

# Social Software in Libraries

Current Use & Future Considerations



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# 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

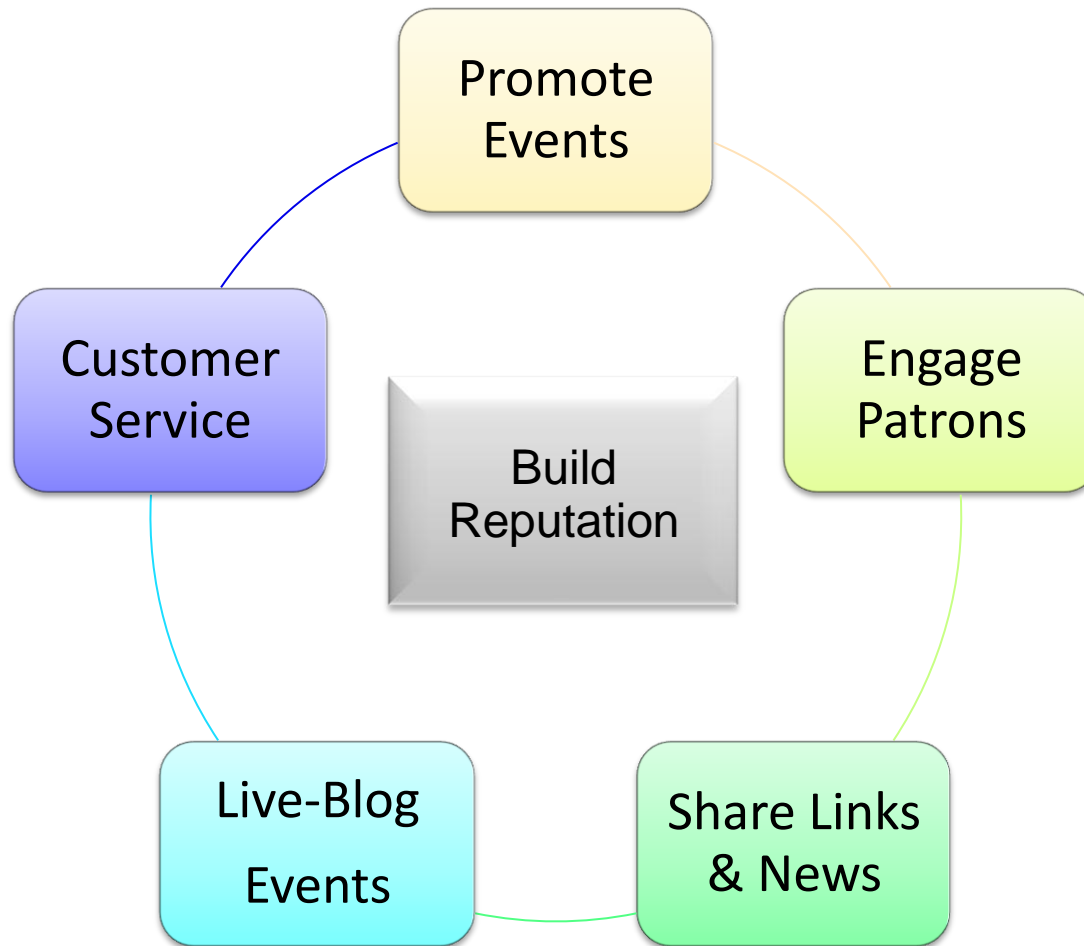
<http://mashable.com/2009/10/02/social-media-policy-examples/>

# 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](https://docs.google.com/View?id=ddhwntd8_107k6zdfnff)

# How do libraries use Twitter?





# 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.infoday.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

<http://andyburkhardt.com/2009/07/27/six-things-libraries-should-tweet/>

# Twitter: Followers



The screenshot shows the Twitter profile page for Concordia Libraries. At the top left is the profile picture, a stylized book icon. To its right is the name "Concordia Libraries" and the handle "@ConcordiaLib". Below the handle is the location "Montréal, Québec" and a bio: "Concordia University Library, Montreal, QC. Have a Question: ask a librarian at <http://library.concordia.ca/help/questions/> <http://library.concordia.ca/>".

Below the bio is a grey bar with "Edit your profile →" on the left and a dropdown menu icon on the right. Underneath are tabs for "Timeline", "Favorites", "Following", "Followers" (which is selected), and "Lists".

The "Followers" section is titled "Your 295 followers" and lists three users:

- nostriluu** nostriluu: *I mostly use twitter for advocacy/trolling, don't mind pushing corps, sorry if I offend a person.* (Unfollow button)
- JonnyNotion** Jonathan Kobewka: (Unfollow button)
- asacconcordia** ASAC Concordia: *ASAC is a student association which represents the students of African descent at Concordia University.* (Unfollow button)

# What are our Patrons saying?



The image is a screenshot of a Twitter interface. At the top, the Twitter logo is on the left, a search bar with the word "Search" is in the center, and navigation links for "Home", "Profile", and "Messages" are on the right. Below the navigation bar, there are tabs for "Timeline", "@Mentions", "Retweets", "Searches", and "Lists". The "@Mentions" tab is selected. The main content area shows "Tweets mentioning @ConcordiaLib". There are two tweets visible. The first tweet is from user "MsWendyKH" (Wendy Kraus-Heitmann) and says "@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!". The second tweet is from user "lex\_is" (lex gill) and says "There is a special circle in hell for people who hang out at @ConcordiaLib in silent zones late at night, whispering obnoxiously".

twitter  Search  Home Profile M

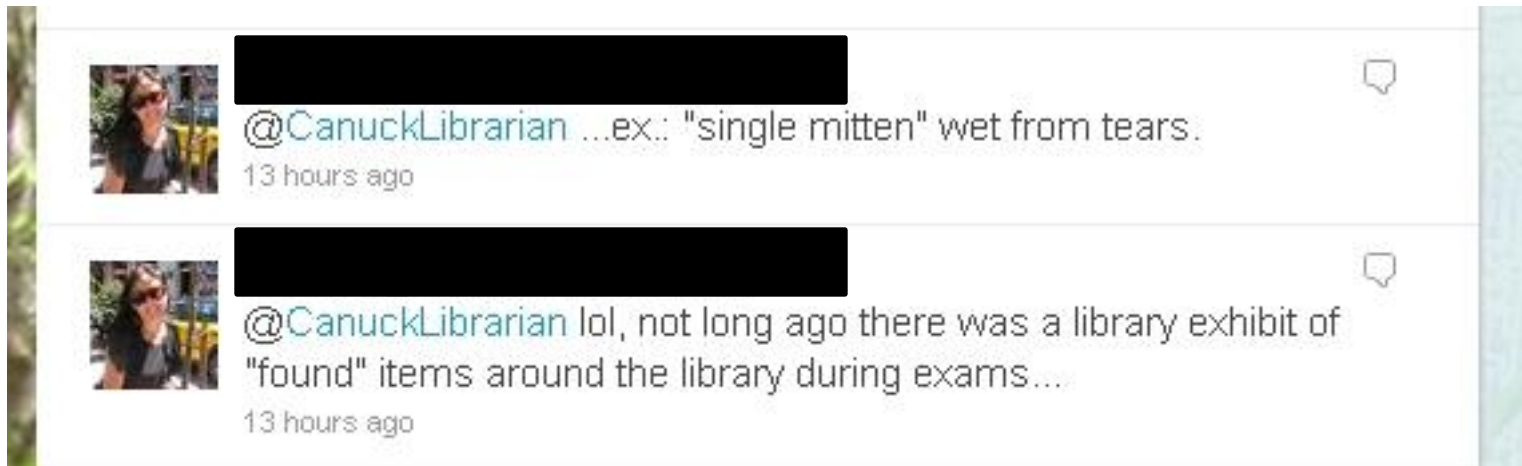
Timeline @Mentions Retweets Searches Lists

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

# Twitter: @ Replies



# Twitter: The Retweet

The image shows a screenshot of the Twitter website interface. At the top, there is a navigation bar with the Twitter logo, a search bar, and links for Home, Profile, and Messages. The user's profile, @ConcordiaLib, is visible in the top right corner. Below the navigation bar, there are tabs for Timeline, @Mentions, Retweets, Searches, and Lists. The main content area displays a list of tweets. The first tweet is from @ConcordiaLib, dated 21 Oct, asking about Public Library Week in Québec. The second tweet is from @ConcordiaLib, dated 20 Oct, about a talk by Gerald Beasley. The third tweet is from @ConcordiaLib, dated 19 Oct, about a new subscription to the Canadian Directory to Foundations and Corporations. This tweet is highlighted in grey, indicating it is the one being retweeted. Below it, a retweet by @jmsbconcordia is shown. The right side of the image shows a modal window displaying the details of the retweeted tweet, including the text, the URL, and the retweeting user's name.

twitter  Home Profile Messages ConcordiaLib

Timeline @Mentions Retweets Searches Lists

Your tweets, retweeted

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

**ConcordiaLib** 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  
What's New: New Subscription: Canadian Directory to Foundations and Corporations <http://ow.ly/19xcbl>  
19 Oct Favorite Reply Delete

**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/](http://www.mcgill.ca/bookfair/)  
19 Oct

**ConcordiaLib** Concordia Libraries  
Hey, it's public library week in Quebec! We're great for schoolwork

close x

**@ConcordiaLib** Concordia Libraries

What's New: New Subscription: Canadian Directory to Foundations and Corporations <http://ow.ly/19xcbl>  
19 Oct via HootSuite Favorite Reply Delete

Retweeted by [jmsbconcordia](#)

**JLCLIVE** JLC LIVE  
Save 50% on a **new subscription** to The Journal of Light Construction. Now on sale for half-price @ [jlc magazine.com/halfprice](http://jlc magazine.com/halfprice)  
1 hour ago

# Twitter: The Manual Retweet



The screenshot shows the Twitter interface for the @Mentions tab. The navigation bar at the top includes 'Timeline', '@Mentions', 'Retweets', 'Searches', and 'Lists'. Below the navigation bar, the text 'Tweets mentioning @ConcordiaLib' is displayed. Two tweets are visible, both retweets of a tweet from @ConcordiaLib. The first tweet is from user 'thatry' (Tom Hatry) and was posted 13 hours ago. The second tweet is from user 'jgewurz' (Jamie Gewurz) and was posted 15 hours ago. Both tweets contain the text: 'RT @ConcordiaLib: I just found a half eaten banana on a library shelf. Students, please rest and take your food breaks outside the library.'

Timeline @Mentions Retweets Searches Lists

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

Compose message... Send Now

**Summary** Individual Message Site Analytics Facebook Insights

8:47pm, Oct 21  
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 19  
What's New: New Subscription: Canadian Directory to Foundations and Corporations  
<http://ow.ly/19xcbl>  
[View stats](#)

**ConcordiaLib**  
8:42pm, 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://ow.ly/19xcbl) <http://library.concordia.ca/about/new...>








**Created:** 8:22PM Oct 19, 2010  
**Total Clicks:** 3  
**User Rating:** +1  
**Message Text:** What's New: New Subscription: Canadian Directory to Foundations and Corporations  
<http://ow.ly/19xcbl>

Date	Clicks
2010-10-20	1
2010-10-21	0
2010-10-22	0
2010-10-23	0
2010-10-24	0
2010-10-25	0
2010-10-26	1
2010-10-27	0
2010-10-28	0
2010-10-29	1

**Recently Viewed Stats**

- 3 Clicks [ow.ly/19r5g7](http://ow.ly/19r5g7) | What's New: Faculty workshop: How to deposit your work in...
- 2 Clicks [ow.ly/19r5g6](http://ow.ly/19r5g6) | What's New: The Open Access Initiative at Concordia: What...
- 2 Clicks [ow.ly/19tm48](http://ow.ly/19tm48) | What's New: Webster Library Exhibition: Ephemera of a...
- 2 Clicks [ow.ly/19Utn9](http://ow.ly/19Utn9) | What's New: Artists' Talk: Carissa Carman Ephemera Tales...
- 1 Click [ow.ly/19Kv9c](http://ow.ly/19Kv9c) | What's New: Library workshops in engineering and visual...

# Bit.ly

<input type="checkbox"/>	14 out of 12	 <a href="http://library.concordia.ca/services/studyspaces/altstudysp...">http://library.concordia.ca/services/studyspaces/altstudysp...</a> <a href="http://library.concordia.ca/services/studyspaces/altstudyspace.pdf">http://library.concordia.ca/services/studyspaces/altstudyspace.pdf</a>	<a href="#">Info Page+</a>	November 11
<input type="checkbox"/>	5 out of 4	 Concordia University Library (Montreal, Canada) <a href="http://clues.concordia.ca/record=b2219567~S0">http://clues.concordia.ca/record=b2219567~S0</a>	<a href="#">Info Page+</a>	November 10
<input type="checkbox"/>	1 out of 1	 <a href="http://clues.concordia.ca/search/X?SEARCH=((%22natural%20re...">http://clues.concordia.ca/search/X?SEARCH=((%22natural%20re...</a> <a href="http://clues.concordia.ca/search/X?SEARCH=((%22natural%20resources%22))+and+((democracy%20or%20politic*))&amp;SORT=D">http://clues.concordia.ca/search/X?SEARCH=((%22natural%20resources%22))+and+((democracy%20or%20politic*))&amp;SORT=D</a>	<a href="#">Info Page+</a>	November 9
<input type="checkbox"/>	2 out of 2	 Nov. 4 - Roméo Dallaire, "They Fight Like Soldiers, Th..." <a href="http://now.concordia.ca/upcoming-events/20101102/nov-4---romeo-dallaire-they-fight-like-soldiers-they-die-like-c...">http://now.concordia.ca/upcoming-events/20101102/nov-4---romeo-dallaire-they-fight-like-soldiers-they-die-like-c...</a>	<a href="#">Info Page+</a>	November 4
<input type="checkbox"/>	1 out of 1	 Concordia University Library (Montreal, Canada) <a href="http://clues.concordia.ca/search=S0?dProposal+writing+for+grants/dproposal+writing+for+grants/1%2C9%2C31%2CB/ex...">http://clues.concordia.ca/search=S0?dProposal+writing+for+grants/dproposal+writing+for+grants/1%2C9%2C31%2CB/ex...</a>	<a href="#">Info Page+</a>	October 15
<input type="checkbox"/>	1 out of 1	 Concordia University Library (Montreal, Canada) <a href="http://clues.concordia.ca/search=S0?searchtype=a&amp;searcharg=Vargas+Llosa%2C+Mario%2C+1936-&amp;sortdropdown=...">http://clues.concordia.ca/search=S0?searchtype=a&amp;searcharg=Vargas+Llosa%2C+Mario%2C+1936-&amp;sortdropdown=...</a>	<a href="#">Info Page+</a>	October 7
<input type="checkbox"/>	11 out of 11	 How to set up Google Scholar to find resources available at... <a href="http://library.concordia.ca/help/howto/googlescholar.php">http://library.concordia.ca/help/howto/googlescholar.php</a>	<a href="#">Info Page+</a>	September 23

# LinkedIn


# Linked



<http://ca.linkedin.com/in/jenniferlcyr>

# Contacts: People you KNOW

Filter Connections      Select: All, None      ABC ▾      Tag



**All Connections** (71) Manage

▼ **Tags**

- friends (18)
- colleagues (6)**
- classmates (5)
- group members
- partners
- untagged (42)

▶ **Companies**


▶ **Locations**

▶ **Industries**

▶ **Recent Activity**


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**H**

 **Hitchens, Alison**      38  
Sessional Lecturer -  
University of Western Ontario


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**K**

 **Keeping, Susan**      132  
Freelance writer - Internet  
Brands


---

**L**

 **Lake, Michelle**      56  
Reference & Instruction  
Librarian/History Liaison  
Librarian - Concordia  
University


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**M**

 **May, Laura**      29  
Information Standards  
Specialist - Library and  
Archives Canada

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**P**

 **Pickup, David**      41  
Systematic Review Librarian  
- Centre for the Study of  
Learning and Performance  
(Concordia)

**colleagues**

➔ Send message

**Members: 6**

# Foursquare: Venue Info



Jennifer in Montreal, QC | [Apps](#) | [Help](#) | [Settings](#) | [Log Out](#)

[Me](#) | [History](#) | [Badges](#) | [Stats](#) | [Friends](#)

Search places, people and tips

## Webster Library, Concordia

[+](#) ADD TO MY TO-DO LIST

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

[Twitter](#)

Like 1



**Categories:** University, Library

**Tags:** concordia, library, wifi

[edit](#)

Do you manage this venue? [Claim here](#)

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
14	164	597

Mayor

(LAST 60 DAYS)




**Robert N.**  
26 checkins



<http://foursquare.com/venue/370666>


# Foursquare: Tips!




## Vanier Library, Concordia

7141 Rue Sherbrooke Ouest,  
at Belmore  
Montreal, Quebec H4B 1R6  
(514) 848-2424

[Twitter](#)

 Like </>

**Categories:** Library  
**Tags:** library edit



Map

ADD TO MY TO-DO LIST

Do you manage this venue? [Claim here](#)

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
37	19	78

**Mayor** (LAST 60 DAYS)




**Guillaume G.**  
10 checkins



### Tips

POPULAR RECENT

*Example: Order the burger and ask for the secret sauce!* [\[Add link\]](#) [SHARE](#)



**Jennifer C.**

Need a place to study with friends? Book a group study room at the library - in advance & online! [Http://clues.concordia.ca](http://clues.concordia.ca)

✓ 2 | August 17, 2010

# Foursquare: Badges



## Jennifer C.'s 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.

			
<b>Newbie</b> February 05, 2010	<b>Adventurer</b> February 22, 2010	<b>Explorer</b> May 26, 2010	<b>Superstar</b> December 04, 2010
			
<b>Bender</b>	<b>Crunked</b>	<b>Local</b> February 10, 2010	<b>Super User</b> February 25, 2010

# 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](#)