

Social Media and Libraries

By

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What is social media?

- “ Media that uses information & communications technology (ICT) to establish an on-going social interaction
 - . Synchronous & asynchronous communication
 - . The ICT could be text, audio, or multimedia

Types of social media

- “ Twitter
- “ Facebook
- “ Foursquare
- “ YouTube
- “ MySpace
- “ Flickr
- “ etc

Uses of social media

- “ Social media can be used to great advantages in organizations
- “ Social media can use the platform of personal computers, personal digital assistants (PDAs), mobile phones, etc
- “ Check ‘50 Ways to use Social Media, listed by Objective:- <http://www.web-strategist.com/blog/2008/07/15/50-ways-to-use-social-media-listed-by-objective/>

Practical #1 - 20mins

- “ Break up into groups of 5 each
- “ Read through the ‘50 Ways . . .’ above
- “ List out what a library can do under each of the 5 strategic Objectives as grouped by Jeremiah Owyang

Using social media in the library

- “ The main use of social media in libraries is **engaging the library** patron through
 - . Synchronous & asynchronous feedback
 - . Getting almost immediate feedback in the delivery of library services can enhance significantly, the profile of libraries
- “ Other uses include
 - . Active dissemination of notifications
 - . Librarian (Reference Services, Subject, User Services) interaction with patron
- “ See also:- ‘Bringing Social Media to Any Library’
http://s36.a2zinc.net/clients/sla/sla2010/custom/handout/speaker0_session248_1.pdf

Watch out for these

- “ Study the technological competencies of your patrons
- “ Choose the appropriate media for them
 - . Multiple media can be used at the same time
- “ Provide links of your social media in your library website and online public access catalogue

Watch out for these

- “ Privacy invasion
 - . Avoid releasing critical personal data in your profile
- “ Spam messages
 - . use other icts to confirm origin
- “ Fake links
 - . Use ‘official’ site of social media at all times
- “ Phishing emails
 - . Avoid following links from your email to the web site of social media.
 - “ Go to the site directly
- “ Incredible claims
 - . Eg of multiple followers

Watch out for these

“ For some more details, see:

- <http://uk.biz.yahoo.com/01102010/389/watch-social-networking-scams.html>

Two examples

- “ For Practical purposes, we look at:
 - . Twitter and
 - . Facebook

Twitter

“ Just to refresh, because of its particular significance in rendering a dynamic library service

What is twitter?

“ Twitter can be described as: “a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?”

“ <http://mashable.com/social-media/>

- . It is a new form of online communication.
- . Makes it possible for a two-way communications between librarians and their patrons

What is twitter?

“ Text-based posts of up to 140 characters

What is twitter?

- “ email, instant messenger, and VoIP tools like Skype can be used for one-to-one or one-to-few online communication
- “ For one-to-many online communication, online publishers, blogs can be used to create and distribute content rapidly and reach anyone on the web through RSS feeds

What is twitter?

- “ A combination of the above forms of communication
- “As a Twitter user you can post updates, follow and view updates from other users (this is akin to subscribing to a blog’s RSS feed), and send a public reply or private direct message to connect with another Twitterer”

Practical #2 – 20 mins

- “ Each participant should use a system to:
 - . Follow the link below:-
 - “ <http://mashable.com/2009/05/31/twitter-tutorials-youtube/>
- “ Choose #2: ‘Twitter Tutorial’, and interact

Twitter guidebook

“ You can also benefit from the following guidebook:

- . <http://mashable.com/guidebook/twitter/>

Facebook

- “ One of the most popular social media for one to many communication
- “ Can be effectively deployed by librarians to enhance higher level and dynamic interaction between librarians and
 - . librarians, and
 - . patrons

Facebook

- “ Launched in 2004
- “ Used by more than 500 million active users in July 2010
 - <http://en.wikipedia.org/wiki/Facebook>
 - <http://mashable.com/social-media/>

Practical #3 – 20 mins

- “ Add the following address into your browser’s address bar (URL):
 - www.facebook.com
- “ Sign up by filling in the required fields
 - Remember not to submit critical data that can be used by hackers
 - Define the level of exposure you will want ‘friends’ to see your messages
- “ That is your profile which you can easily modify from time to time by logging on

Facebook

- “ You will immediately notice suggestions of people you may know
- “ See if you identify some of them
 - . Accept their friendship
 - “ Provide a statement of ‘welcome’
- “ Ask for colleagues attending LITT2010 who have facebook accounts and network with them

Conclusion

- “ Social media is the more dynamic social network for librarians to offer their services and receive instant feedback
- “ It augurs well for librarians because it motivates us with opportunities to be pro-active and innovative
- “ It engages patrons and librarians alike in a continuing interactive network for mutual satisfaction
- “ It is worth all the effort in purposefully engaging in

Thank You!

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