Social Software in Libraries

Current Use & Future Considerations

http://www.flickr.com/photos/socialgrow/4425128655/

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

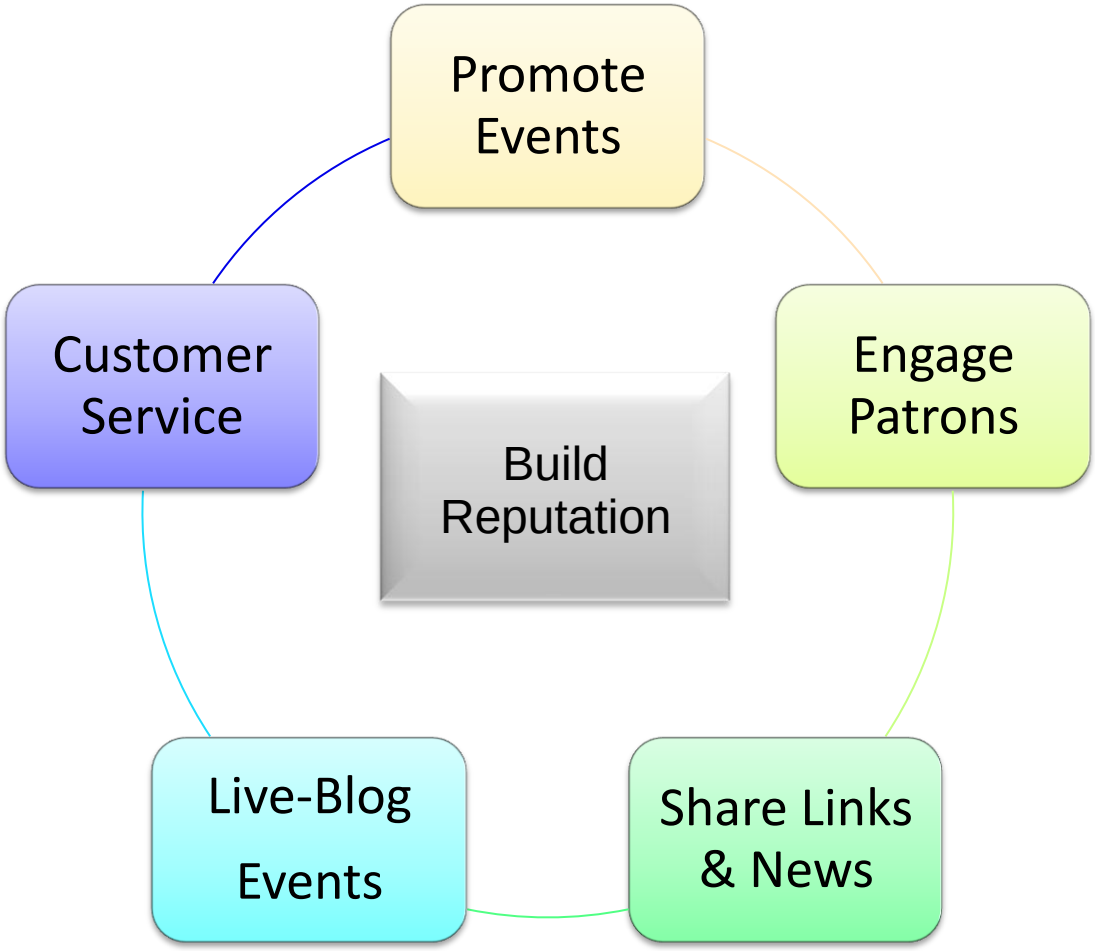
http://mashable.com/2009/10/02/social-media-policy-examples/

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?



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

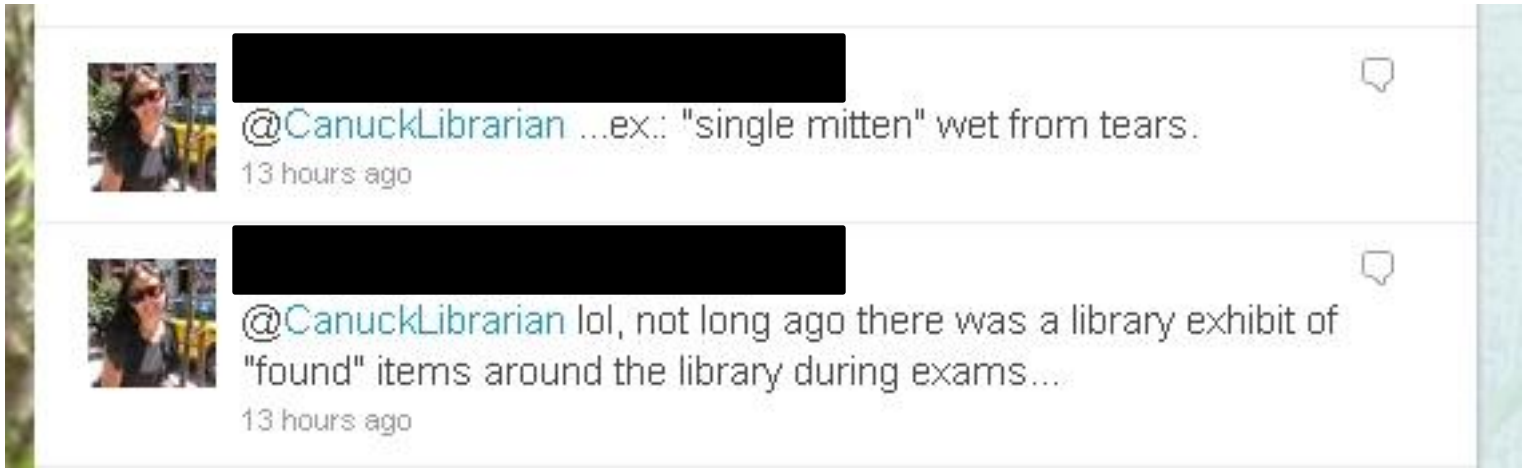
- Library events*
- Links to articles, videos, etc.
- Solicit feedback
- New additions to your collection
- Marketing
- Answer questions

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

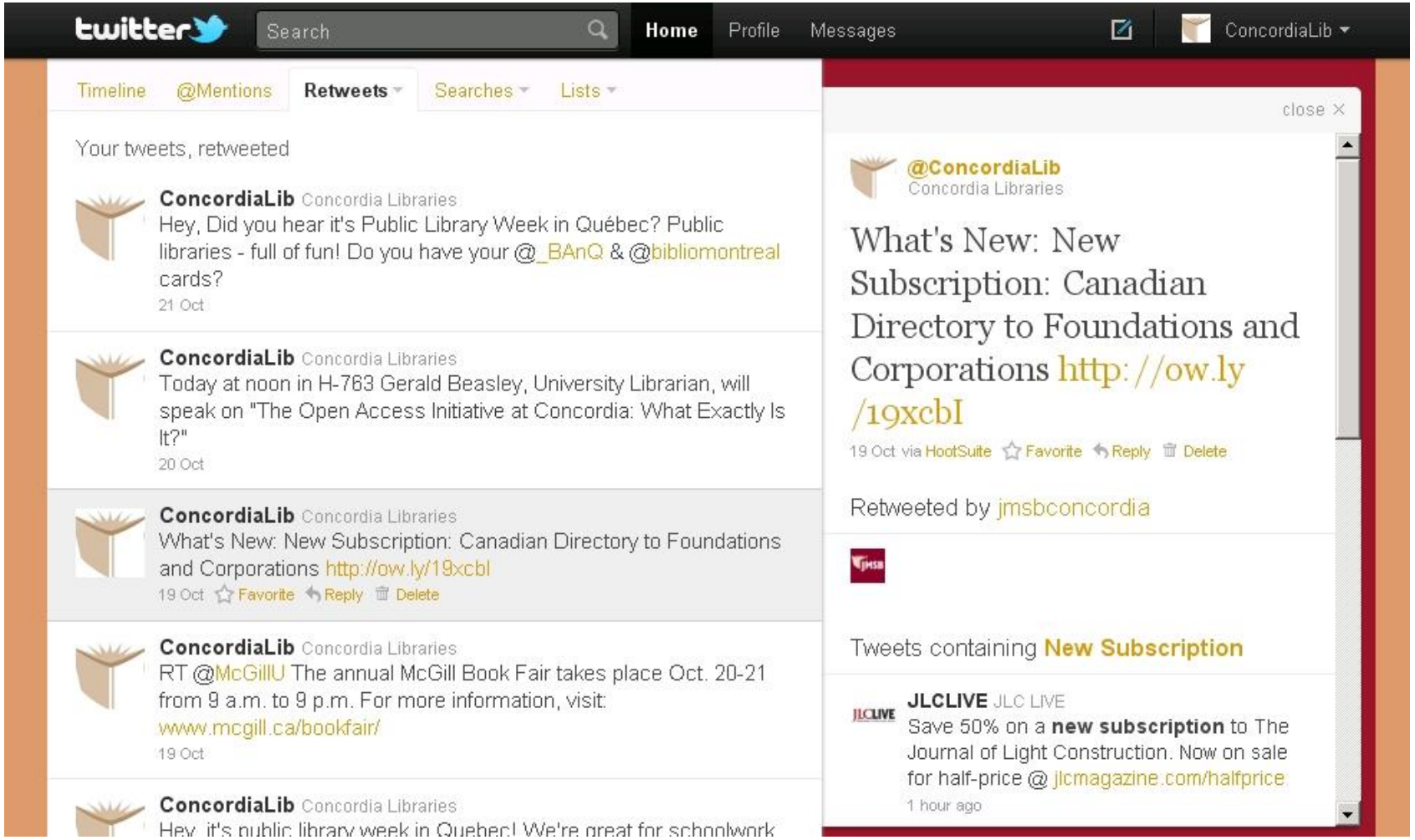
Twitter: Followers

What are our Patrons saying?

Twitter: @ Replies



Twitter: The Retweet



Twitter: The Manual Retweet

Twitter Tools

SocialOomph

– Pre-schedule tweets

Twitterfeed

– link Twitter to Identi.ca; Blog to Twitter

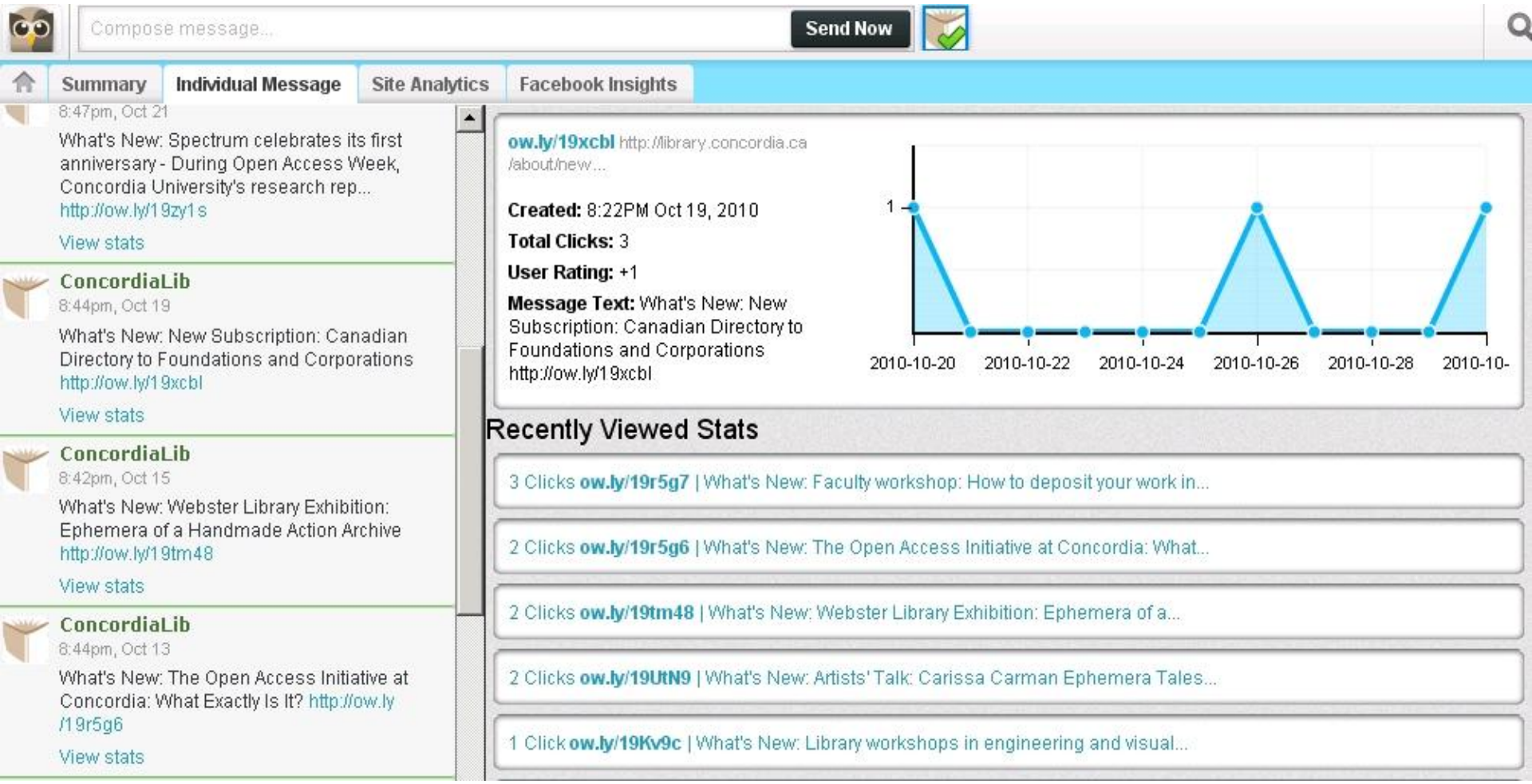
HootSuite

– 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://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
1
2010-10-20
2010-10-22
2010-10-24
2010-10-26
2010-10-28
2010-10-
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...

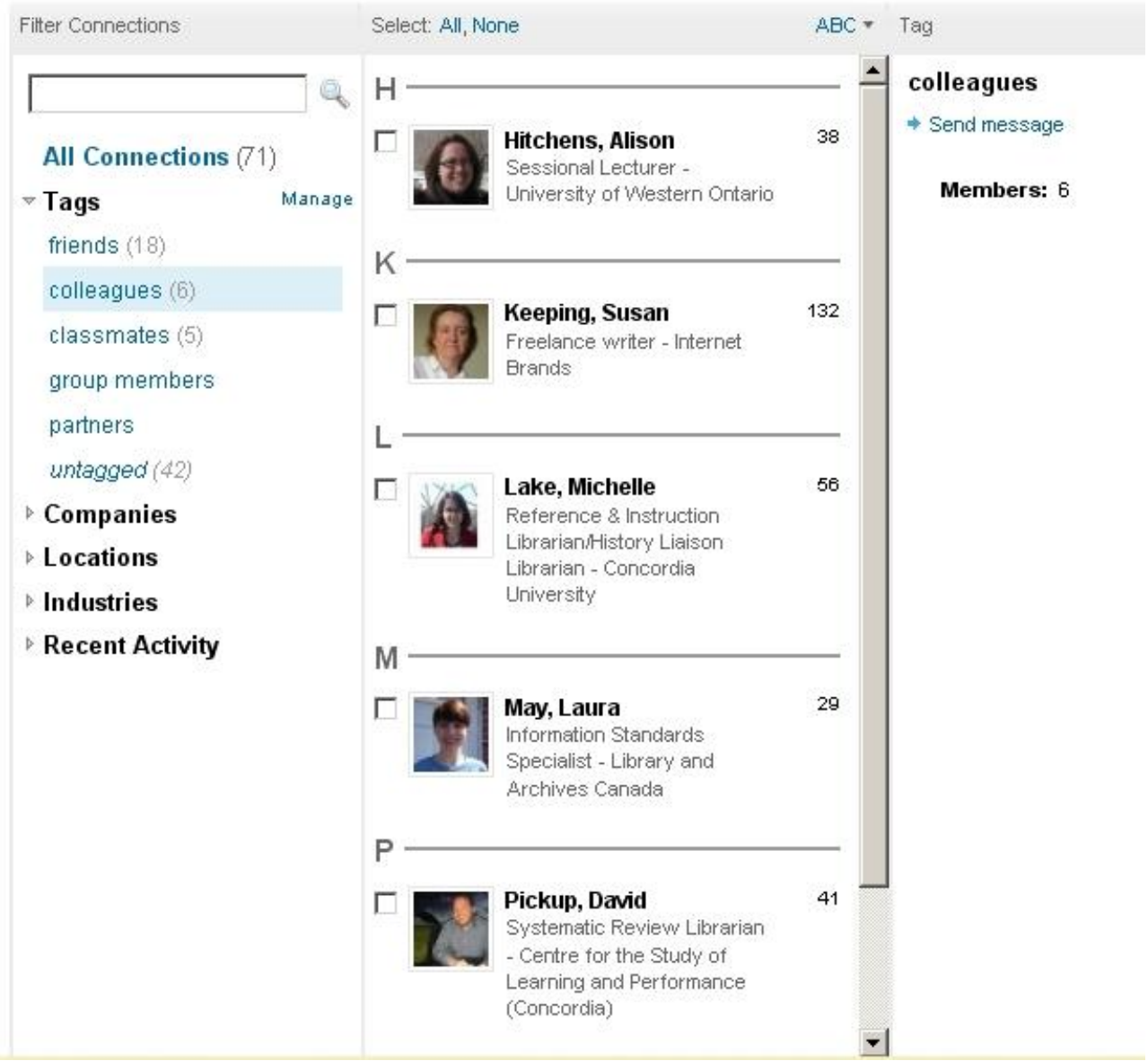
Bit.ly

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

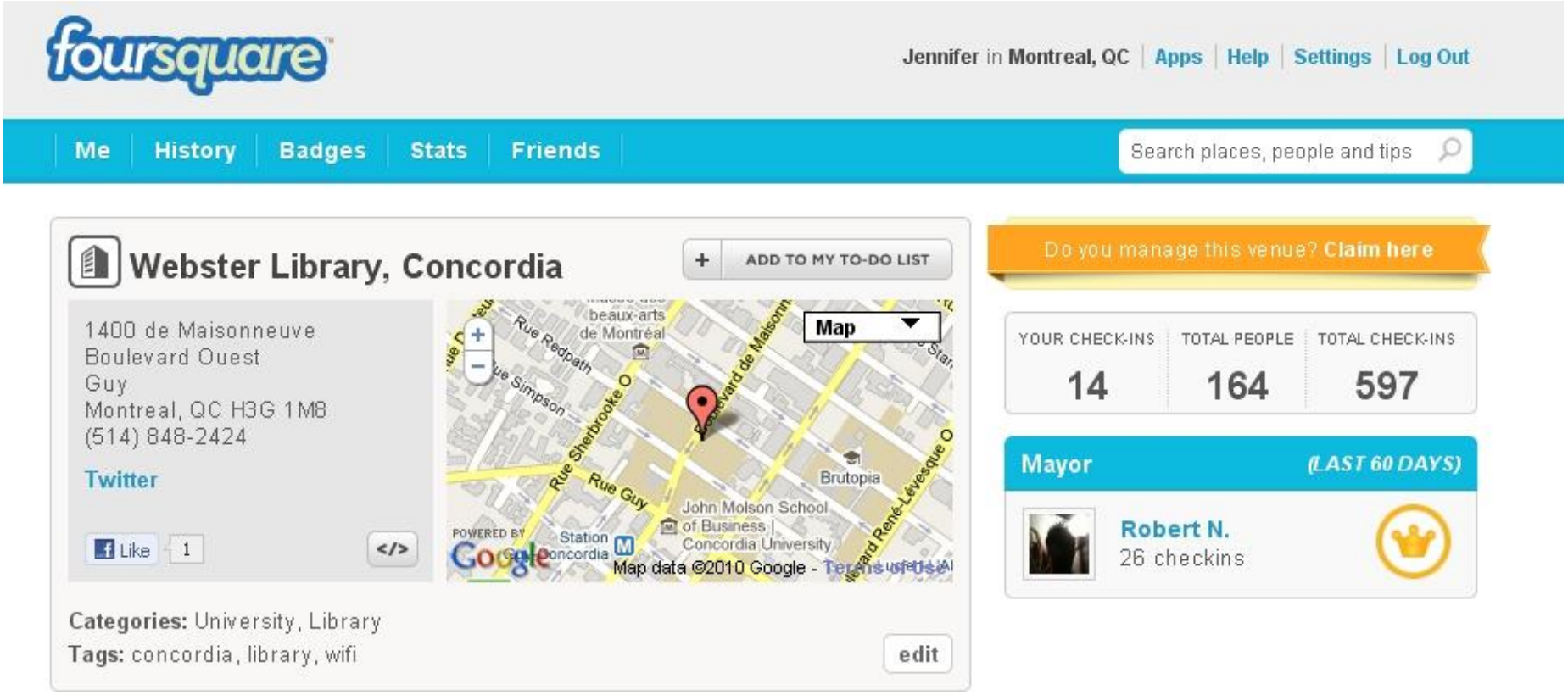
LinkedIn

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

Contacts: People you KNOW

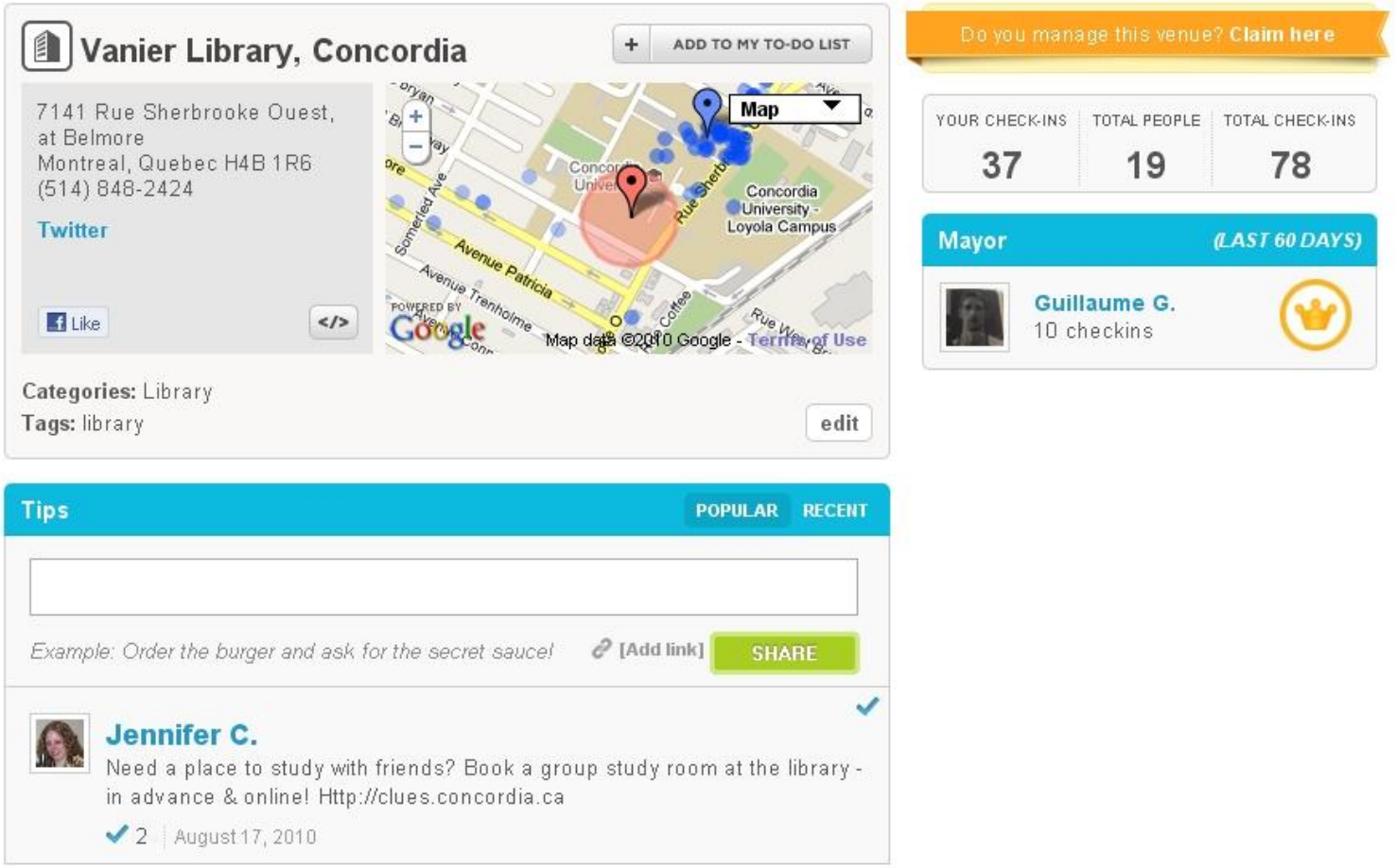


Foursquare: Venue Info



http://foursquare.com/venue/370666

Foursquare: Tips!



Foursquare: Badges

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