

# Get Social with Your Library!

A New Model of Library Service



LACONI Reference & Adult Services  
November 20, 2009

LACONI Reference & Adult Services – New Models of Library Service

Thanks Toby for asking

Why get social?

What RPL is doing – that everyone can do

Why Ning? –

Some things to consider (Privacy & safety)

A little bit about Promotion

What's in it for you and your library

Is it worth it?

## Why "Get social?"

- 74% of people ages 12-75+ go online
- nearly 70% of people ages 12-32 use social networks
- older generations use the internet as a tool for information searches, emailing, and buying products
- social networks and blogs are the 4th most popular online category

*To be where your users are!*

[Generations Online \(Pew Internet & American Life Project, January 2009\) - http://www.pewinternet.org/PPF/r/275/report\\_display.asp](http://www.pewinternet.org/PPF/r/275/report_display.asp)

-74% of people ages 12-75+ go online (largest jump from 2005 to 2008 - 70-75+ year olds - from 25% to 45%)  
-Who use Social Networks - nearly 70% ages 12-32; (teens, older singles, young parents)  
-older generations use the internet less for socializing and entertainment and more as a tool for information searches, emailing, and buying products.

[Global Faces and Networked Places](http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen_globalfaces_mar09.pdf) : A Nielsen report on Social Networking's New Global Footprint - [http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen\\_globalfaces\\_mar09.pdf](http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen_globalfaces_mar09.pdf)

Posted by Jane Plass (DLS Here and Now blog) on March 10, 2009 at 08:44 AM in [Technology/Web](#)  
a report documenting the explosive growth of social networking in the last year. Member communities (including social networks and blogs) are now more popular than email and account for almost 10% of Internet time.

-Social networks and blogs are the 4th most popular online category - more popular than personal email - only search, portals, and PC software applications are more popular.  
-These sites account for 1 in every 11 minutes online  
-Two-thirds of the world's Internet population visit a social network or blogging site and the sector now accounts for almost 10% of all internet time.  
-Facebook started out as a service for university students but now almost one third of its global audience is aged 35-49 years of age and almost one quarter is over 50 years old.  
-Facebook's greatest growth has come from people between 35-49 years of age. The number of new members between 50-64 years of age was nearly double the number of those under 18.

## More "Why's"

One more way to communicate!

- Share news
- Highlight events
- Give a "human voice" to the Library
- Tell stories
- Call to action
- Facilitate conversations

*-- Meredith Farkas (reasons to blog; WJ webinar: Using Social Media to Make the Case for Supporting Libraries; 11/19/09)*

Why: (whatever we can do to get our message out...(press releases; in-house posters & flyers; print and online newsletters, Library website)

*-- Meredith Farkas (reasons to blog; WJ webinar: Using Social Media to Make the Case for Supporting Libraries; 11/19/09)*

Share news

Highlight events

Give a "human voice" to the Library

Tell stories

Call to action

Facilitate conversations

## Getting Started??



At Roselle, we work on the “Easier to ask forgiveness than to ask permission” model

Blessed with admin and board (three directors...) that allow experimenting and don't need to oversee and approve

So many applications!  
How to choose??

## Blogger...



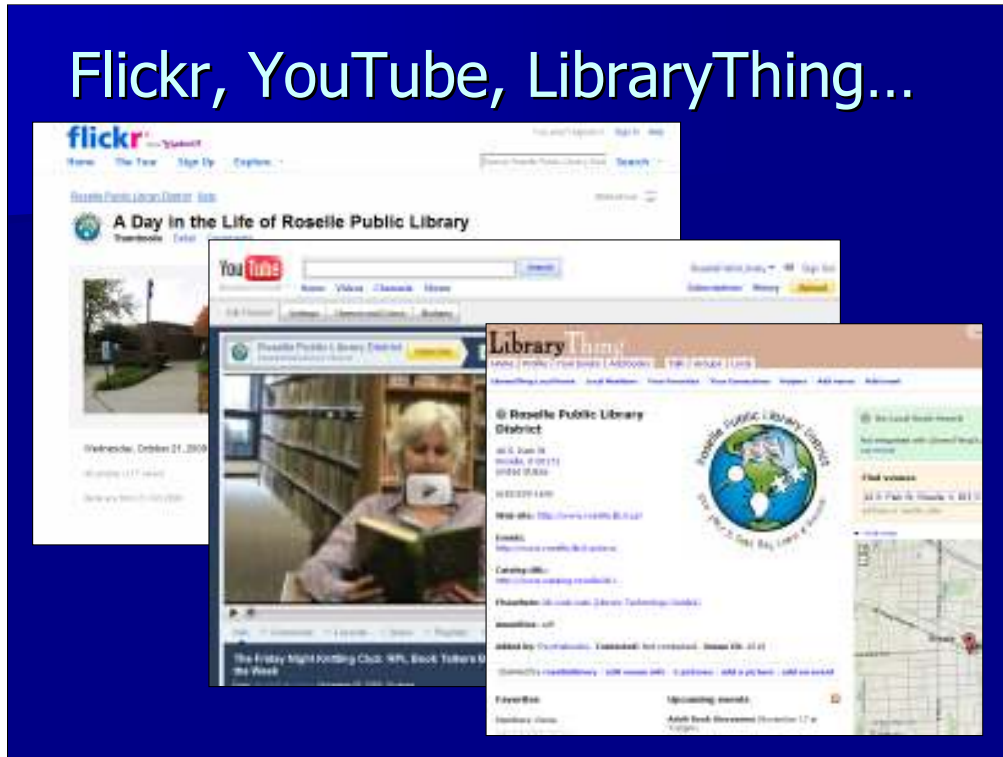
First Experiment:

Blogger Book Club (2003) – assignment for YS Head's MLS course

BBC worked well – saw possibilities of incorporating blogs into website -

What's New @ Roselle Public Library (2004)

## Flickr, YouTube, LibraryThing...



Blogging was fun

Reading library bloggers (list some) –

Stephen's Lighthouse – Stephen Abrams, Sirsi Dynix VP of Innovation

Tame the web – Michael Stephens, Assistant Professor in the Library Program at Dominican

Shifted Librarian – Jenny Levine

- read about emerging technologies and what other libraries are doing...

Tried other things –

Flickr (2007)

YouTube (2008)

LibraryThing (2008)

Read on Michael Stephen's or Jenny Levine's blog about ALA creating a social networking site on Ning

Before we ventured on to Facebook – tried Ning

Facebook (2008)

Twitter (2009)

## Create Your Network!



- Pick a name and an address  
*My Network      mynetwork.ning.com*  
*...and **Create!***
- Describe the network  
*Private v. Public*  
*Tagline; Description, Language*
- Add a few features  
*Groups, Forums, Blogs, Text Boxes, RSS feeds, etc.*
- Pick a Theme and customize

Web 2.0 apps in general – VERY EASY

Steps:

Pick a name and address

CREATE and Launch! (defaults)

Or

Describe the network:

language/country

tagline

Descriptions

Public v. Private (anyone can join v. invitation only)

Add features:

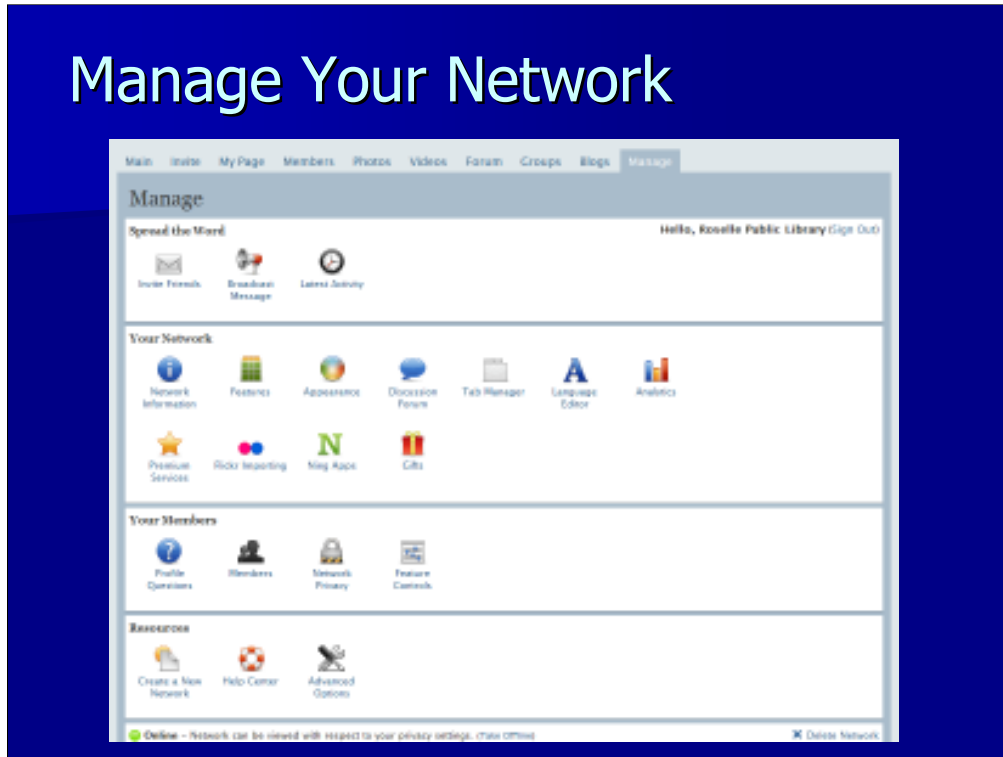
Groups, forums, blogs, text boxes, RSS feeds, video players, music players, etc.

Pick a theme and customize

colors & graphics; fonts, etc.

Launch!

# Manage Your Network



Many of the same features of the well-known social networks, but local control

Whatever you don't do when you create the network, you can do anytime later...

Free features – just about everything – you can even download the code and have complete autonomy (no updates)

Spread the word: invite

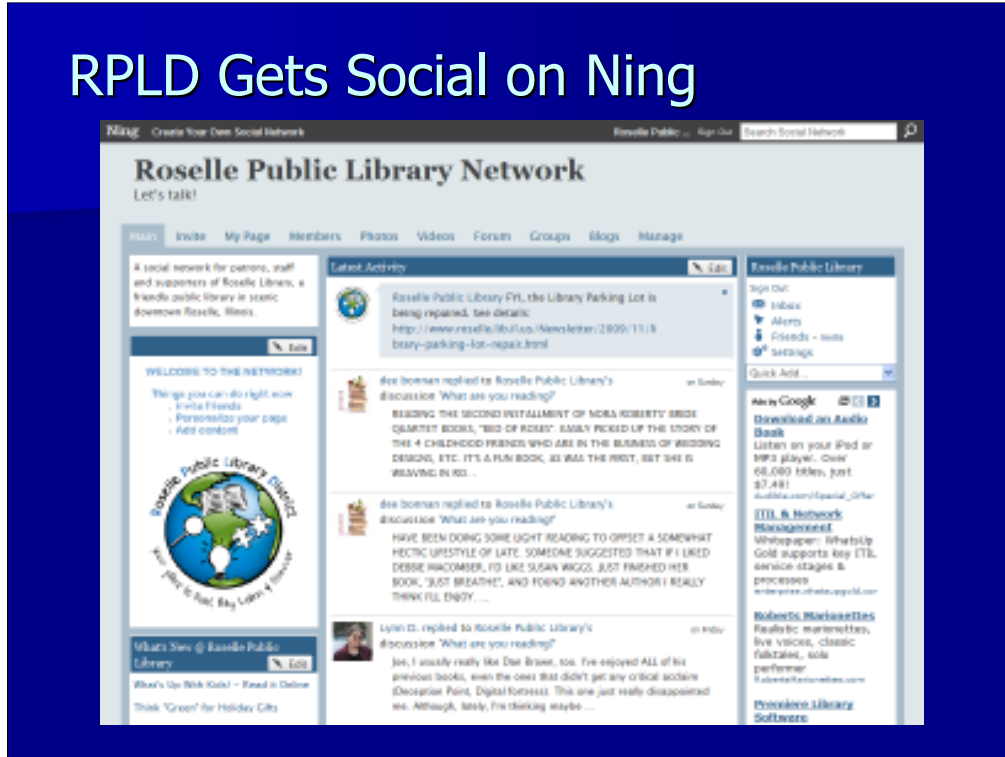
Your Network: Description, Features, Appearance + format discussions tabs  
language, flickr importing, APPS

Members: Profile questions (visible and private) , set approval, or not for  
members posting and uploading

Resources: Create a new network; help; advanced (search and robot config)

Paid version – no ads

## RPLD Gets Social on Ning



First venture in to social networking... Ning (April 2007)

Main Page: Currently using "Stonewashed" theme (Originally, ice cream)  
Not using chat, birthday, events

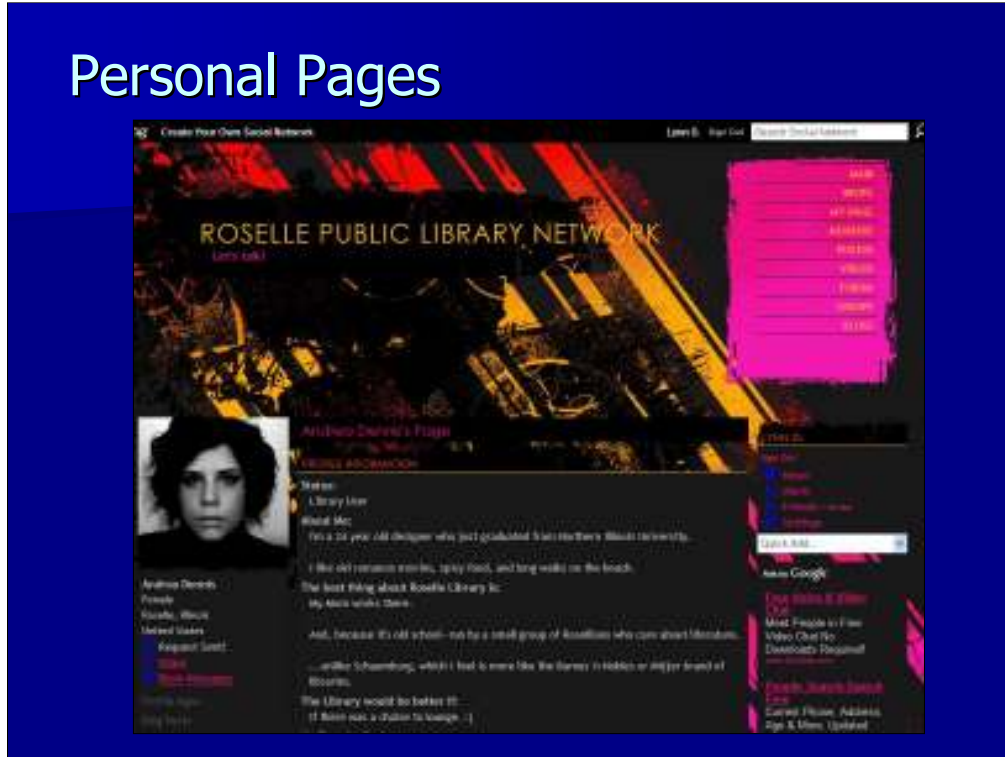
Point out:  
Network name  
Tagline  
Descriptions  
Text boxes (featured groups, photos, videos, blogs)

LINKS BACK to the LIBRARY  
RSS feed (What's new and Unshelved)  
Link to catalog and Your Account  
Links to Library website, etc.

Center:  
Latest activity  
Members  
Catalog Search (text box)  
Forums (what new on)  
RSS feed (Unshelved)

Left  
user box, ads, created by  
text boxes, badges

## Personal Pages



Members have control over personal pages:

Similar to the well-known networks:

Friends

Blog

Photos

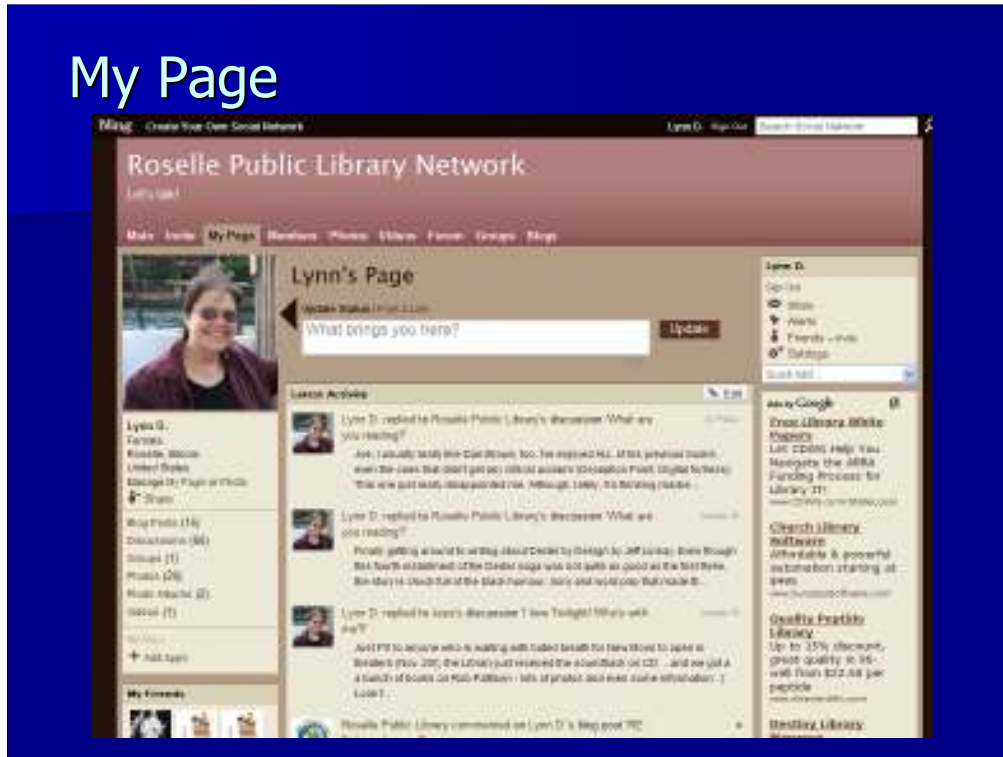
Videos

Music

Wall (conversations)

Applications (over 250)

## My Page



Features on My Page

Status update

Friends

RSS

Latest Activity

Wall conversations

Import from other sites:

Mentioned flickr importing of photos

My books on Library thing

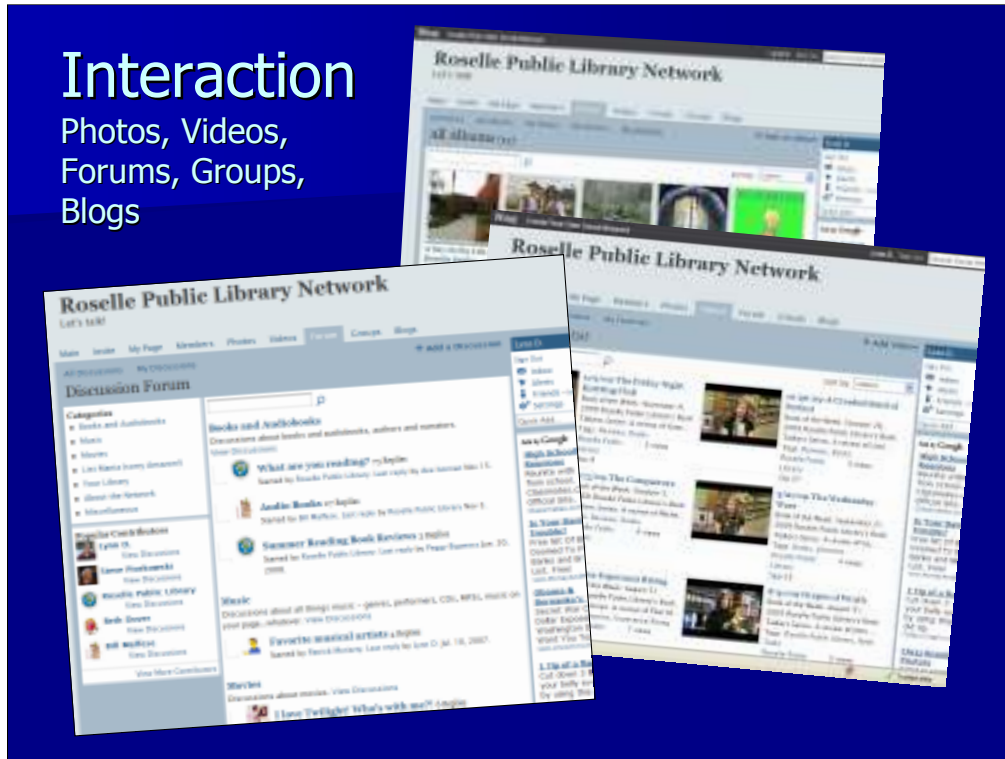
## More of My Page



Customizable - Add widgets from other sites – LibraryThing book list (not the pretty javascript widget – a text widget)

# Interaction

Photos, Videos,  
Forums, Groups,  
Blogs



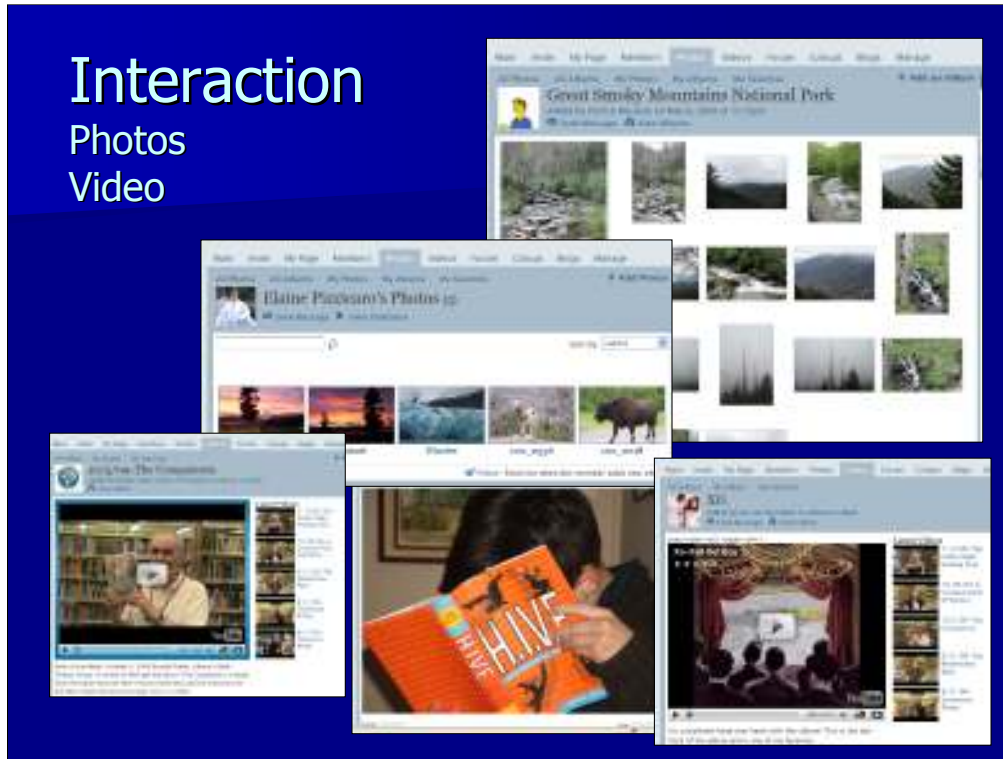
Interaction – Giving the Library a “human voice”

Upload photos (or import from flickr)

Embed videos from YouTube

Blogs

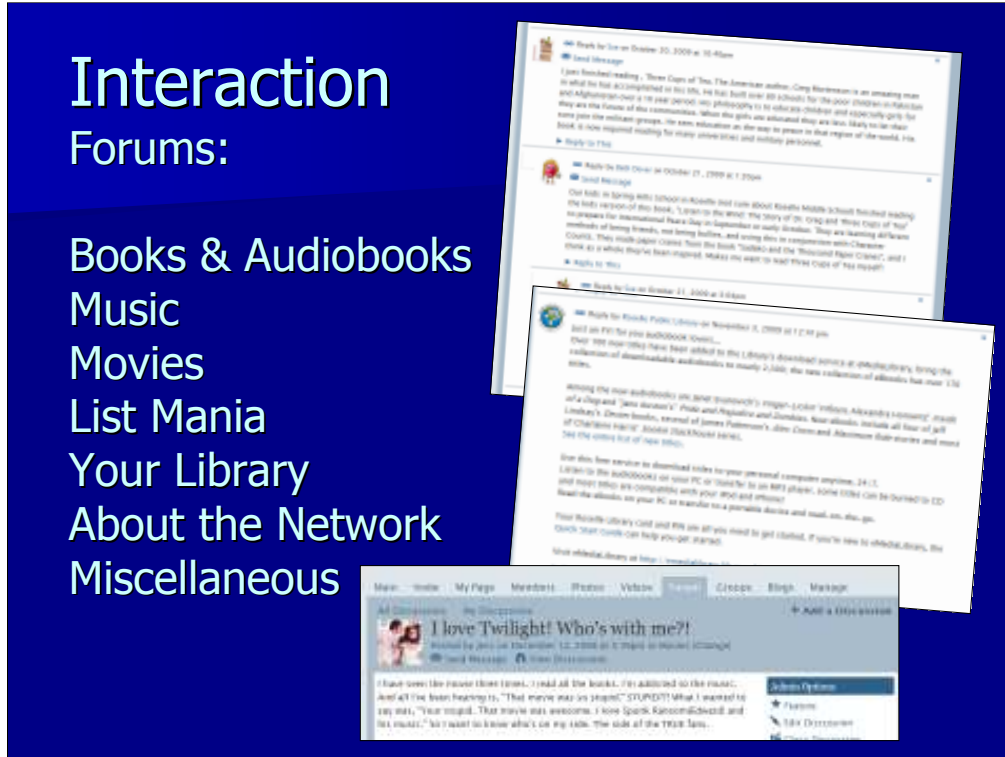
FORUMS



Personal photos, videos, music

Shared vacation pictures, photos of kids, favorite music

Library shares photos and videos (Book Talkers video reviews embed code from youtube)



FORUMS (heart of interaction):

Books & Audiobooks

Members can create (Bill created Audiobooks; Jess created Twilight)

Music

Movies

List Mania

Your Library

About the Network

Miscellaneous

# Interaction Groups



Attempted groups – not very successfully

My thought – continue the conversations from book discussion groups – no buy in from discussion group leaders.

A-Parent-Ly – brainchild of YS head – some input from YS – could be better!

## Some things to consider...

- No control of ads on pages – may be inappropriate
- Automatic upgrades and new services which may be inappropriate or confusing
- Safety, privacy issues
- Staff time: updating, keeping current, promotion

Same considerations as any online social site

No control over ads

Google Ads – targeted

Currently:

Audible.com

Doubleday book club

Library White paper from CDGG

TLCDelivers

Constant updating automatic (good but may be confusing) – recent feature GIFTS

Safety and Privacy issues

## Safety, Privacy Issues

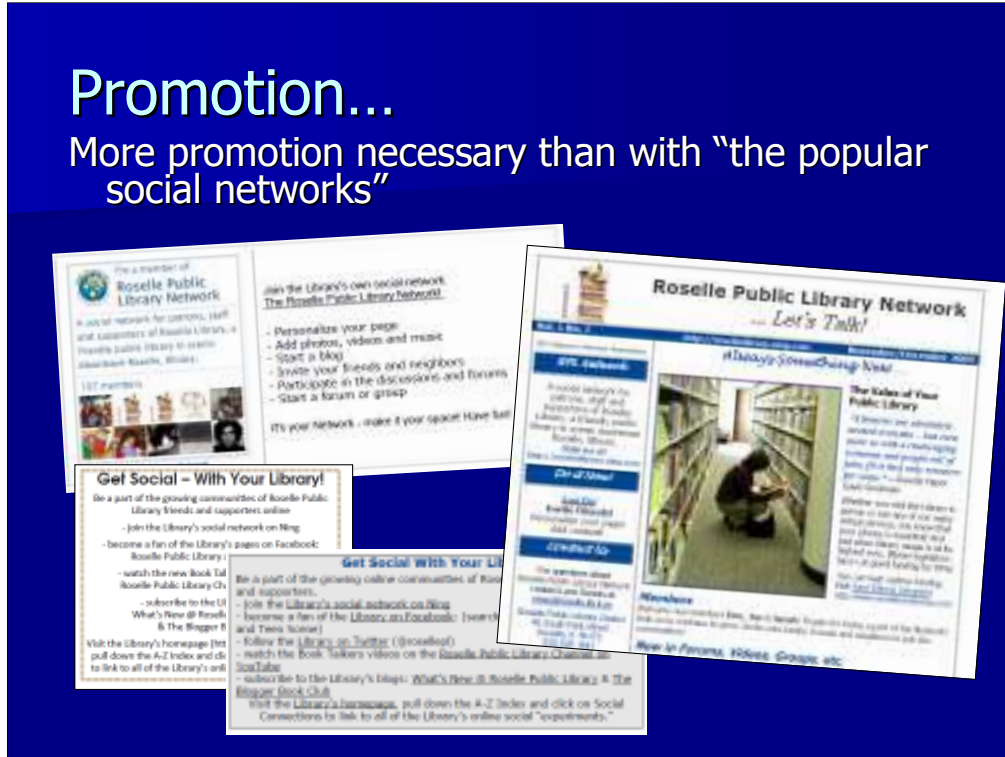


I thought I only joined the Library's network???

When you register to join a Ning network, you automatically create a Ning profile  
You can set "overall email notification preferences"  
On each network you can set preferences as well

## Promotion...

More promotion necessary than with "the popular social networks"



STAFF Time

Updating and keeping current and promotion.

Out of the mainstream – constant promotion

## ... and more promotion!

- Library Lights (quarterly – print)
- Email newsletter (monthly – online)
- Website
- In-house posters, bookmarks
- Cross promotion – links from one site to another (website to Facebook to Ning to...)
- RPLNetwork Member News (monthly – online and print)
- Broadcast messages to members
- Word of mouth

Promote all of our online presences in print, in-house, online

## What's In It for Your Library? Ning v. "the popular social networks"

- Local control (private or public, features, etc.)
- Online home for users who may not want to be "out there" on the popular social networks
- Interaction – engaging your community directly (messaging, wall posts, blogs, etc.)
- Added venue for marketing and promotion
- Free – no cost except staff time (and willingness to experiment)

With all of the time and work for updating and promotion, what's in it for you and for your library?

## What's In It for YOU

- Networking
  - Connecting with other libraries & librarians
- Professional Growth
- Opportunity to keep up with emerging technologies



Librarian 2.0

### Networking

Lafayette Readers (Lafayette, CO)

### Professional growth (Search site indexes)

Ning/Facebook has groups devoted to Library interests

ALA Members (6,600+ members)

Libraries and Librarians (6,000+ members)

Library 2.0 Interest Group (9,800+ members)

## Is it worth it?

- Everything is going social
- Overwhelming?
- Are you a Twit if you don't Twitter?  
Sociability fatigue...
  - Daily Herald (4/9/09):  
<http://www.dailyherald.com/story/?id=285268&src=143>

*Bottom Line – be where your users are!*

## Resources & Links

### Facts & figures:

- **Pew Internet & American Life Project, Generations Online**, January 2009  
[http://www.pewinternet.org/PPF/r/275/report\\_display.asp](http://www.pewinternet.org/PPF/r/275/report_display.asp)
- **Global Faces and Networked Places: A Nielsen report on Social Networking's New Global Footprint**, March 2009  
[http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen\\_globalfaces\\_mar09.pdf](http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen_globalfaces_mar09.pdf)
- **Library Applications for Social Networking by Christina Stoll, MLS**, April 2009  
Originally appeared in *MLS E-announce*, Vol. 3, Iss. 7,  
[http://www.mls.lib.il.us/enounce/2009/03\\_07/facebook.asp](http://www.mls.lib.il.us/enounce/2009/03_07/facebook.asp)

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([http://www.pewinternet.org/PPF/r/275/report\\_display.asp](http://www.pewinternet.org/PPF/r/275/report_display.asp))
- **Global Faces and Networked Places: A Nielsen report on Social Networking's New Global Footprint** ([http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen\\_globalfaces\\_mar09.pdf](http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/03/nielsen_globalfaces_mar09.pdf))
- **Library Applications for Social Networking by Christina Stoll, MLS** (Originally appeared in *MLS E-announce*, Vol. 3, Iss. 7,  
[http://www.mls.lib.il.us/enounce/2009/03\\_07/facebook.asp](http://www.mls.lib.il.us/enounce/2009/03_07/facebook.asp))

**RPLD Links:**

<http://www.roselle.lib.il.us/GeneralInfo/SocialConnections.htm> (Social Connections page on Library's website)

Social networking initiatives:

<http://rosellelibrary.ning.com/> (Roselle Public Library Network – Ning)

<http://www.facebook.com/rosellepl> (Library fanpage on Facebook)

<http://www.facebook.com/pages/Roselle-IL/Teen-Scene-Roselle-Public-Library/43287809848> (Teen Scene fanpage on Facebook)

<http://www.librarything.com/profile.php?view=rosellelibrary> (Library on LibraryThing)

<http://www.librarything.com/venue/4516/Roselle-Public-Library-District> (Library on LibraryThingLocal)

<http://www.flickr.com/photos/rosellelibrary/> (Library's photostream on Flickr)

<http://www.youtube.com/rosellepubliclibrary> (Library channel on YouTube)

<http://twitter.com/rosellepl> (Library's Twitter feed)

Blogs:

<http://www.roselle.lib.il.us/YouthServices/bookclub/Bloggerbookclub.htm> (Blogger Book Club)

<http://www.roselle.lib.il.us/Newsletter/WhatsNew.html> (What's New @ Roselle Public Library)

<http://www.roselle.lib.il.us/GeneralInfo/SocialConnections.htm> (Social Connections page on Library website)

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<http://rosellelibrary.ning.com/> (Roselle Public Library Network – Ning)

<http://www.facebook.com/pages/Roselle-IL/Roselle-Public-Library-District/9981521013> (Library fanpage on Facebook)

<http://www.facebook.com/pages/Roselle-IL/Teen-Scene-Roselle-Public-Library/43287809848> (Teen Scene fanpage on Facebook)

<http://www.librarything.com/profile.php?view=rosellelibrary> (Library on LibraryThing)

<http://www.librarything.com/venue/4516/Roselle-Public-Library-District> (Library on LibraryThingLocal)

<http://www.flickr.com/photos/rosellelibrary/> (Library's photostream on Flickr)

<http://www.youtube.com/rosellepubliclibrary> (Library channel on YouTube)

<http://twitter.com/rosellepl> (Library's Twitter feed)

Blogs:

<http://www.roselle.lib.il.us/YouthServices/bookclub/Bloggerbookclub.htm> (Blogger Book Club)

<http://www.roselle.lib.il.us/Newsletter/WhatsNew.html> (What's New @ Roselle Public Library)

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