Save 50% on a new subscription to The Journal of Light Construction. Now on sale for half-price @jlcmagazine.com/halfprice
1 hour ago
Twitter: The Manual Retweet

Tweets mentioning @ConcordiaLib

thatry Tom Hatry
RT @ConcordiaLib: I just found a half eaten banana on a library shelf. Students, please rest and take your food breaks outside the library.
13 hours ago

jgewurz Jamie Gewurz
RT @ConcordiaLib: I just found a half eaten banana on a library shelf. Students, please rest and take your food breaks outside the library.
15 hours ago
Twitter Tools

SocialOomph
– Pre-schedule tweets

Twitterfeed
– link Twitter to Identi.ca; Blog to Twitter

HootSuite
– Schedule tweets; Statistics

Bit.ly
– URL shortener; Statistics
Hootsuite

What's New: Spectrum celebrates its first anniversary - During Open Access Week, Concordia University's research rep...
http://ow.ly/19zy1s

View stats

ConcordiaLib
8:44pm, Oct 21
What's New: New Subscription: Canadian Directory to Foundations and Corporations
http://ow.ly/19xcbl

View stats

ConcordiaLib
8:44pm, Oct 19
What's New: New Subscription: Canadian Directory to Foundations and Corporations
http://ow.ly/19xcbl

View stats

ConcordiaLib
8:44pm, Oct 15
What's New: Webster Library Exhibition: Ephemera of a Handmade Action Archive
http://ow.ly/19tm48

View stats

ConcordiaLib
8:44pm, Oct 13
What's New: The Open Access Initiative at Concordia: What Exactly Is It?
http://ow.ly/19r5g6

View stats

ow.ly/19xcbl http://library.concordia.ca
/about/new...

Created: 8:22PM Oct 19, 2010
Total Clicks: 3
User Rating: +1

http://ow.ly/19xcbl

Recently Viewed Stats

3 Clicks ow.ly/19r5g7 | What's New: Faculty workshop: How to deposit your work in...

2 Clicks ow.ly/19r5g6 | What's New: The Open Access Initiative at Concordia: What...

2 Clicks ow.ly/19tm48 | What's New: Webster Library Exhibition: Ephemera of a...

2 Clicks ow.ly/19UTN9 | What's New: Artists' Talk: Carissa Carman Ephemera Tales...

1 Click ow.ly/19Kv9c | What's New: Library workshops in engineering and visual...
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<td>How to set up Google Scholar to find resources available at...</td>
<td>Info Page+ September 23</td>
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Contacts: People you KNOW

- Hitchens, Alison
  - Sessional Lecturer - University of Western Ontario

- Keeping, Susan
  - Freelance Writer - Internet Brands

- Lake, Michelle
  - Reference & Instruction Librarian
  - History Liaison Librarian
  - Concordia University

- May, Laura
  - Information Standards Specialist
  - Library and Archives Canada

- Pickup, David
  - Systematic Review Librarian
  - Centre for the Study of Learning and Performance (Concordia)
Foursquare: Venue Info

Webster Library, Concordia
1400 de Maisonneuve Boulevard Ouest
Guy
Montreal, QC H3G 1M8
(514) 848-2424

Twitter

Categories: University, Library
Tags: concordia, library, wifi

http://foursquare.com/venue/370666
Foursquare: Tips!

Vanier Library, Concordia
7141 Rue Sherbrooke Ouest,
Montreal, Quebec H4B 1R6
(514) 848-2424

Categories: Library
Tags: library

Tips

Example: Order the burger and ask for the secret sauce!

Jennifer C.
Need a place to study with friends? Book a group study room at the library - in advance & online! Http://clues.concordia.ca

2 | August 17, 2010
Foursquare: Badges

These are the core badges dreamt up by the members of the foursquare team, for things like regular workouts at your gym or being a local at your neighborhood coffee shop.
How can Libraries Use Foursquare?

Claim the venue!

Rewards/contests for:

- Mayorships
- High count
- Frequency of check-ins
- Bookworm badge

Write tips.
Conclusions

• Libraries can use social software to monitor patron feedback
• Libraries do NOT have to use every social tool
• Librarians should experiment with social networks and services to understand trends
Suggested Reading

- Social software in libraries : building collaboration, communication, and community online by Meredith Farkas. (available at McGill & BAnQ)
- CMO’s guide to the Social Landscape
- Twittering Libraries (Wiki)
- Checking In: Location Services for Libraries