Visitors and Residents USEFUL SOCIAL MEDIA in LIBRARIES

Visitors and Residents USEFUL SOCIAL MEDIA in LIBRARIES

#Interlend15 @ned_potter

RAISE YOUR HANDS

> RAISE YOUR HANDS

KAISE YOOR FAN Keep your hand raised if y DIGITAL Keep your hand raised if you've heard the term NAIIVE

RAISE YOUR HANDS

KEEP YOUR HAND RAISED IF YOU CONSIDER YOURSELF TO BE A DIGITAL NATIVE

Digital Natives are:

Digital Natives are:

BORN AFTER 1980 INNATELY GOOD WITH TECHNOLOGY

Digital Natives are:

BORN AFTER 1980 INNATELY GOOD WITH TECHNOLOGY NOT ACTUALLY A REAL THING

The digital native is a **MYTHOLOGICAL** BEAST

The digital native is a **MYTHOLOGICAL** BEAST

(So too is the digital immigrant.)

"There is no evidence that there is a single new generation of young students entering Higher Education and the terms Net Generation and Digital Native do not capture the processes of change that are taking place."

Jones, Chris and Shao, Binhui (2011). The net generation and digital natives: implications for higher education. Higher Education Academy, York.

Don't let anyone tell you what you can and cannot do with technology

based on your AGE.





Nor should we make any assumptions about our students and academics

based on THEIR age.





"...the cliche, lazy generational generalizing that Digital Natives indulges in is an imagining of a seamless present, wherein THE MERE PRESENCE OF TECHNOLOGY results in expertise that is untaught, in fact fundamentally unteachable, and therefore pre-existing, and something to expect from students of a Certain Age..."

DONNA LANCLOS





"Visitors and Residents is a simple way of describing the range of ways individuals can engage with the Web."

VISITORS

Use the internet like a tool to help them achieve a particular task. They complete the task and move on, usually leaving very little trace of themselves.

"Visitors and Residents is a simple way of describing the range of ways individuals can engage with the Web."

VISITORS

Use the internet like a tool to help them achieve a particular task. They complete the task and move on, usually leaving very little trace of themselves.

RESIDENTS

Use the internet more socially, to connect with people, and share / obtain information about life and work. There is an identifiable legacy to their online activity.

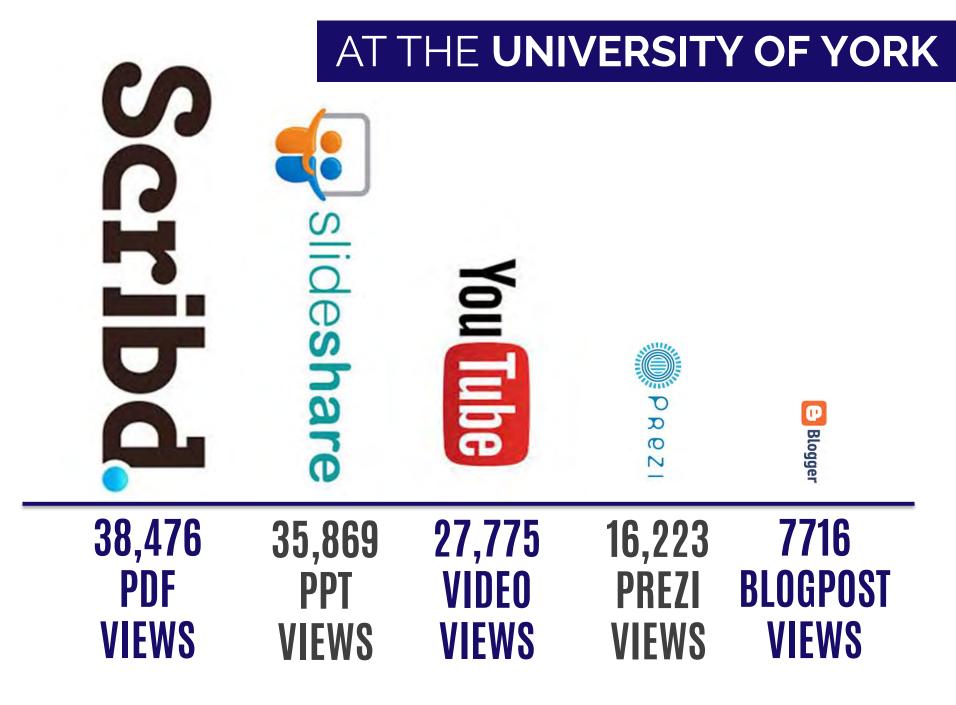
"Visitors and Residents is a simple way of describing the range of ways individuals can engage with the Web."



"It's a continuum of 'modes of engagement' not two distinct categories.."



"It's a continuum of 'modes of engagement' not two distinct categories.."





We provide information and help for people in Visitor mode, via the website, libguides, and the social media platforms above



Uni of York Library @UoYLibrary

Follow us on Twitter for the latest news

(allo)

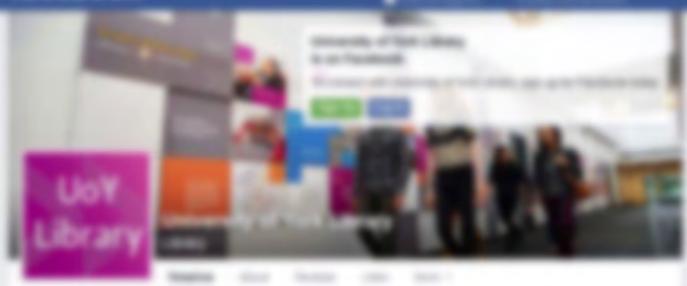
Uni of York Library @UoYLibrary - 3m Wondering where the Library is? Follow the red footprints leading to Library

Susanna Pell @susannapell

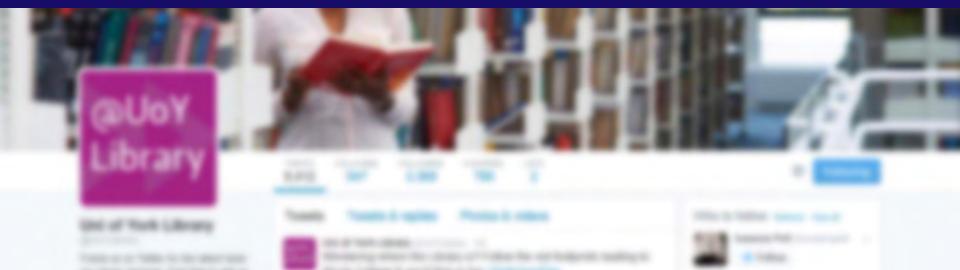
Sollow

18

facebook



For people closer to the Resident mode end of the continuum we have Facebook and Twitter



All of these platforms are flexible. They're multi-function according to our student and staff needs (and the mode they're in).

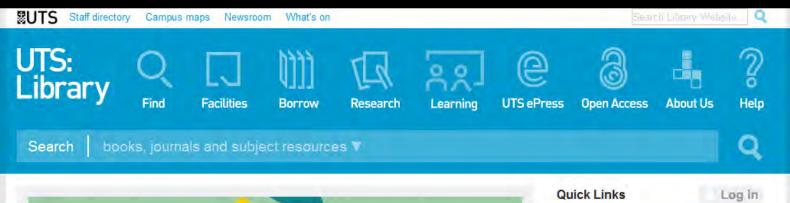


TWITTER

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| | Readings & past exams Book a room or computer | Opening hours | Signing off for the week! Have a great weekend-In the meantime you can go to <u>swinburne.edu.au/lib</u> /contact/ if you have any Library related queries! | |
| | | | Library related queries: | |







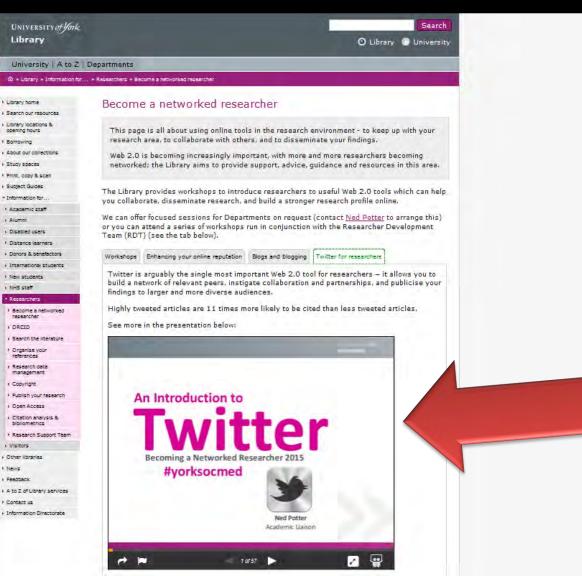




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SLIDESHARE PRESENTATIONS





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University of York Library Guides

Brief how-to videos to help you get the most out of the Library at York.



Welcome to the Library by YorkInformation 684 views 5 months ago CC



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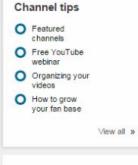
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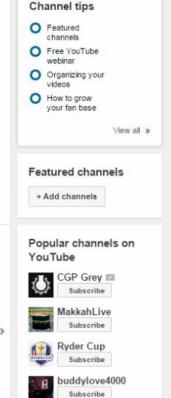
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Set up Sept 2012

69 subscribers

(Pewdiepie has 37 million subscribers / 7 billion views)

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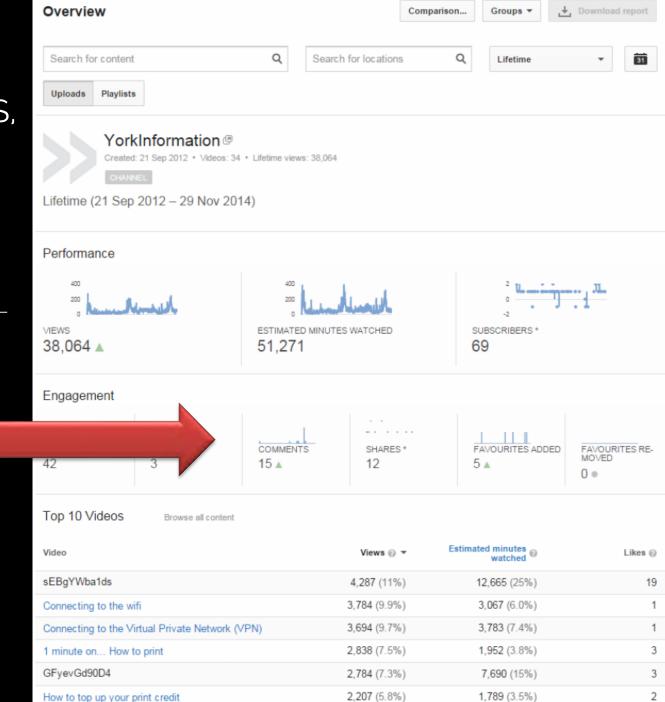


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OUR YOUTUBE CHANNEL COULD BE FOR RESIDENTS, BUT THE STATS SUGGEST IT'S **PRIMARILY FOR VISITORS**



854 hours of views – but only 15 comments!

^{Okay.} THAT'S ENOUGH **THEORY!**

Let's talk specifics.

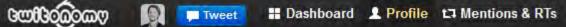
SPECIFICS PART ONE Useful Social Media FOR LIBRARY SERVICES

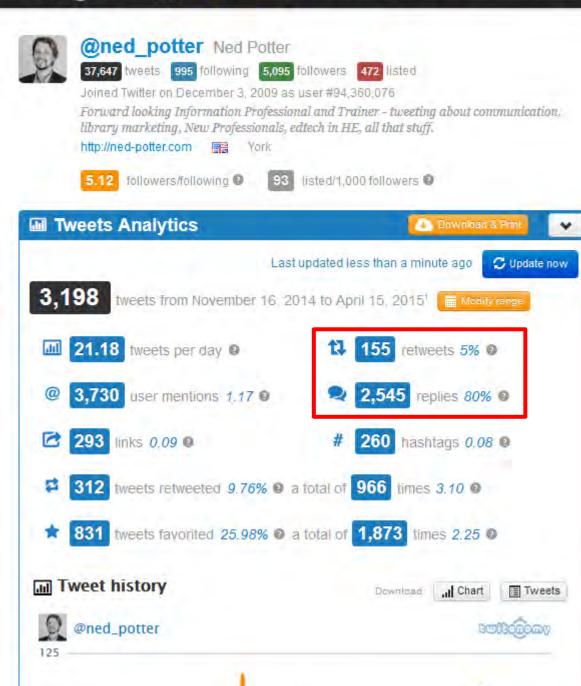
TWITTER

'Only' 15 million UK users... but they're our kind of people! For actually engaging with students and staff, twitter is hard to beat.

The tone is like face-to-face conversation. This colloquial nature makes it ideal for getting feedback which isn't extreme...

The most important thing to remember about twitter: it's a conversation. How interactive are you?



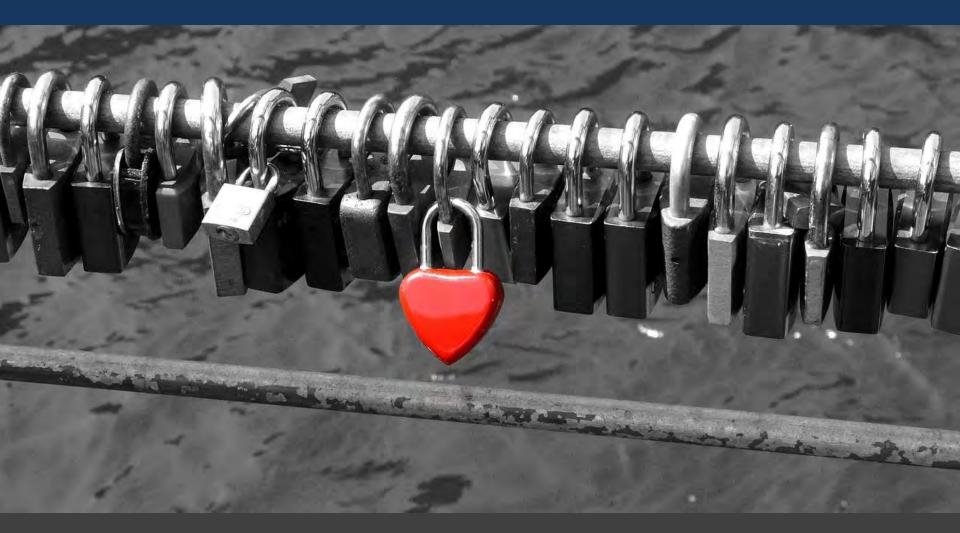


Twitonomy.com will tell you how interactive you're being.

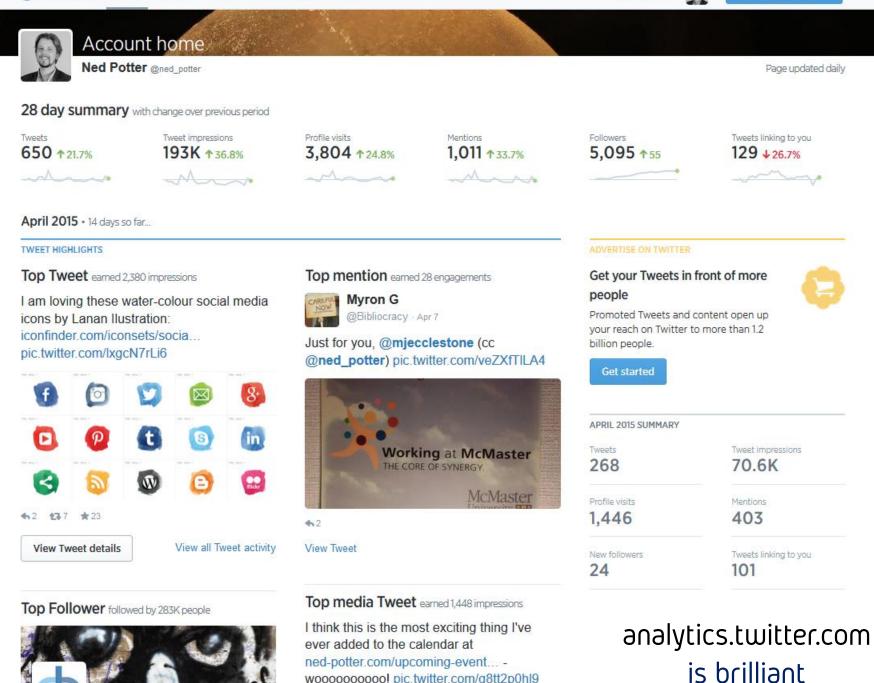
Take a print-screen this week – then check back in a month and see if you can get the percentages up.

Remember the 1 in 4 rule!

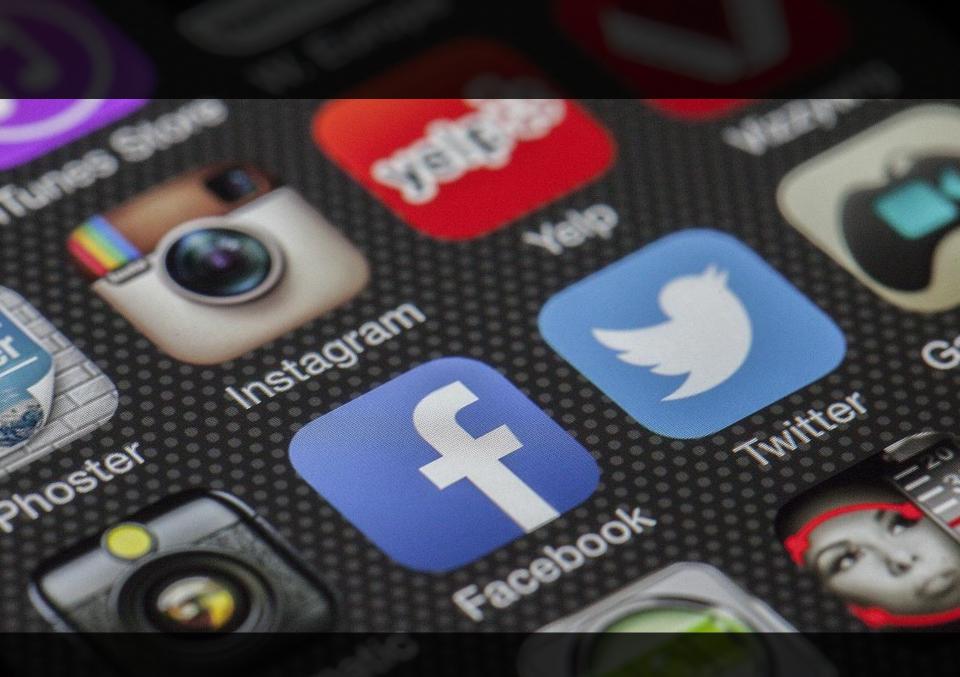
DON'T GET CAUGHT UP IN THE NUMBERS; TRACK ENGAGEMENTS



Ned Potter v



wooooooool pic.twitter.com/g8tt2p0hl9



INSTAGRAM IS COMING!

Facebook

nstagram

► INSTAGRAM IS COMING!

It now has 300million active users (more than Twitter), who spend an average of 21 minutes a day on the site...

acebool

stagram

(41% of internet using 16 – 24 year olds are on there)

INSTAGRAM IS COMING!

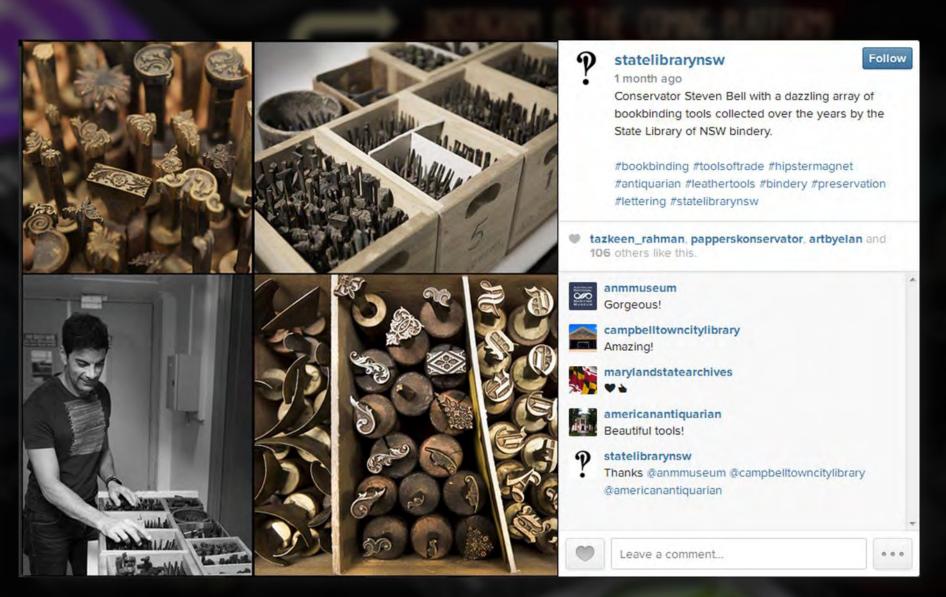
It now has 300million active users (more than Twitter), who spend an average of 21 minutes a day on the site...

aceboo

stagram

(41% of internet using 16 – 24 year olds are on there)

Show off your buildings, show off your stock. Show off your librarians! Provide behind the scenes access, or sneak peeks.





ค

statelibrarynsw

Follow

4 weeks ago · 9 The State Library of New South Wales

Some #pulpconfidential fans really got stuck in to it. today. Become part of the fun and visit this larger than life #exhibition. On show until 10 May 2015. #free #StateLibraryNSW

ras.1, dailybookcover, freeman_ryan_design and 65 c others like this.





statelibrarynsw

1 month ago

Today we welcome artist John Bokor – the Library's first ever Artist in Residence.

Follow

Over the next two weeks John will draw inspiration from the Library's public spaces, including the iconic Mitchell reading room, as well behindthe-scenes interiors.

We're excited to see where this pilot residency

naughty_picasso, zadzadazadsky, dailybookcover and 106 others like this.

joblarney

Look forward to seeing what comes of this!

ludwig_haskins

Wonderful! This inspires me to also do some sketches of the library.



.

.

1111

boxanet

No pressure John

microgalleries

Fantastic initiative!

princesstamara

Will he be around on Saturday? There will be a heap of teacher librarians visiting!

Leave a comment...

INSTAGRAM IS COMING!

Or host a hashtag contest: "Share a photo of you in the library using the hashtag #librarycontest to win a prize!"

Facebook

stagram



SDSU Library

Subscribe to feed

Home About the SDSU Library What's Special About Us

FLICKR PHOTOS







SDSU LIBRARY ON TWITTER

@sdsu_e3 Again, always happy to have you all here! 1 day ago

.@wolf_abby We're happy to have you here! Make sure to use the escort and shuttle service when you do leave in the evenings to stay safe! 1 day ago

Take a Tour, Take a Photo

January 21, 2014 in Events, Instruction | Tags: instagram contest, instragram, library mobile tour, photographs, sdsu library

Do you enjoy taking photos? Like winning prizes?

The SDSU Library is sponsoring an Instagram photo contest, which will begin on January 21 and end at 11:59 p.m. on February 28, 2014. To participate, you will need to take the new library mobile tour using your own mobile device (smartphone or tablet) or borrow one of the library's Nexus 7 tablets. While you're taking the tour, take a photo of something you like about the library and upload it to Instagram. Multiple entries are allowed.

The contest is open to SDSU students, staff, faculty, and the public. Every photo with the hashtag #SDSUlibrarytour is



considered an entry. Four winners will each receive a \$25 Aztec Shops gift card. Winners will be notified by March 5, 2014, via an Instagram comment on the winning photos from the SDSU Library Instagram account.

If you have a question about the contest, talk to us on Twitter (@sdsulibrary #SDSUlibrarytour) or send an email to libinstruct@mail.sdsu.edu. Further information about the contest can be found on the <u>contest website</u>.

INSTAGRAM IS COMING!

Or host a hashtag contest: "Share a photo of you in the library using the hashtag #librarycontest to win a prize!"

Facebook

stagram

Above all, make it specific.

BLOGGING IS DEAD; LONG LIVE BLOGGING!



5 reasons to set up institutional

1) THEY'RE **MOBILE READY**



2) GOOGLE LOVES BLOGS



3) YOU CAN HAVE LINKS FOR EVERYTHING



4) THEY'RE REALLY, REALLY EASY TO USE



5) YOU DON'T HAVE TO **SPEND ANY MONEY**



3 TIPS FOR LIBRARY BLOGS



Always embed some multimedia



Think of your posts as tools



Check the stats to see what works



tumblr.

(It's where all the young people are...)

111111111111111



Short posts, lots of images, animated GIFS...

Easy to ReBlog

MacBook Air





tumblr.



APPEALING TO YOUTH SUPPLEMENTING EXISTING BLOGS SHOWCASING SOMETHING VISUAL





SPECIAL COLLECTIONS & UNIVERSITY ARCHIVES

Special Collections University of Iowa

Named "New and Notable" by Tumblr, 2013!

Rare books, artist's books, miniature books, zines, oddities, and daily life from the University of Iowa Special Collections & University Archives. Expect GIFs!

Visit our other pages- Hevelin Science Fiction Collection: @hevelincollection, Map Collection: @uimapcoll, lowa Women's Archives: @iowawomensarchives

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Questions of any kind can be directed to our "Ask" box, and reference questions, department questions, and concerns can also be answered privately by email: lib-spec@uiowa.edu.

POSTS WITH GIFS ASK SUBMIT ARCHIVE



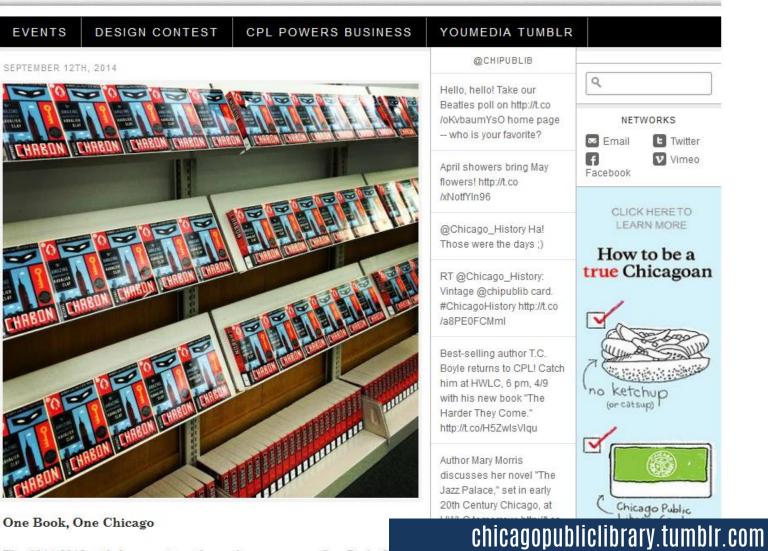
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Chicago Public Library



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The 2014-2015 pick for our citywide reading program, *One Book*, *One Chicago*, is the Pulitzer-Prize winning "The Amazing Adventures of

Complete our Spring





The Mechanical Curator

Randomly selected small illustrations and ornamentations, posted on the hour.

Rediscovered artwork from the pages of 17th, 18th and 19th Century books.

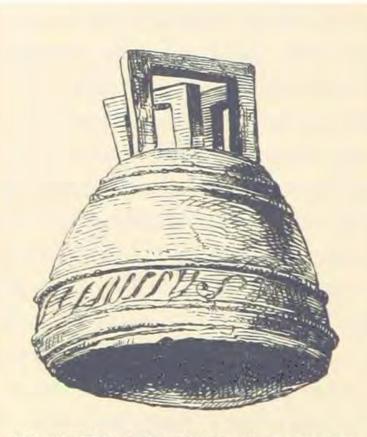
@MechCuratorBot - British Library Digital Scholarship Blog

Archive About Links



mechanicalcurator.tumblr.com





AN ANCIENT BELL FOUND AT WANGAREI.

Image from 'Te Ika a Maui, or, New Zealand and its Inhabitants ... Second edition, etc', 003591040

- · Author: TAYLOR, Richard M.A., Missionary in New Zealand
- Page: 122
- Year: 1870
- · Place: London
- · Publisher: William Macintosh

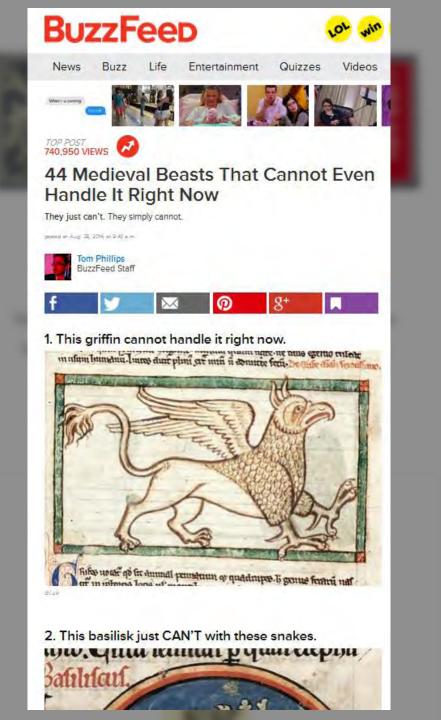
View all the images from this book

Following the link above will take you to the British Library's integrated catalogue. You will be able to download a PDF of the book this image is taken from, as well as view the pages up close with the 'itemViewer'. Click on the 'related items' to search for the electronic version of this work.

mechanicalcurator.tumblr.com



#bidigital #billabs #tritishildrary #1870 #5imilar_to_117894415072_place_of_publishing



SPECIFICS PART TWO

Useful Social Media FOR YOU

KEEP UP TO DATE ONLINE



RSS allows you to subscribe to any blog

Forum for Interlending and Information Delivery

Friday, 19 June 2015

Ready for Interlend 2015

Ready for Interlend 2015?





(Or you can set up a Google Alert on a general topic)

| Google | | |
|--------|---|--|
| | Alerts Monitor the web for interesting new content | |
| | Q Interlend2015 × | |
| | Enter email CREATE ALERT Show options - | |
| | Alert preview There are no recent results for your search query. Below is a sample of the type of results you will get. BLOGS Interlend 2015 FIL Forum for Interlending and Information Delivery | |
| | Interlend 2015: Interlending at the crossroads? Sorry – Booking for Interlend 2015 has now closed. Posted in Home Page | |
| | Interlend 2015 Programme FIL Forum for Interlending and Information Delivery 09:00. Registration opens. 09:45. Welcome: Housekeeping, 10:00. Keynote Day 1: Ned Potter: Visitors and Residents: Useful Social Media in | |
| | Forum for Interlending Members Only Area FIL Forum for Interlending and Information Delivery Ready for Interlend 2015? photo credit: | |

RSS allows you to get updates from specific sections of websites



Florence steps up with festival set

Florence and the Machine's Florence Welch delivers an energetic headline set to close the first full day of the Glastonbury Festival.

C 27 June 2015 Entertainment & Arts

How Florence conquered Glastonbury

Live coverage: BBC Glastonbury

The A-Z of Glastonbury Festival 2015

'Life is ace' at festival



Watch/Listen



Why Louis didn't like Stereo Kicks

Entertainment



Busker plucked to support Jacksons © 25 June 2015 Birmingham & Black Country



Harry Potter play to open next year () 26 June 2015 Entertainment & Arts



Harry Potter play to



Entertainment

Tickets blow for Taylor Swift fans

③ 26 June 2015 Business

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Sign in and start using The Old Reader with a single click. Or, if you're too shy, check out our Howto or peek at what's trending right now.

theoldreader.com



My view: the single most useful social media for information professionals

GOOGLE WILL BRING BACK A MILLION ANSWERS...

GOOGLE WILL BRING BACK A MILLION ANSWERS...

Twitter is like asking for help and advice from the people you most trust in the office – except the office has several hundred people in it



Use the search box. Find the people who are talking sense about the things you care about, and follow them.



Think of Twitter as being like an online (and always available) version of the meals and coffee breaks at conferences like this one.

You don't have to talk back and interact. But you'll get more out of it if you do. Ask questions. Join conversations.



Use Twitter Lists to compartmentalise, organise, and keep track of themes and topics.

You don't need to be COMPLETELY professional!



ANY QUESTIONS?

Final CALLS TO ACTION











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