

# T<sup>2</sup>rendy Topics 2010

## Social Networking for Libraries

Tuesday February 9, 2010

Sponsored by Alliance Library System and  
TAP Information Services

<http://www.alliancelibrarysystem.com/trendytopics/>



**10:00 A.M. central – 10:50 A.M. central**

### **Building Collaboration, Participation, and Community in Libraries - Meredith Farkas, Norwich University**

Social software has changed the way we all work and play online, leading us into an age of participation. It is also opening up new opportunities for reaching out to patrons, providing library services and transforming our websites from static sources of information to vibrant and interactive virtual branches. Farkas, author of the book *Social Software in Libraries*, will explore the world of social software and how libraries can capitalize on these tools to improve communication between the library and its patrons, build online communities, and collaborate professionally. Practical tips on implementing social software will be offered, illustrated by libraries that are using the technologies in innovative ways.



**11:00 A.M. – 11:50 A.M. central**

### **Facebook and Libraries Lauren Jensen, Monmouth College**

Facebook's ability as a communication tool is wide-reaching. Jensen will provide a short history of Facebook and discuss her experiences with Facebook as a public relations tool. On her campus, Facebook was used to reach out to students and providing library information in an innovative manner in a community where students already were. Jensen will share her outreach methods using Facebook's built in features. Facebook's benefits (and sometime drawbacks) will also be discussed - including the time to setup, staffing, and privacy controls, as well as best practices for using the social software to connect with patrons.



**1:00 P.M. – 1:50 P.M. central**

**Twitter's Impact on Libraries**  
**Joe Murphy**

Twitter's rapid growth has pushed the concepts of mobility and brevity to the forefront of library discourse, revolutionizing the way we interact with each other and with information. Learn how libraries are using Twitter to enhance and expand library services and collections, and how to prepare for its long term impacts on library operations.



**1:00 P.M. – 1:50 P.M. central**

**Technology Training Wheels: the New Hybrid**  
**Beth Duttlinger, Alliance Library System**

Technology Training Wheels (TTW) is a web-based pathfinder that was created by the Alliance Library System (East Peoria, IL) consulting staff. It was inspired by requests from our member libraries for more training on Web 2.0 technologies. TTW was modeled after "23 Things" and it includes pathfinders on a variety of topics such as blogs, wikis, and Internet browsers. This session outlines the origin, creation, and development of TTW, and the ways we've adapted "23 Things" for our members' needs.

**2:00 P.M. – 2:50 P.M. central**



**Social and Professional Networking in Second Life:**  
**What we didn't Expect**  
**Rhonda Trueman, Community Virtual Library**

When Alliance Library System led the way for librarians to explore virtual worlds through Second Life they wanted to discover if library services could be provided in this medium. While the answer to that question is a resounding yes, librarians quickly discovered that there was an unexpected bonus. Virtual worlds are agents for social and professional networking and provide opportunities for collaboration and professional development that have real life benefits.



**2:00 P.M. – 2:50 P.M. central**

**Using YouTube to Promote Library Services**

**Rebecca Teasdale, Schaumburg District Township Library**

YouTube and Value Line? You bet. In 2009, Schaumburg Township District Library created a series of YouTube videos to get the word out about the library's services for investors. Through a *Smart Investing @ your library* grant from ALA and FINRA, the library introduced YouTube viewers to its librarians, local financial experts, and the resources and services available at the library. Find out what worked, what didn't, and what the library learned along the way about using social media to reach new audiences.



**3:00 P.M. – 3:50 P.M. central**

**Delicious and other Tagging Technologies**

**Alison Miller, Internet Public Library**

Alison will talk about Delicious and other bookmarking and tagging services and how libraries are using them. She will show how these can be created for use by library staff, library patrons & the library community. She will also discuss the impact that this type of information & resource sharing can have on 21<sup>st</sup> century libraries.



**4:00 – 4:50 P.M. central**

**Participate in the Story**

**Matt Gullett, Consultant**

Much of what we are learning with social media has to do with the powerful connections we can make with each other through our individual and shared stories. Social media are facilitating the development of newly created and shared stories. The stories of our life, work, love, fun and fantasy are vital to our survival and

libraries have always played an important role in such activity. Because libraries have nurtured a big part of the story creation, culture, collection and facilitation within our communities, people come to us to enhance, entertain, create, inform, educate a new part of their life story. Thus, in this new social media landscape libraries have a natural domain of interest, for it is all about the interaction, collection and sharing of stories.

In thinking about the library's place in keeping and sharing stories, Matt will lead a conversation on what new roles and discoveries have been presented today that connect with you and your library? How can the use of YouTube, Twitter, delicious, Facebook, Second Life, etc. enhance the story of your library and the community it serves?



**4:00 – 4:50 P.M. central**

**Quantifying the Social Web:  
Buzz, Sentiment, Influence & Engagement  
Cynthia Hart, M.I.S., Virtual Librarian**

Libraries do the soft stuff, offering citizens excellent resources and services which often translate into invaluable lifelong learning and leisure opportunities. Yet these ineffable outcomes are hard to measure. As stewards of public social, cultural, and economic resources, we need to express return on investment in clear, concise, often quantified ways. In this session we will explore ways to quantify the impact of the social web on libraries and library users. By better understanding how use of the social web creates social and cultural capital, librarians can continue to build loyalty and trust in users, increase user satisfaction, and establish a new type of information authority in the clouds of social computing.

### **Speaker Biographies**

**Beth Duttlinger** is a Library Development Consultant at the Alliance Library System in East Peoria, IL. The Alliance Library System is one of nine multi-type library systems cooperating to provide essential services to the citizens of Illinois. Beth has a Bachelor's Degree in Library Science Education from Illinois State University and holds an Illinois endorsement for grades 6-12. She completed her Master in Library and Information Science at the University of Illinois, Urbana-Champaign. Beth has worked in libraries in Illinois, Michigan, Ohio, Oregon, and North Carolina. While in North Carolina, she was selected and participated in the Master Trainer program, a statewide initiative to train librarians to become trainers in their regions. Since returning to Illinois, Beth was honored as a Tri-County Leader Under 45 and participated in Synergy: The Illinois Library Leadership Initiative. She is very interested in Web 2.0 technologies and uses these tools to support instruction. She was instrumental in the design and implementation of Technology Training Wheels (<http://technologytrainingwheels.pbworks.com>), the wiki created by the ALS consultants and modeled after Helene Blowers' "23 Things" (<http://plcmcl2-things.blogspot.com>).

**Meredith Farkas** is the Head of Instructional Initiatives at Norwich University in Vermont. She is also an adjunct faculty member at San Jose State University's School of Library and Information Science. Meredith is the author of the book "Social Software in Libraries: Building Collaboration, Communication and Community Online" (Information Today, 2007) and writes the monthly column "Technology in Practice" for American Libraries. A 2006 Library Journal Mover and Shaker, Meredith was recently honored with the 2009 LITA/Library Hi Tech award for Outstanding Communication in Library and Information Technology.

**Matt Gullett** is an award winning speaker, author, innovator and learning designer. He has led many thoughtful and engaging discussions, programs and presentations about the interaction between digital culture, people and libraries.

In 2006, Matt Gullett was named a "Mover and Shaker," by Library Journal. In 2002, he was honored with the Alliance Library System's Technology Award. He has a masters degree in library science from Indiana University with a plethora of graduate work in digital art, interaction/learning design and psychology from the University of Illinois, Illinois State University and Mars Hill Graduate School (WA).

As the Emerging Technology Manager at the Public Library of Charlotte and Mecklenburg County, Matt led many new projects and initiatives in the areas of digital culture and learning. Since that time, he has been working as an independent consultant on the Digital Design Lab & Zone Projects with the King County Library System (WA), the Media MashUp Project with the Hennepin County Library (MN), and the Digital Creativity & Learning Space Planning Guide with Kim Bolan and Associates (IN).

**Lauren Jensen** is currently the Public Services Librarian at Hewes Library at Monmouth College in Monmouth, Illinois. She earned her M.S. in Library and Information Science from the University of Illinois at Urbana-Champaign in 2006. She has presented on Facebook previously at the ILA and ACRL Conferences and looks forward to the conversations libraries can have regarding these technologies. Jensen's work with Public Relations in Facebook earned her the 2007 Public Relations award from the Alliance Library System.

**Cynthia Hart**, M.I.S., Virtual Librarian - For more than 20 years, Ms. Hart has worked as a public librarian in various capacities. For the last nine years, she has managed the resources and services of the Virtual Library (Internet site, intranet site, extranet), including all virtual resources, services and digital collections as well as outreach in

social networking sites such as Facebook. She coordinates gaming and multimedia projects for the library system. She also develops and coordinates web 2.0 training and tool implementation for internal and external use with staff and library customers.

**Alison Miller** is currently pursuing her Doctorate of Professional Studies in Information Management at Syracuse University, School of Information Studies. This program offers online, blended, and brief residency course formats providing her unique opportunities to more clearly focus on her research interests, while also building a solid foundation for advanced levels of research, and developing competencies in program evaluation research methods to further pursue her research interests. She is the Researcher in Distance Education with the Internet Public Library. Employed by Florida State University, Alison works virtually from her home in the Finger Lakes, New York. She received her Master of Science in Library and Information Science from the iSchool at Drexel University as a distance student. She actively participates in responding to questions from a variety of Mobile services, including My Info Quest, Aardvark, Mosio and kgb.

**Joe Murphy** of the Yale Science Libraries and author of the popular Twitter account *libraryfuture* <http://twitter.com/libraryfuture> is a leading innovator at the forefront of designing strategies for mobilizing library services & collections with tools like Twitter. Joe received the *Library Journal* 'Movers & Shakers' award in 2009 & earned a MLISc from the University of Hawaii in 2006.

**Rebecca Teasdale** is Deputy Director and Director of Reference Services at Schaumburg Township (IL) District Library. Previously, she held leadership positions with Multnomah County Library in Portland, Oregon and served as a reference and outreach librarian at Eugene (OR) Public Library. Rebecca has been an active member of the Public Library Association, Illinois Library Association, and Oregon Library Association and currently serves on the Illinois Library Association Executive Board.

**Rhonda Trueman** (aka Abbey Zenith on Second Life) is Access and Instruction Librarian for Northwest Florida State's Learning Resource Center. She is a member of ALA and ACRL, serving as convener for the ACRL Virtual Worlds Interest Group. Rhonda worked with Alliance Library System on the Alliance Virtual Library Project as Director of Library Resources and Services and has taught virtual librarian courses as an adjunct through UIUC. She co-edited *Virtual Worlds, Real Libraries* with Lori Bell.