#### 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.

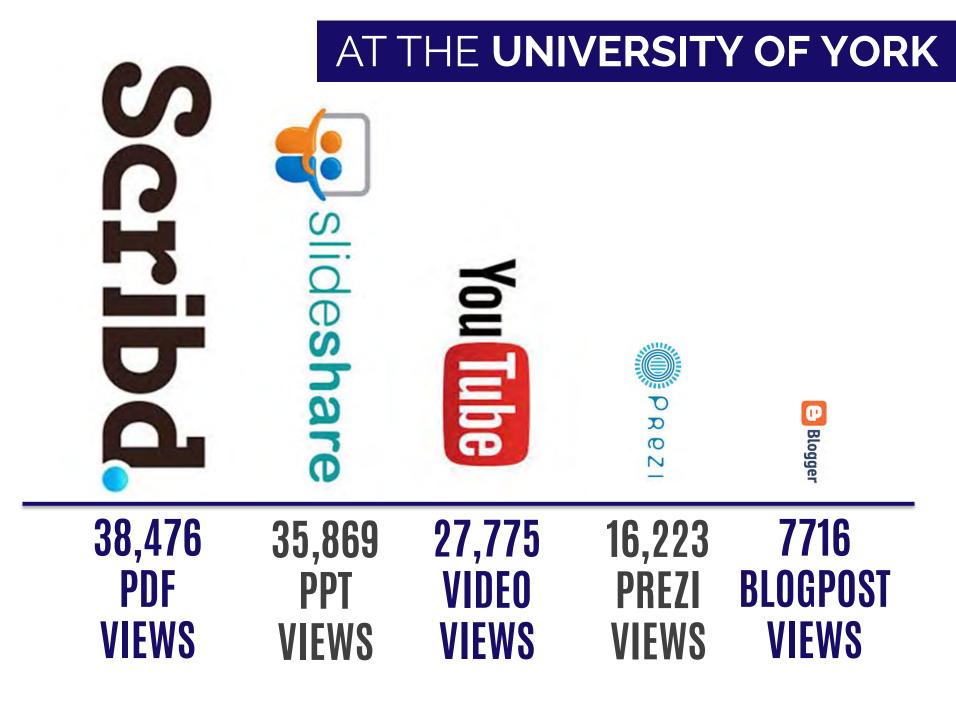
"Visitors and Residents is a simple way of describing the range of ways individuals can engage with the Web."



"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)

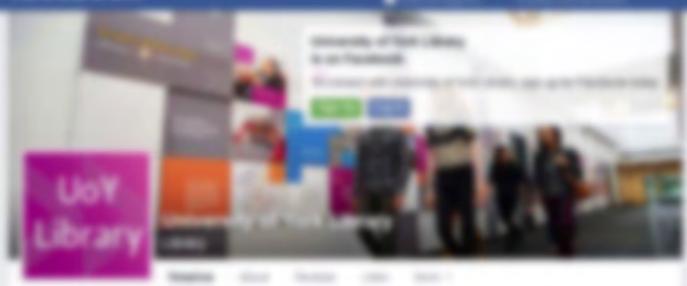
Uni of York Library @UoYLibrary - 3m Wondering where the Library is? Follow the red footprints leading to Library

Susanna Pell @susannapell

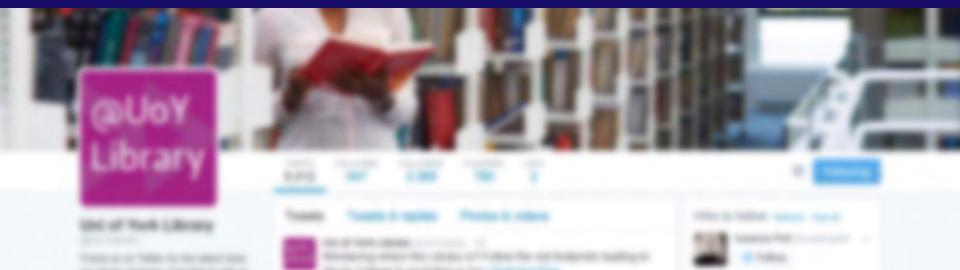
Sollow

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).

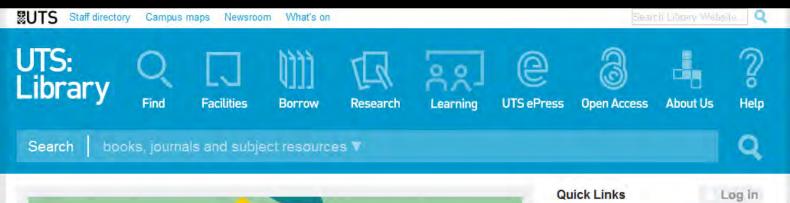


#### TWITTER

HOME STUDY AT SWINBURNE	RESEARCH BUSINESS & PARTNERSHIP	ABOUT CONTACTS S INTERNATIONAL	LIBRARY STAFF CURRENT STUDENTS	
SWIN BUR * NE *	Library			
> Home	Search the Library		18-6	
> Search			1 1 1 A C	
> Databases		Ali 🔻 🔍		
> Study help	More searches: EBSCOhost Google Scholar Scopus Web of Science			
> Borrowing			Get started here!	
Computers & study space	the second second		News	
Teaching & Research	My Account Renewals	Subject Guides Subject help	- 100 m	
> About us			<ul> <li>SAE Digital Library now available</li> </ul>	
Contact	Databases/Journals Journal articles	Referencing Harvard   EndNote	<ul> <li>Using R for Statistical Analysis</li> </ul>	
			😏 @swinlib	
	Readings & past exams Book a room or computer	Opening hours	<ul> <li>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!</li> </ul>	
			Library related queries:	







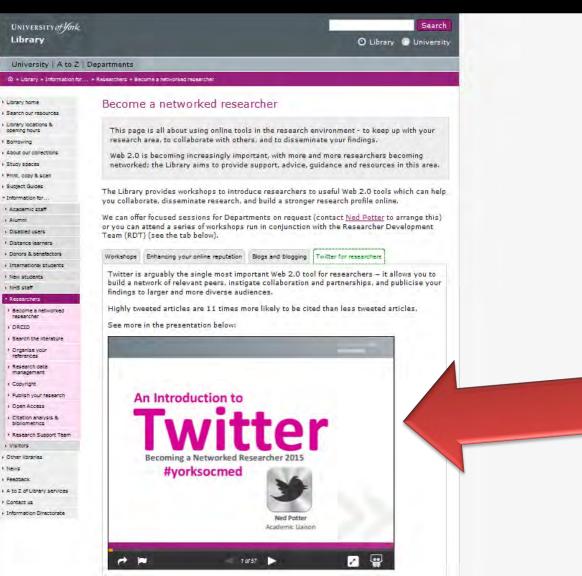




Alumpti

t News

#### **SLIDESHARE** PRESENTATIONS





#### YOUTUBE/VIMEO

60

60

	Sign up for our e-newslet	ter Your email address
HE BL	JSINESS & IP CENTRE	Search BIPC
Tur Tur	n your idea into a success story	Search our website
Home	Visit us Workshops & events Advice Databases & publications Our par	tners About us Growth
bl.uk	> Home > Visit us > Virtual tour of the Centre	
Virtual tour of t	the Centre Virtual tour of the Centre	Success stories
	Thinking about visiting the Business & IP Centre for the first time? This video will show you what to expect.	60
	Discover:	
	<ul> <li>The main services we offer in the Centre</li> <li>Practical details, like what you need to do to get a Reader Pass</li> <li>What the Centre and the Library look like.</li> </ul>	Richard Woods co-founded DIY Kyoto and launched the wattson
	Virtual tour of the British Library Business & IP Centre in Lond	See our success stories
		e-newsletter
		▶ View a sample issue
		Related links
	Business and Pinformatio	How to use the Centre
		Contact us
	Join us online facebook You Tube In Linked in C Twitter Our blogs	Business & IP Centre The British Library 96 Euston Road London NW1 2DB Tel: +44 (0)20 7412 7901 Email: Reference Team

The University of York Library					
Library » Subject Guides » Theatre, Film and Television		Admin Sign I			
heatre, Film and Television					
ast Updated: Nov 13, 2014 🕴 URL: http://subjectguides.york.ac.uk/tftv 🕴 📇 <u>Print</u>	Guide RSS Updates				
Welcome! Getting started Online resources for TFIV Help, Guides, and Fu	rther Info 🛛 Open the Support for Res	earchers pages			
nline resources for TFTV A <u>Print Page</u>	Search:	This Guide 💌 Search			
ssential text-based online resources for TFTV	A guide to the resources on the	nis page			
Here are the important and popular resources for TFTV students - databases containing good quality academic articles which Google can't find. For more info about any of these resources, click the 'i' icon next to each.	Here's a brief guide to the most pertinent resources for TFTV, organised by need. Click the box in the bottom-right corner to expand it to full-screen.				
Ve've just added American Film Scripts online, a fantastic resource!	TFTV Online Resources Guide				
<ul> <li>JSTOR 1 Strain St</li></ul>		THE DRIVENESS OF BIRG			
American Film Scripts Online	the second s	Information			
• International Index to Performing Arts Full Text (ProQuest) 🗕 🔍	Control of the second sec				
Cambridge Companions Online: Literature and Classics 🖉					
• Project MUSE 😈 🐵					
Intute: Arts and Humanities 😈					
American Film Institute Catalog 🗕					
• FIAF Index to Film Periodicals 🕖					
Film Index International 😈					
• Screen Online 👲					
Media History Digital Library 🔮	For The atre situaters needing primary sources Settoenth Concervation Statement (2000) has The London The atro Archive Aus very loss for his people res	tre-related materials, and the Sars			
British Humanities Index (ProQuest) 🔮	For all types of TFTV structures needing for used the TBADE PRESS vv Parinkum, happening us there the task press - the meating starts we versus, the Tango Parates, and Second meating all of which we available that <u>international hold start</u> Parinemagikes Pull that (Program) Parinemagager invides ( <u>Internal</u> ) as and heather <u>(International Hold start</u> )				
East London Theatre Archive					
Eighteenth Century Collections Online (ECCO) 🖉 💿	film in dox international provides i ndoxing an ó biograp	Siza far filma,			
LION - Literature Online 🔮 🞯		LIBRARY			
Literature Criticism Online - Drama Criticism	and the second se	www.yok.ac.uk/deary			

#### SCRIBD PDFs



#### YorkInformation

Home Videos Playlists Channels Discussion About Q



#### 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



1 minute on... Returning a book by YorkInformation 647 views 2 years ago



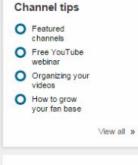
1 minute on... Taking a book out by YorkInformation 690 views 2 years ago



1 minute on... Using the Audiovisual Collection se... by YorkInformation 396 views 2 years ago



Booking a study space by YorkInformation 177 views 1 year ago CC



#### Featured channels

+ Add channels

#### Popular channels on YouTube

Subscribe



Ryder Cup





#### YorkInformation

Home Videos Playlists Channels Discussion About Q



#### 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



1 minute on... Returning a book by YorkInformation 647 views 2 years ago



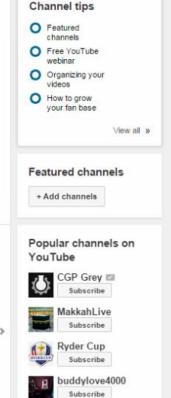
1 minute on... Taking a book out by YorkInformation 690 views 2 years ago



1 minute on... Using the Audiovisual Collection se... by YorkInformation 396 views



Booking a study space by YorkInformation 177 views 1 year ago CC



2 years ago



#### YorkInformation

Home Videos Playlists Channels Discussion About Q



#### Virtual Tour of the Library 700 views 5 months ago

### Set up Sept 2012

#### 69 subscribers

(Pewdiepie has 37 million subscribers / 7 billion views)

#### O Featured channels Free YouTube webinar Organizing your videos O How to grow your fan base View all » Featured channels + Add channels Popular channels on YouTube CGP Grey Subscribe MakkahLive Subscribe Ryder Cup Subscribe

buddylove4000

Subscribe

Channel tips

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

University of York Library Guides



1 minute on... Returning a book by YorkInformation 647 views 2 years ago



1 minute on... Taking a book out by YorkInformation 690 views 2 years ago

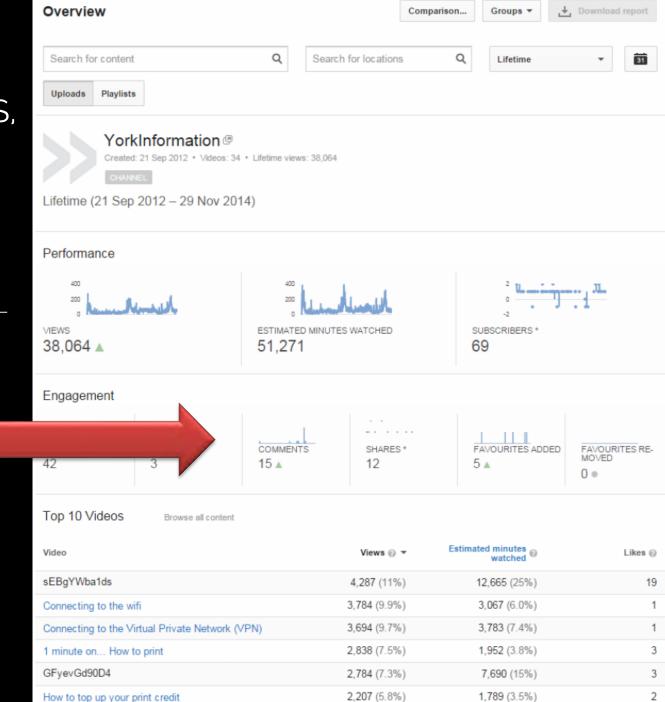


1 minute on... Using the Audiovisual Collection se... by YorkInformation 396 views 2 years ago



by YorkInformation 177 vie 1 year ago

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



854 hours of views – but only 15 comments!

#### <sup>Okay.</sup> THAT'S ENOUGH **THEORY!**

Let's talk specifics.

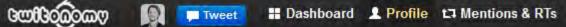
## SPECIFICS PART ONE Useful Social Media FOR LIBRARY SERVICES

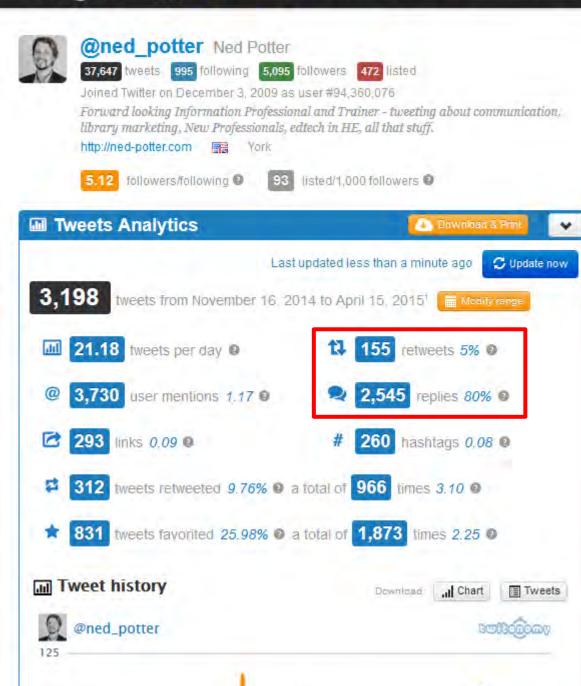
# TWITTER

'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?



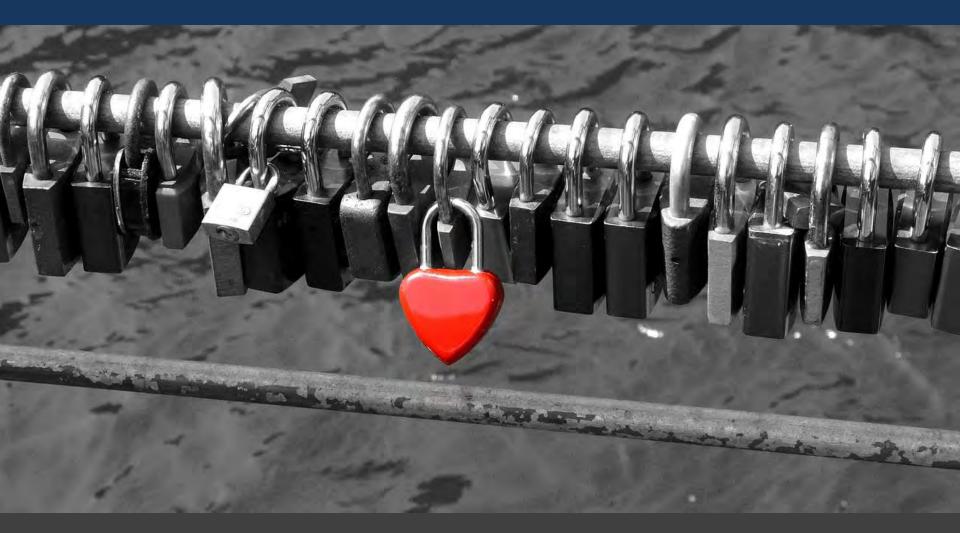


Twitonomy.com will tell you how interactive you're being.

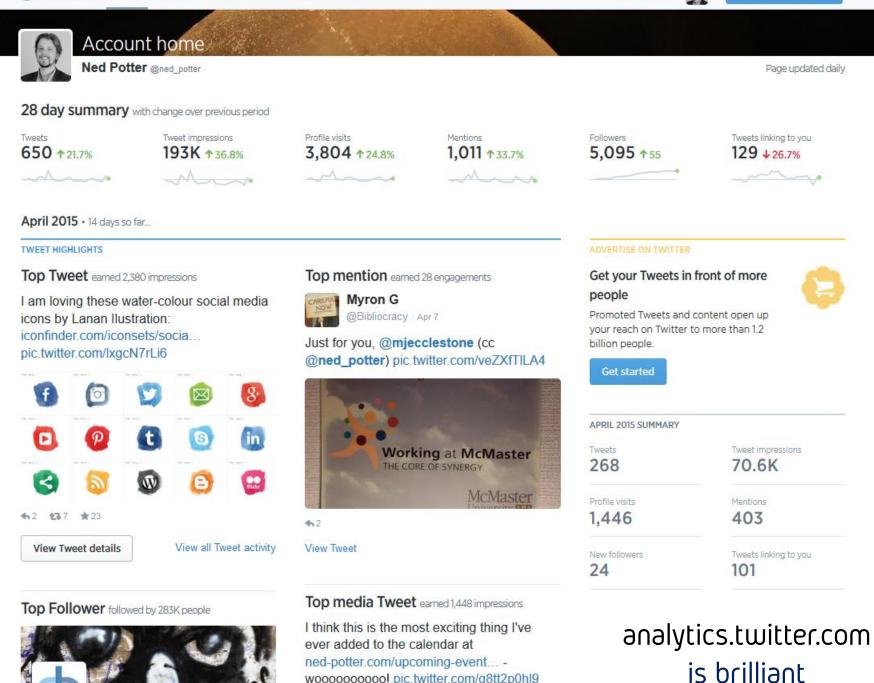
Take a print-screen this week – then check back in a month and see if you can get the percentages up.

Remember the 1 in 4 rule!

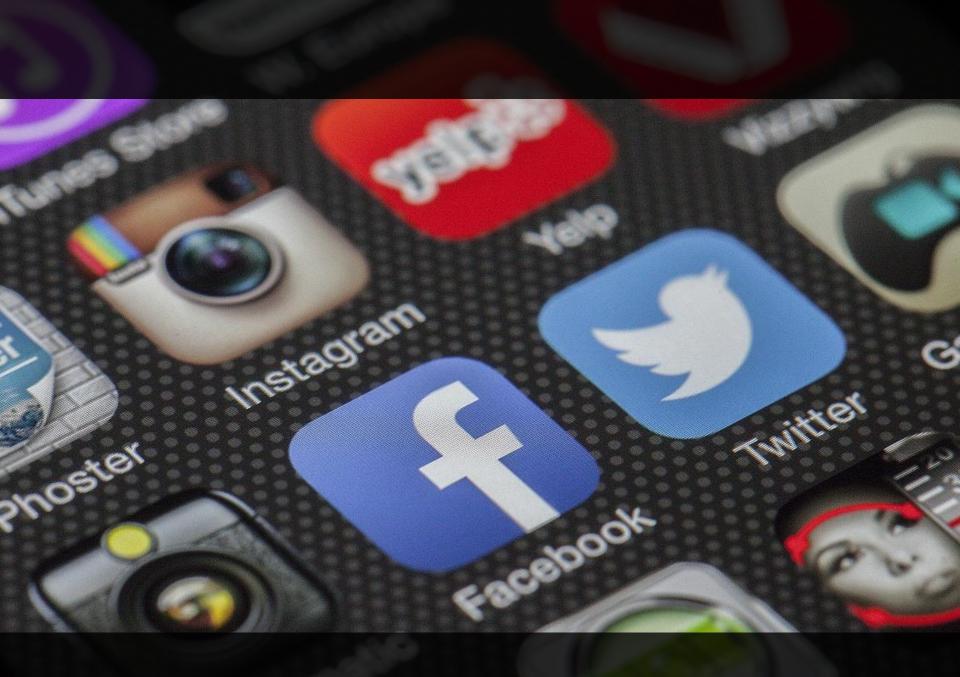
### DON'T GET CAUGHT UP IN THE NUMBERS; TRACK ENGAGEMENTS



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!

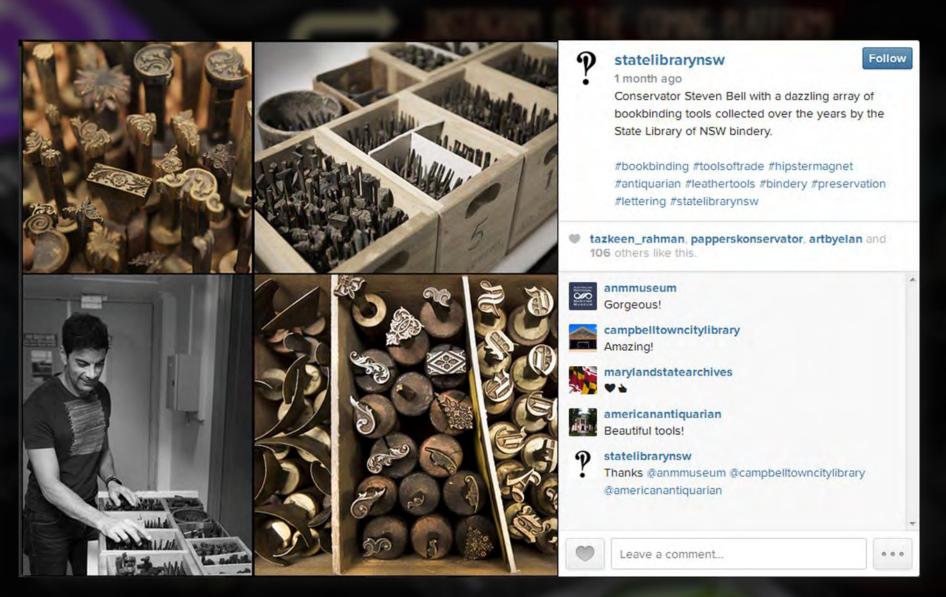
It now has 300million active users (more than Twitter), who spend an average of 21 minutes a day on the site...

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

Any materials provided are for personal or scholarly use and you are responsible for obtaining any copyright permissions that may be required for your own further uses of any materials provided.

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



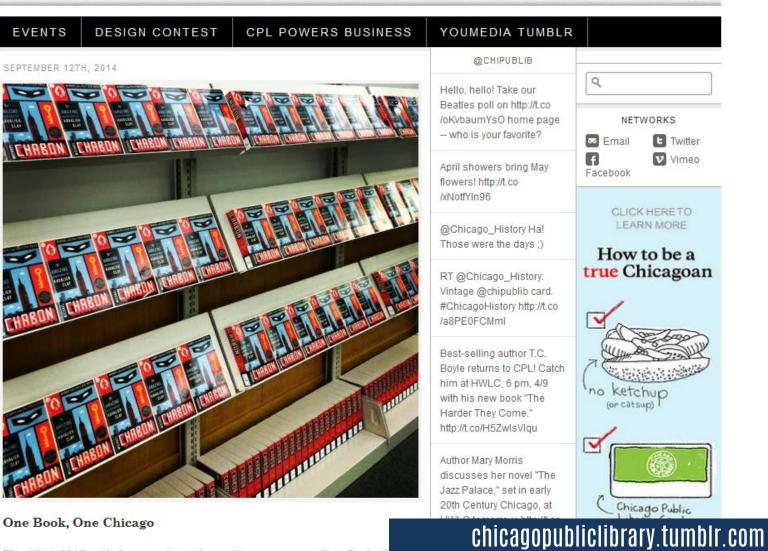
#### uispeccoll.tumblr.com



### **Chicago Public Library**



+ Follow tun



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.

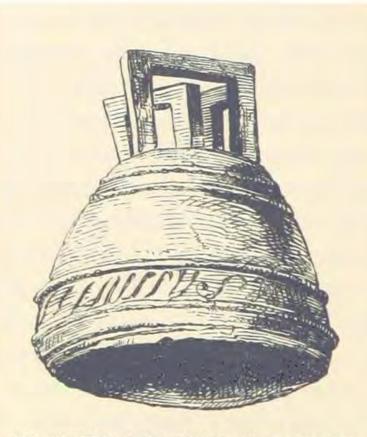
@MechCuratorBot - British Library Digital Scholarship Blog

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

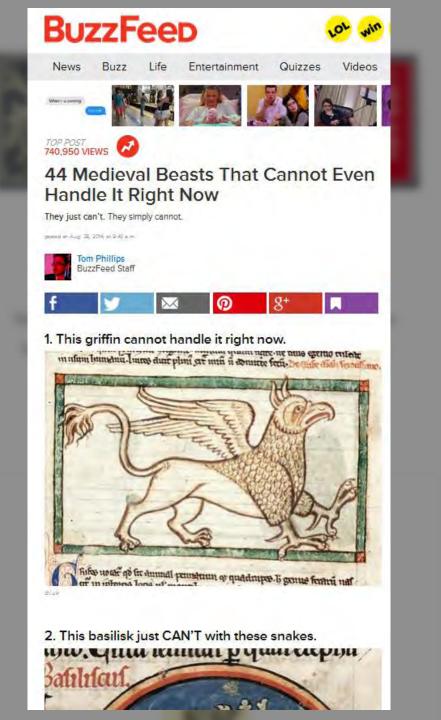
#### View all the images from this book

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

-----

#### Follow Us



RSS ensures the web waits for you...



#### Welcome to the ultimate social RSS reader for The Open Web. Read, share and discuss. Don't miss a thing.

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











ALL IMAGES **COPYRIGHT FREE** VIA UNSPLASH, GRATISOGRAPHY AND PIXABAY Except the V&R Continuum courtesy of David White, and Donna Lanclos copyright of David Tilley

## @ned\_potter

#### ned-potter.com

ALL IMAGES **COPYRIGHT FREE** VIA UNSPLASH, GRATISOGRAPHY AND PIXABAY Except the V&R Continuum courtesy of David White, and Donna Lanclos copyright of David Tilley