

# Social Media

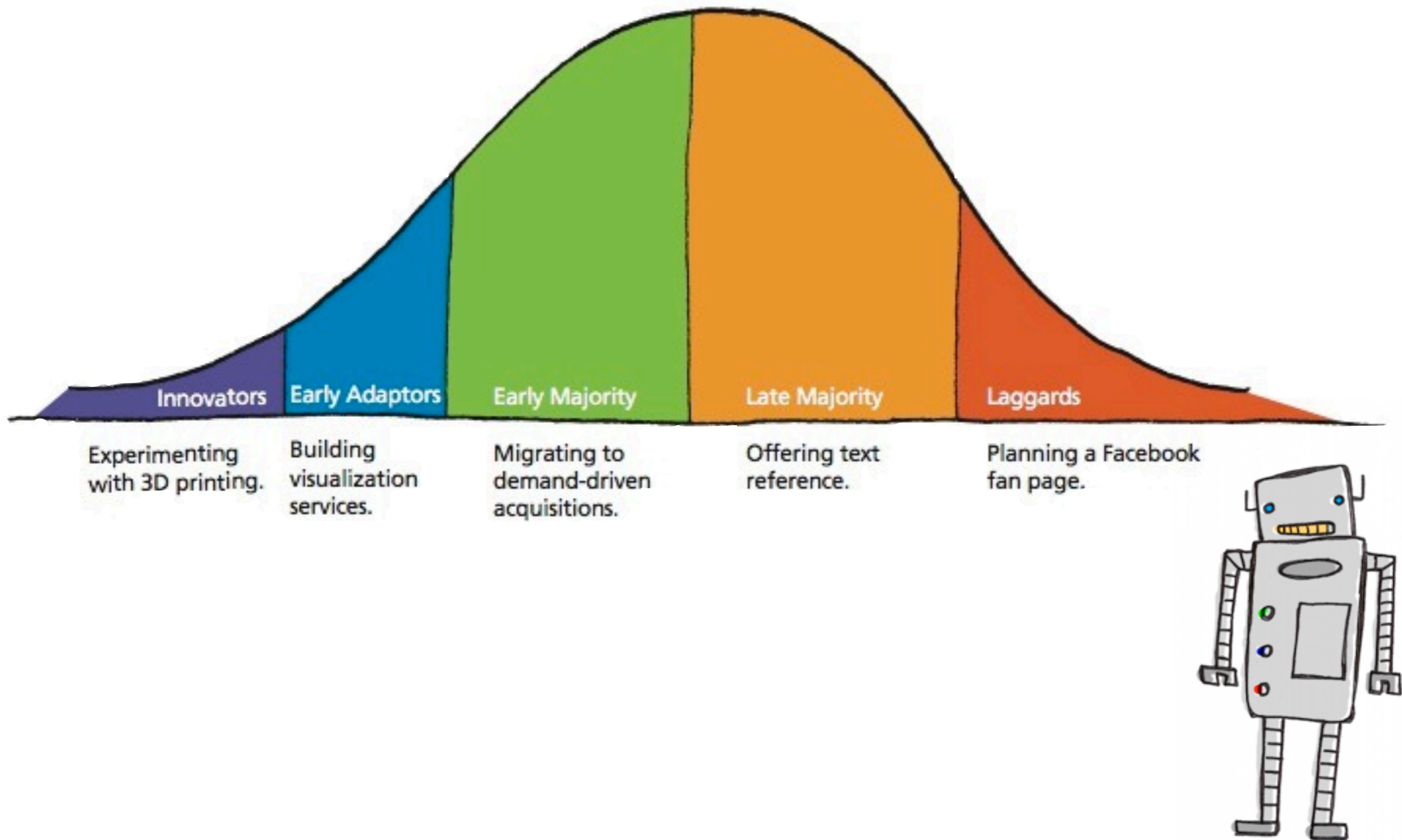
for small libraries

*<[librarian.net/talks/ilf6](http://librarian.net/talks/ilf6)>*



Wednesday, April 11, 2012

# How innovative is your library?



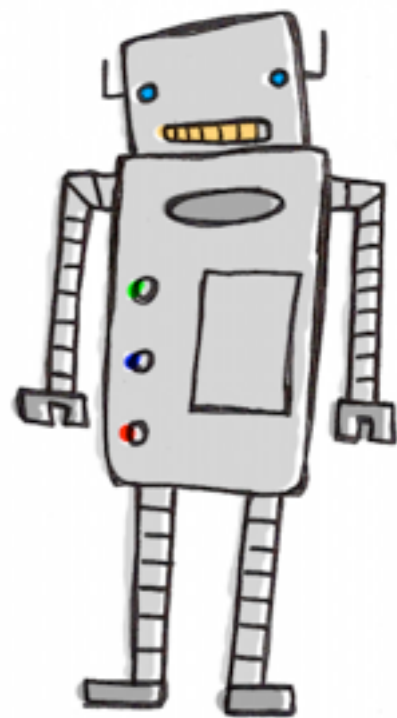
Wednesday, April 11, 2012

Before I get started I want people to realistically try to think where their library is on this graph. Brian Mathews is an academic librarian "Don't think about better vacuum cleaners, think about cleaner floors."

# digitally divided

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- ▶ **We're still at 32-34% of Americans having no broadband at home.**
- ▶ **19% have no internet at all**
- ▶ **Adoption rate is slowing [1.5 yrs for last 1%]**
- ▶ **People who don't have broadband often don't *want* broadband**



Wednesday, April 11, 2012

Now let's talk really briefly about the world we live in. I come from a small town so one of the things I think about when I think about social media is how we use it in a place where not everyone is using it.

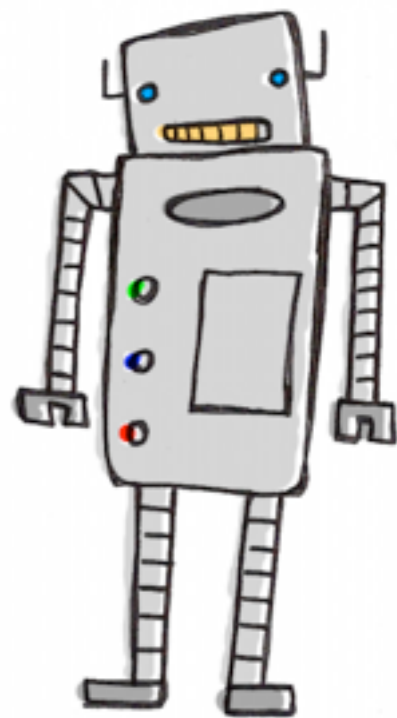
# why not?

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**Three main reasons why the 34 % of non-adopting Americans don't have broadband**

- ▶ **Cost**
- ▶ **Lack of digital literacy**
- ▶ **Broadband “not relevant for them”**

source: FCC's National Broadband Plan Consumer Survey *Broadband Adoption and Use in America*





# put more simply...

## Competing Media Messages:

The Top Two Themes about Technology

*Percent of Technology Stories*

Technology  
makes life more  
productive

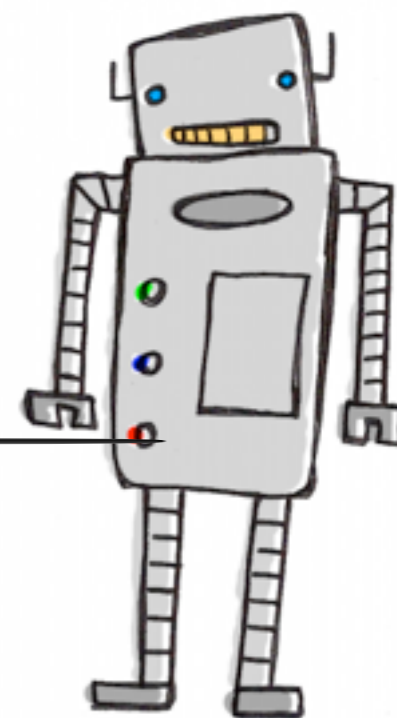
23%

The internet is  
not secure

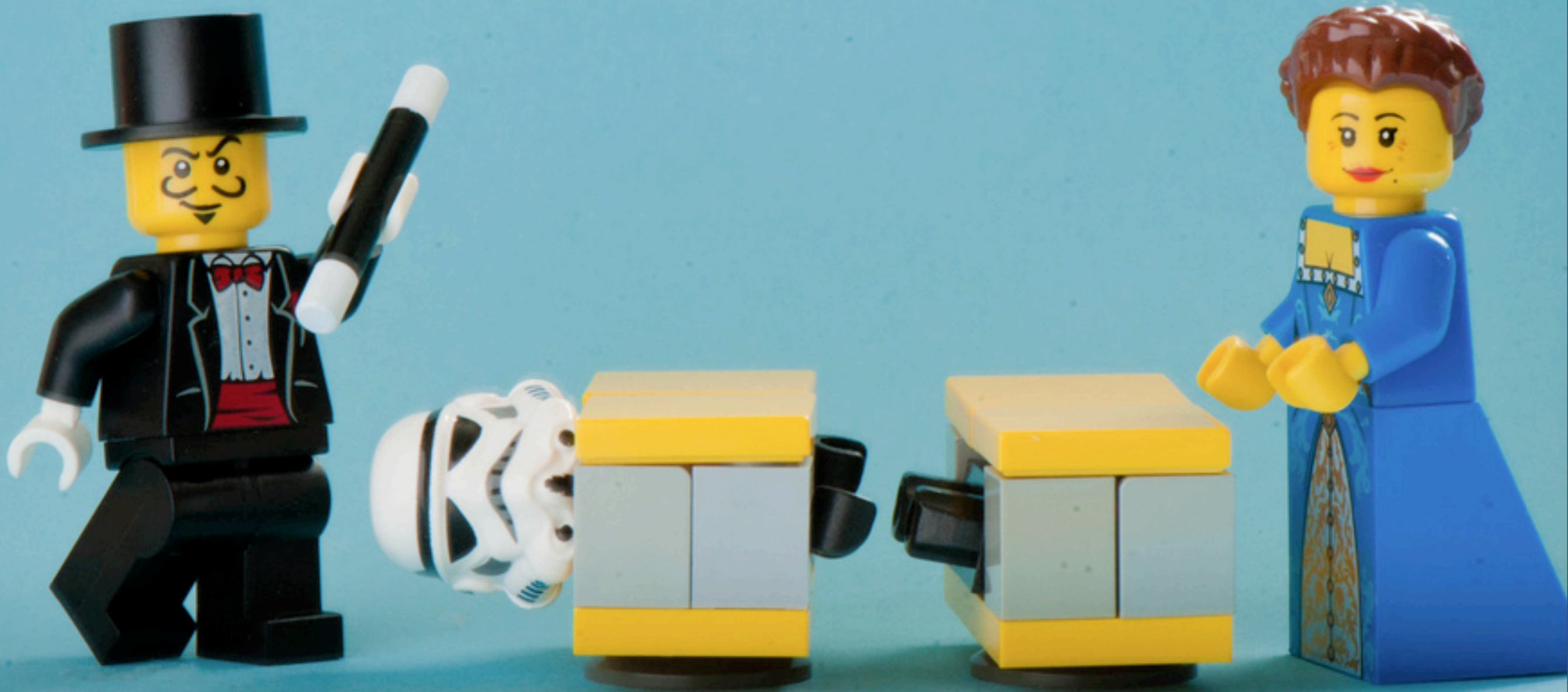
18%

**Date Range:** June 1, 2009 – June 30, 2010

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM



# it's magic?

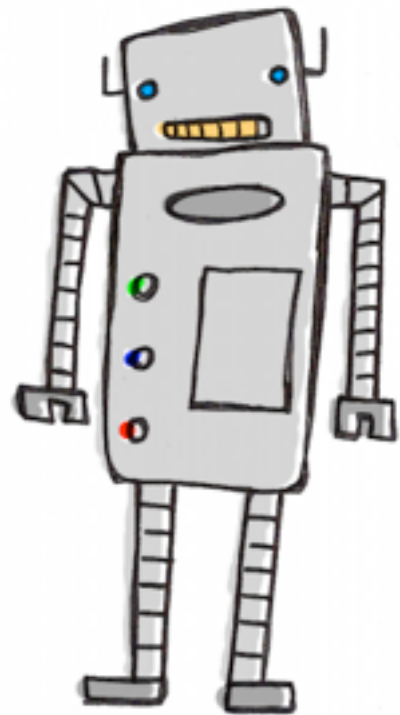


Wednesday, April 11, 2012

Put another way: We're aware of the Clarke quote "Any sufficiently advanced technology is indistinguishable from magic." people don't understand why computers will do SOME sorts of magic and not others. This is frustrating and confusing for them.

# who cares?

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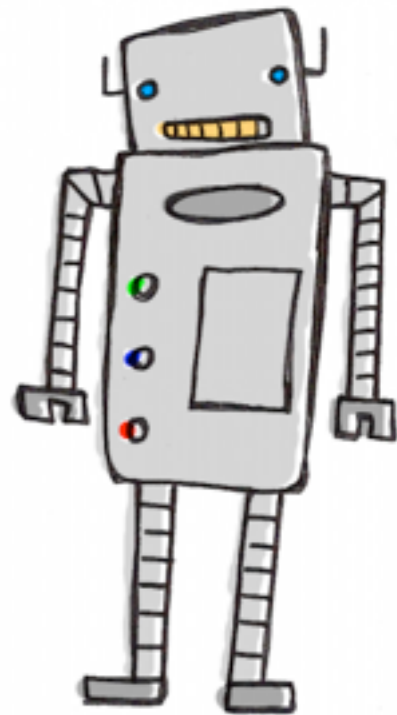
Wednesday, April 11, 2012

economies of scale



# who cares?

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Wednesday, April 11, 2012

economies of scale





Sign In



## TurboTax Freedom Edition:

Prepare and eFile your federal taxes for FREE

- Get FREE online federal tax preparation from the most trusted name in tax software
- Prepare and e-file your return at no cost
- You may also qualify for free state tax filing

[I qualify! Start now. >](#)

You qualify for FREE filing if any or all of the following apply:

You earned...

**\$31,000 or less**

Your Adjusted Gross Income (AGI)

[Learn more >](#)

OR

You were...

**Active Duty Military**

in 2009 with an AGI of \$57,000 or less

[Learn more >](#)

OR

You qualify for the...

**Earned Income Credit (EIC)**



Find out if you qualify  
- Earned income tax credit (EIC) AGI must be less than \$13,440 and less than \$4,440 for each additional dependent.  
[Learn more >](#)

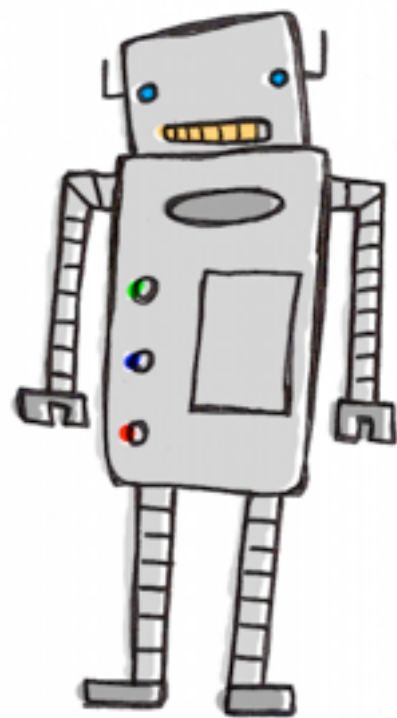


**I qualify!  
Start Now**

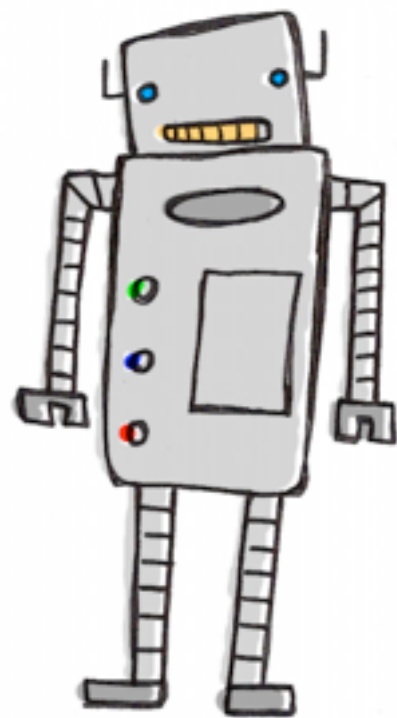
You can do your taxes FOR FREE if you can get online.... for more than 30-60 minutes at a time. This is money in your pocket.

**1. as library**

**2. as librarian**



# examples

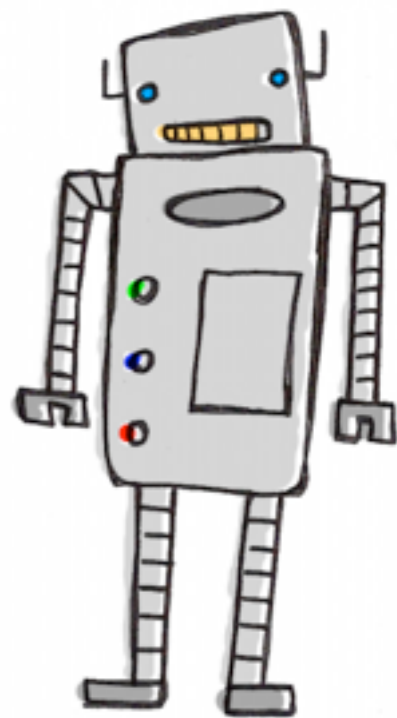




# start small

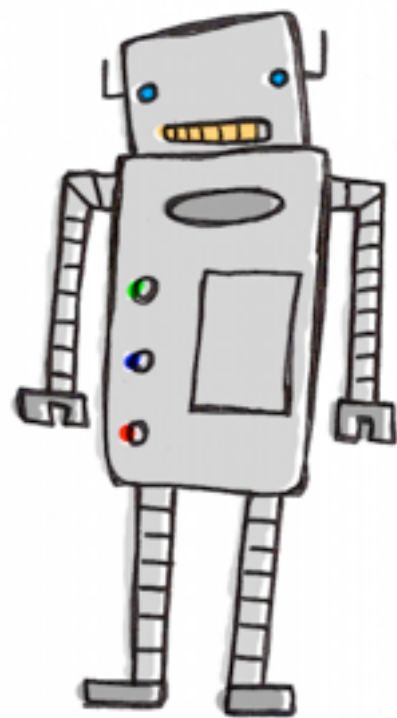
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- ▶ **what can you email instead of mail?**
- ▶ **what can you put online instead of print?**
- ▶ **what can you get for free online instead of paying for?**
- ▶ **where can you get a conversation started?**
- ▶ **what can you repurpose to fit the needs of your community?**



# the big question...

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Wednesday, April 11, 2012

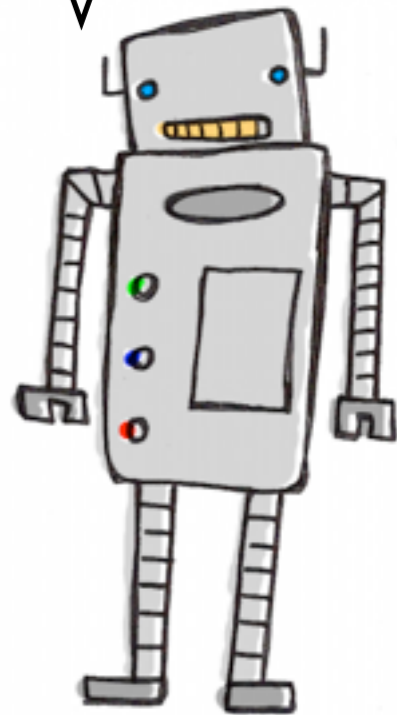
How do we make our content and ourselves interactive?

# free or cheap...

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- ▶ **web hosting for domains**
- ▶ **photos & videos online**
- ▶ **web sites**
- ▶ **content management systems\***
- ▶ **social media profiles**

pix!

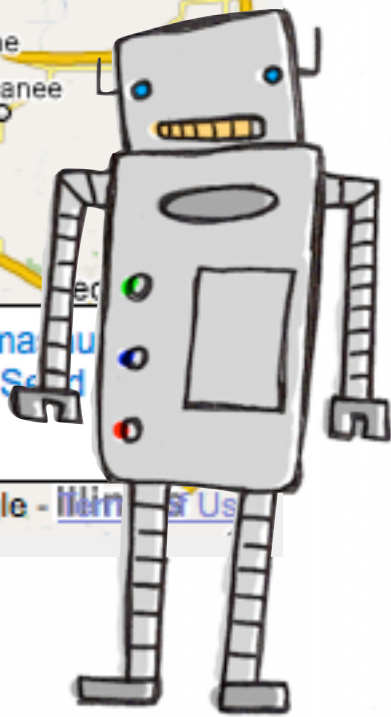
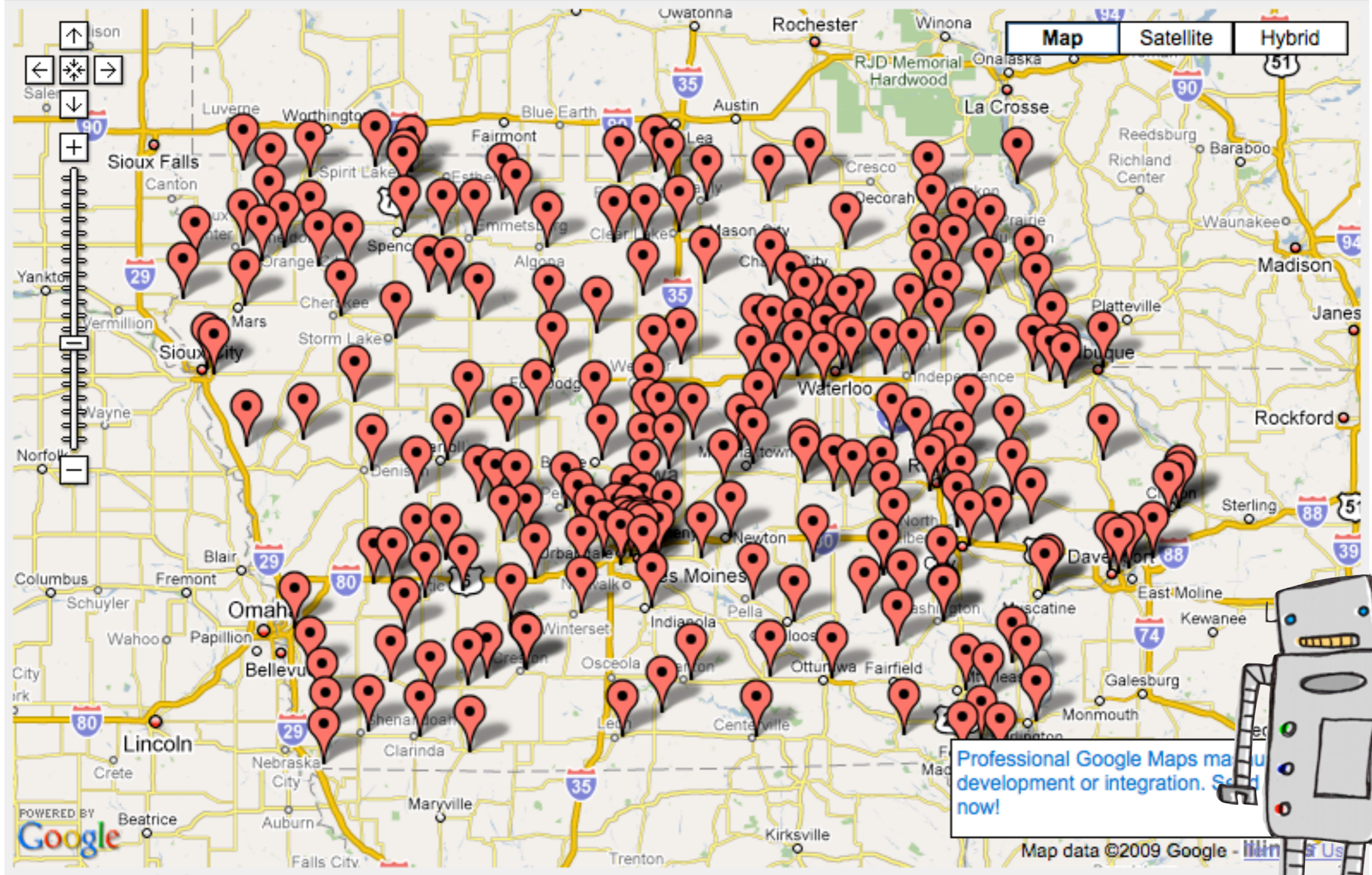


\* I'd start here



libhotspots

XML



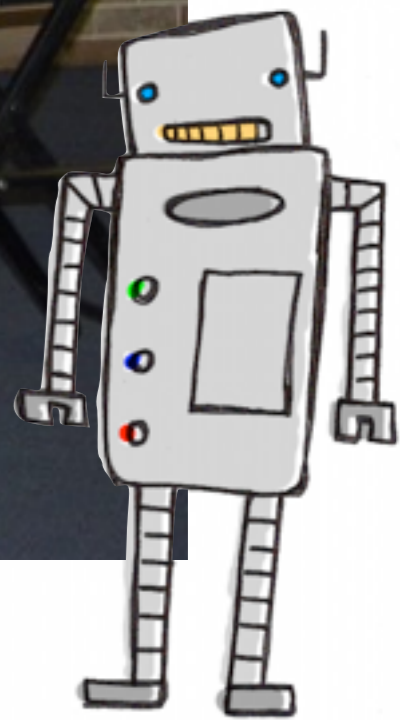
Professional Google Maps map development or integration. See us now!

Map data ©2009 Google - lib & Us

Wednesday, April 11, 2012

The mashup: Iowa libraries with hotspots. Clickable map. Built with mapbuilder, for free.



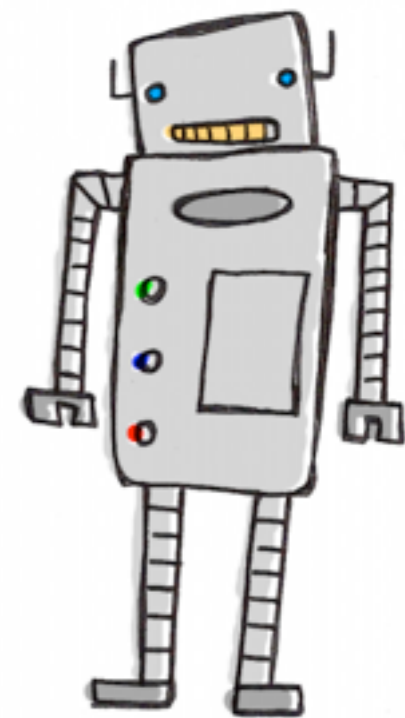


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# local history

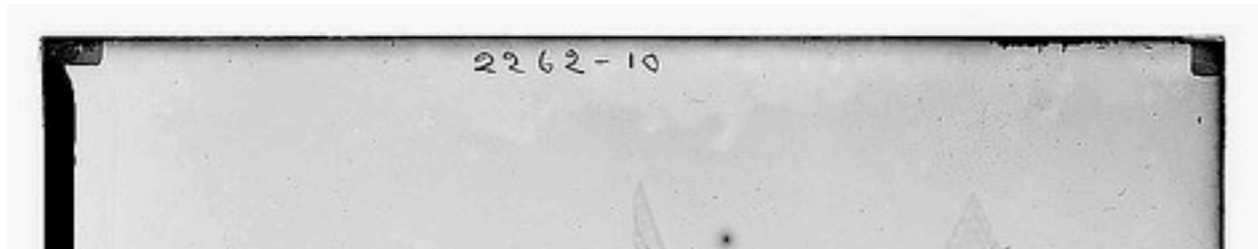


Wednesday, April 11, 2012

but maybe some less obvious examples...?



# local history



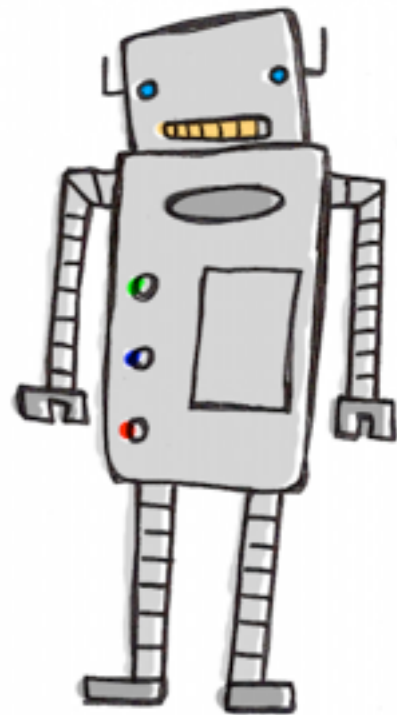
March 21, 2012

## Do You Know This Face? The Smithsonian Needs Help Identifying These Women Scientists



Each March, the Smithsonian Institution Archives celebrates Women's History Month by posting historical photographs of female scientists, science journalists and engineers to a Flickr Commons [album](#). Taken from the 1910s to 1960s, the portraits capture many women who were pioneers in their fields. But for a number of the photographs, however, there is little in terms of caption information identifying the women.

The women are pictured at their desks with microscopes, botanical illustrations or jarred specimens; standing at chalkboards displaying graphs and equations; and in labs tending to test tubes, beakers and petri dishes. A few are scraping away at archaeological sites.



Wednesday, April 11, 2012

but maybe some less obvious examples...?



# local history

March 21, 2  
Do You Know These Words

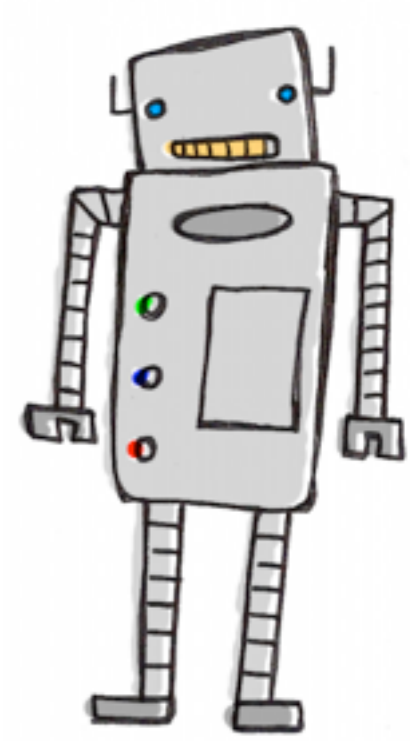
Home You Organize & Create Contacts Groups Explore Upload

Favorite Actions Share

← Newer 🔍

<http://brightbytes.com/phineasgage>  
Wilgus Collection

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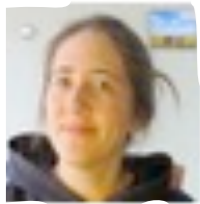


Wednesday, April 11, 2012

but maybe some less obvious examples...?

# tech support

---



**jessamyn**

05060 = Randolph VT Mostly just want realistic estimate of when we can get started and I can't keep staying home 4 hours a day. Thank you.

18 Mar at 15:55



**MyFairPoint**

Thanks, Jessamyn. What city and state are you located in? I'll pass your info along to my team ASAP. ^Dani

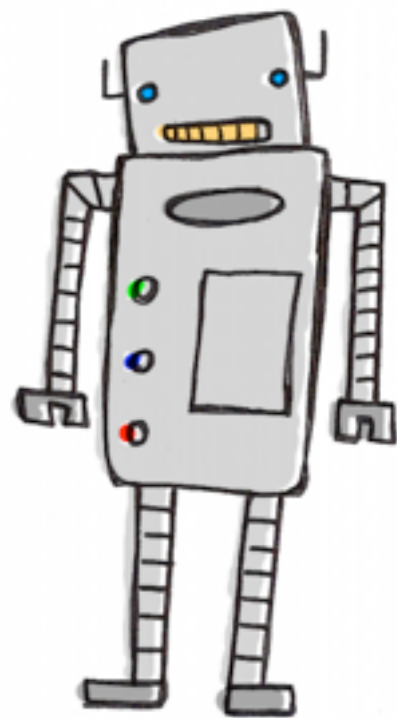
18 Mar at 15:54



**jessamyn**

29 1/2 S. Main 05060. Service ph. 802-728-6745 Dry loop DSL. Should be active, isn't. Truck roll didn't happen. My ph. 508-415-9074 Tx!

18 Mar at 15:50



Wednesday, April 11, 2012

Twitter is good at doing little updates. This can be just learning about the weather or the sports scores, but it can also solve problems like this example, or even the more basic "How do I update my website" example.



# tech support

## Russian: Switched my iPad 2 to Russian.

192 Views 9 Replies Latest reply: Aug 3, 2011 10:24 AM by Daniel Iphone 4



**Rico Viejo**

Aug 3, 2011 9:38 AM

Switched my iPad from English to Russian. How do I switch it back to English?

iPad, Other OS

Level 1 (0 points)

**This solved my question** by [King\\_Penguin](#) on Aug 3, 2011 10:14 AM

I'll give the closest letters that I've got on my UK keyboard in brackets below (I think that I've chosen Russian)

Settings app – gear icon (HACTPONKN)

then :

General – gears (OCHOBHble)

International – 4th bottom on right (R3bIK N TeKCT)

Language – top on right (R3bIK)

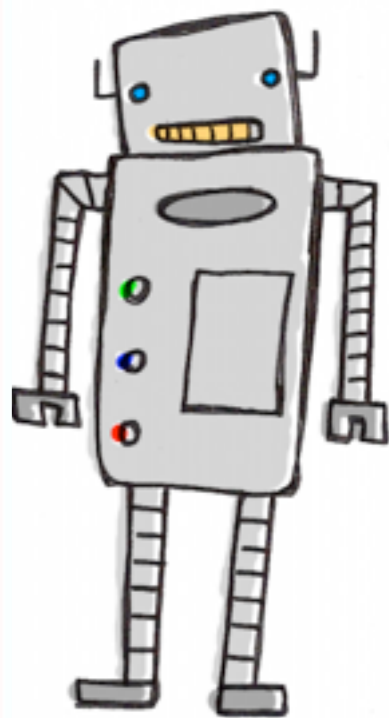
Edit : forgot to say , then chose English and tap the blue button top right of the language selection pop-up for 'done'

[See the answer in context](#)

★ **This helped me** by [Tgara](#)

Tags: [language\\_setting](#)

I have this question too (0)



Wednesday, April 11, 2012

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# disaster management

---



**Chrystal Stevens Terounzo**

Is there any word on RT 7 in Brandon ?

Like · Comment · 53 minutes ago



**Jean Tarazewich** no passage thru town at all. There is a detour set up using lovers lane.

51 minutes ago · Like



**Emily Giddings** It's completely flooded out, the pizza place was ripped off it's foundation and there was word of the bridge showing signs of cracking.

27 minutes ago · Like

Write a comment...



**Lorraine Reef**

Does anyone know what is going on with Rt 44 in Windsor?!?! Is the road closed?

Like · Comment · 53 minutes ago



**Amy Brown** I know 44 is washed out from side to side right where it goes under the interstate.

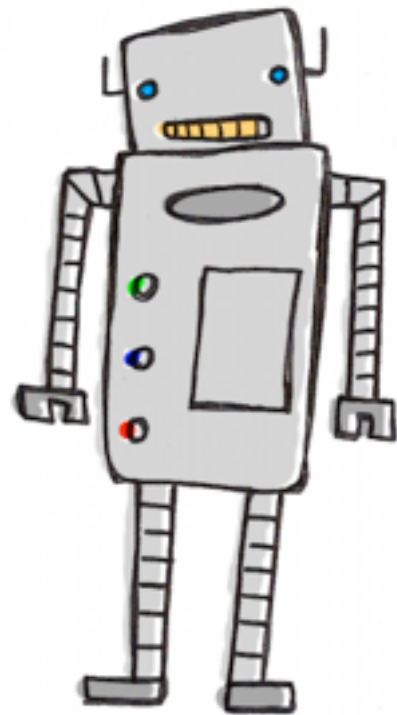
45 minutes ago · Like



**Lorraine Reef** Thanks so much!! this is sad:( I will have to get pics later if they let me in..

44 minutes ago · Like

Write a comment...



Wednesday, April 11, 2012

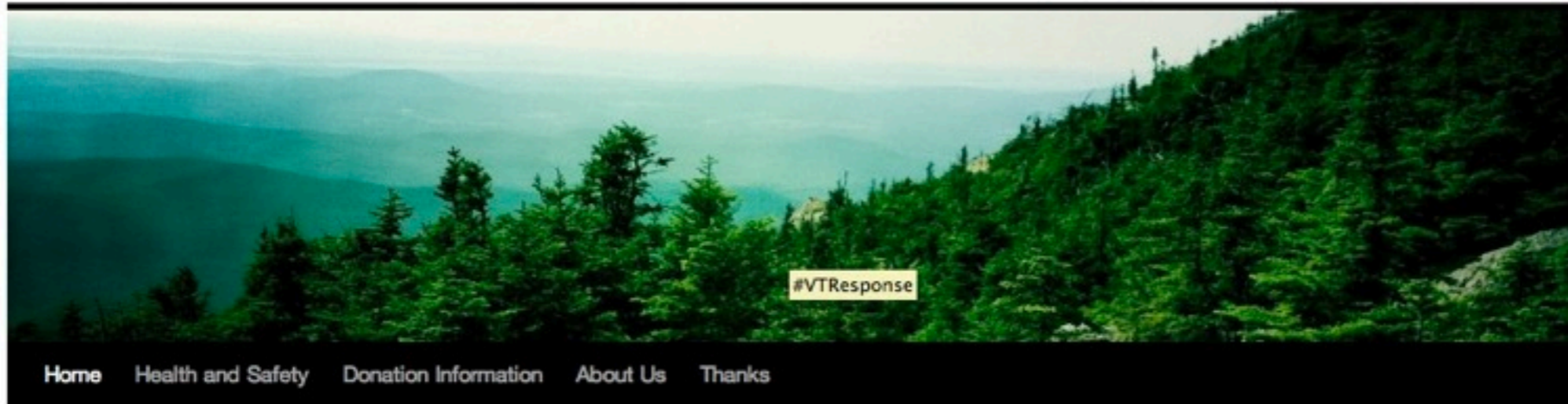
your disaster management plan



# disaster management

## #VTResponse

Helping Vermonters Help Vermonters



### How to Use vtresponse.com

Posted on [September 3, 2011](#)

Welcome to VTResponse. We are the clearinghouse of information for those seeking help and those wanting to help in the wake of Tropical Storm Irene. We've been here since Day 1, which after disaster is a darn long time. Thanks ... [Continue reading →](#)

[More Galleries](#) | | [41 Comments](#)

### When the River Rose (Book Benefit)

Posted on [April 10, 2012](#)

One of the ways we start to heal after disaster is to share our experiences through art, stories and music. This [book \(and website\)](#) is a collection of stories and pictures of some

#### vtresponse@yahoo.com

Email information on help needed, benefits or other information you'd like shared on the site.

#### Get Involved

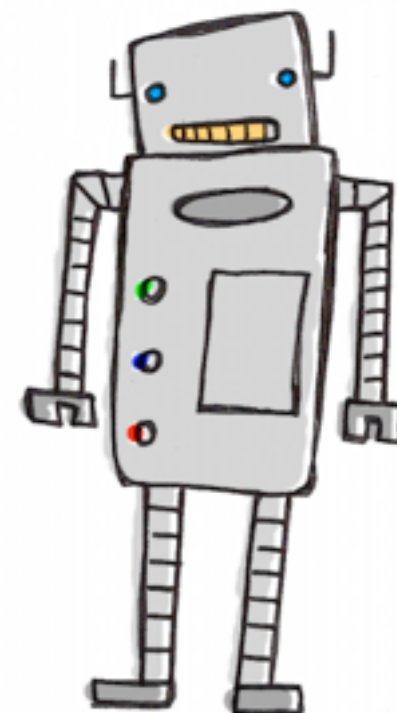
- [Forum](#)
- [Need Help?](#)
- [Need Things? Have Things to Share?](#)
- [Want to Help?](#)

#### RSS Feed

- [RSS - Posts](#)

#### News

- [When the River Rose \(Book Benefit\)](#)
- [Mad River Rising](#)
- [Volunteer Project Managers Needed: Windham County](#)
- [Green Up to Recover \(5/5/12\)](#)



Wednesday, April 11, 2012

your disaster management plan



# professional development

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**IN State Library** @state\_library

22 Feb

Catch the latest library news from around Indiana, including an exciting upcoming INSPIRE enhancement, in this... [fb.me/SbTMr5Fp](https://fb.me/SbTMr5Fp)



**IN State Library** @state\_library

21 Feb

From the National Archives: On April 2, we are releasing the 1940 census! Every ten years, the National Archives... [fb.me/1MhbD0maX](https://fb.me/1MhbD0maX)

View video



**IN State Library** @state\_library

20 Feb

Our Best Books of Indiana Contest entrant of the day is Rachel Berenson Perry for her book "Paint and Canvas: A... [fb.me/18Jmulr8h](https://fb.me/18Jmulr8h)

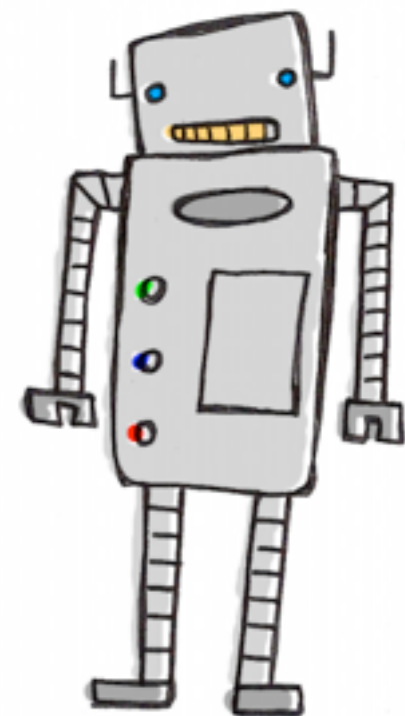
View media



**IN State Library** @state\_library

17 Feb

David Baker: A Legacy in Music by Monika Herzig (Indiana University Press). Biography of our very ow [pinterest.com/pin/3434001587...](https://pinterest.com/pin/3434001587...)



# professional development

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**Nicole Pagowsky**

Anyone in the Anaheim area planning on writing up a veg-friendly dining guide before Annual? I would love you..... forever..... Happy Cow has some stuff spread out but it would be nice to see stuff like even where a Chipotle or something is that might not be veg-only but has veg options. Please :)

Like · Comment · Follow Post · April 6 at 4:49pm near Tucson, AZ

 Loida Garcia-Febo, Lisa Carlucci Thomas and 10 others like this.

 View all 22 comments



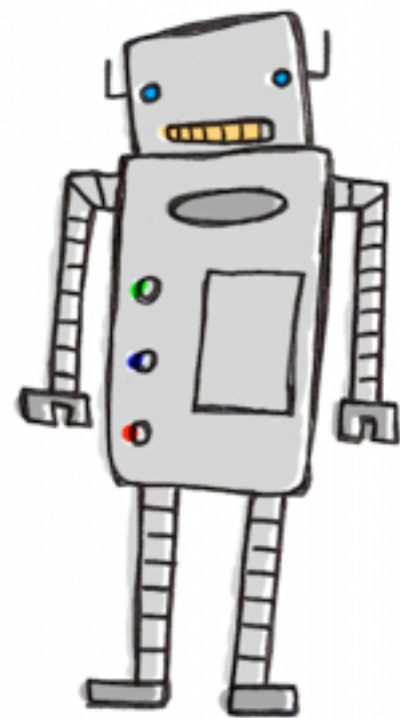
**Tiffini Travis** my mom is vegetarian and lives here in OC i will ask her for some suggestions if they havent been posted already in the comments above

Yesterday at 2:02am · Like

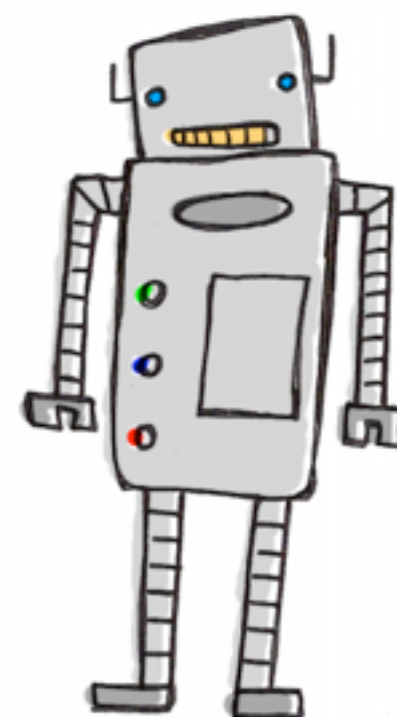


**Brett Bonfield** Just want to make it clear that I'm not criticizing Anaheim or OC in general, just the area that's easily walkable from the convention center. Chicago is also a great food city but, as with Anaheim, the area near the convention center is a food desert, especially for vegans.

23 hours ago · Like



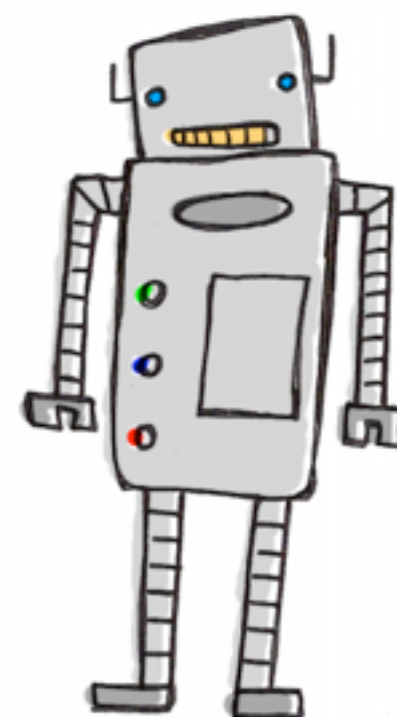




Wednesday, April 11, 2012

The community likes to see itself. You can show the community back to itself. This is the most powerful tool we have, as small libraries.



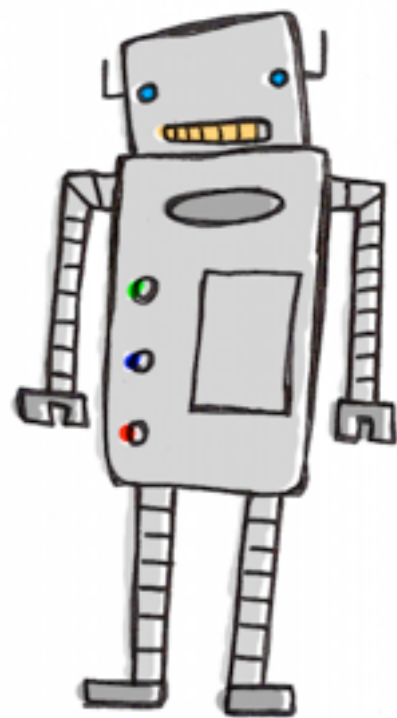


Wednesday, April 11, 2012

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# bigger ideas





## Record Your Personal History

Main Menu [SHARE](#) [f](#) [t](#) [e](#) [...](#)

- Links
- [Record Your Personal History](#)

Would you like to record your family's history online for others to read? Do you want to share your own personal life stories, or read about others in your community? The County of Brant Public Library has introduced [Our Brant](#) as a companion site that anyone can edit to contribute their own stories.

There are many things you can help add on Our Brant:

- **Create** pages for yourself, your family, or a friend to share life stories and memories. Write up your stories, or post an interview: there are many ways you can share.
- **Contribute** information about local landmarks or famous people to help write articles.
- **Add** your personal memories about any place, person, or organization with an article.



Property of Paris Museum and Historical Society 1999.2611.01

Donald. A. Smith and Gladys Steuart-Jones with the first copy of *At the Forks of the Grand*, 1956 Details



# Our Brant

Contribute | Communities | Memories | Cemeteries

Random Page

Wiki Activity

## Cemeteries

Edit

0 Talk

Like

Search this wiki



679 PAGES ON THIS WIKI

Add a Page

### Recent Wiki Activity

Lydia Dean edited by Janethilliker 5 days ago

The Indian Department and Six Nations Martial Tradition created by Roger Sharpe

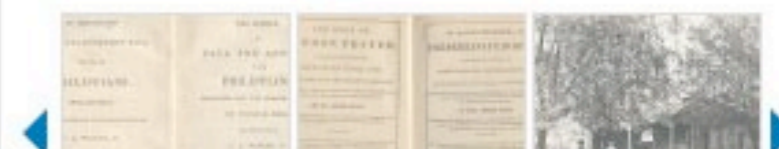
The Word Among the Early Six Nations edited by Svlobachev

Hiram Capron edited by Svlobachev

See more >

728 PHOTOS ON THIS WIKI

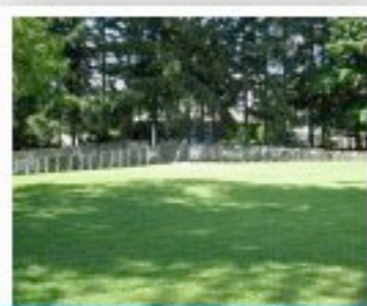
Add a Photo



Hatchley Cemetery



Kelvin Cemetery



Oakland Pioneer Cemetery



Dutcher Cemetery



Burford Congregational Cemetery



Lymburner Cemetery



White Cemetery



Fairfield Cemetery



# Our Brant

Contribute | Communities | Memories | Cemeteries

Random Page

Wiki Activity

## White Cemetery

Edit with form

0 Talk

Like

Edited by [Mistydemeo](#)

Read more: [Cemeteries](#)

White Cemetery is a small, very old cemetery in the village of Harley, former Burford Township. It is located on Kloefer Rd., to the left near the intersection of Kloefer and Harley Rds.

### Grave listing

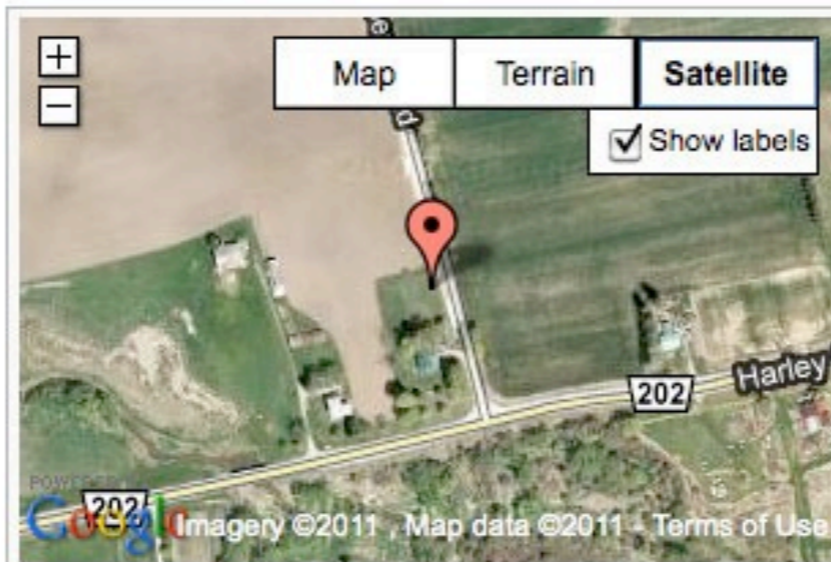
	Last name	In range	Grave number
<a href="#">Thomas H. Fox</a>	Fox	1	1
<a href="#">Arthur Gratia Avey</a>	Avey	1	2
<a href="#">James A. Monger</a>	Monger	1	3
<a href="#">Eunice V. Zimmerman</a>	Zimmerman	1	4
<a href="#">Alfred Lewis Henry</a>	Henry	1	5
<a href="#">Leilia May Oles</a>	Oles	1	6

### White Cemetery

**Located in** Harley

**Township** Burford Township

**Active** No



Search this wiki

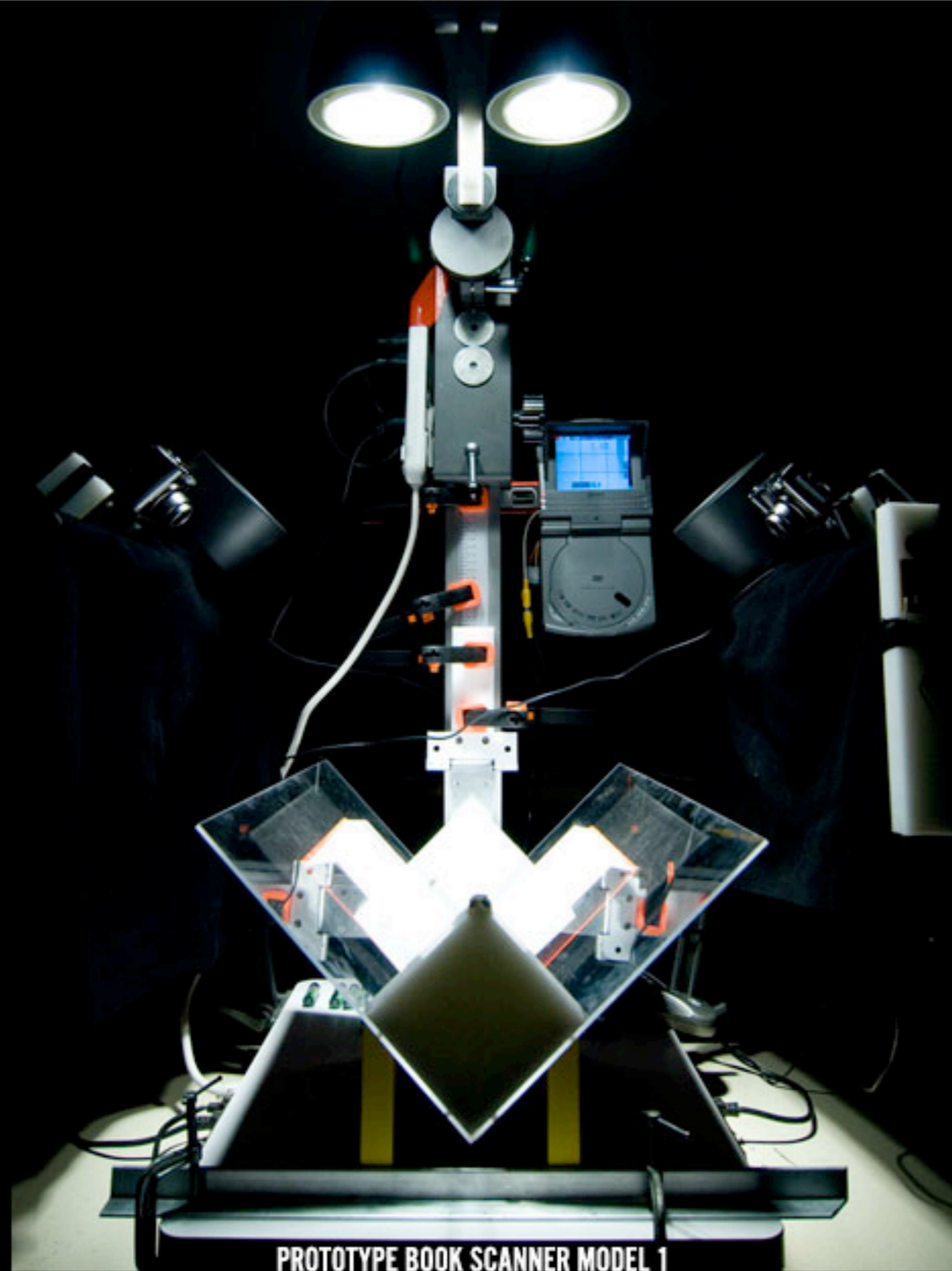
679 PAGES ON THIS WIKI [Add a Page](#)

- ### Recent Wiki Activity
- [Lydia Dean](#) edited by [Janethilliker](#) 5 days ago
  - [The Indian Department and Six Nations Martial Tradition](#) created by [Roger Sharpe](#)
  - [The Word Among the Early Six Nations](#) edited by [Svlobachev](#)
  - [Hiram Capron](#) edited by [Svlobachev](#)
- [See more >](#)

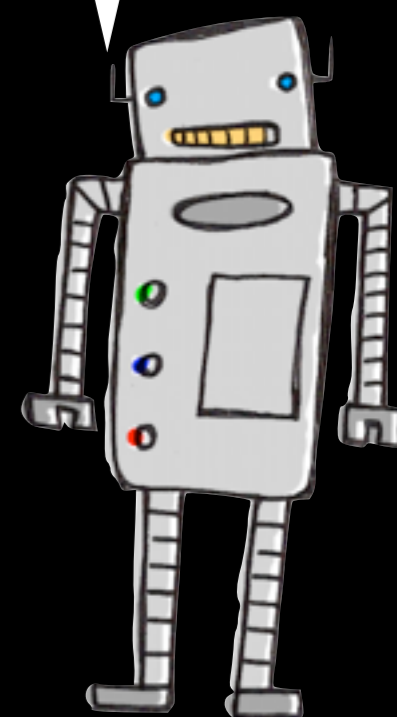
728 PHOTOS ON THIS WIKI [Add a Photo](#)

[See more >](#)





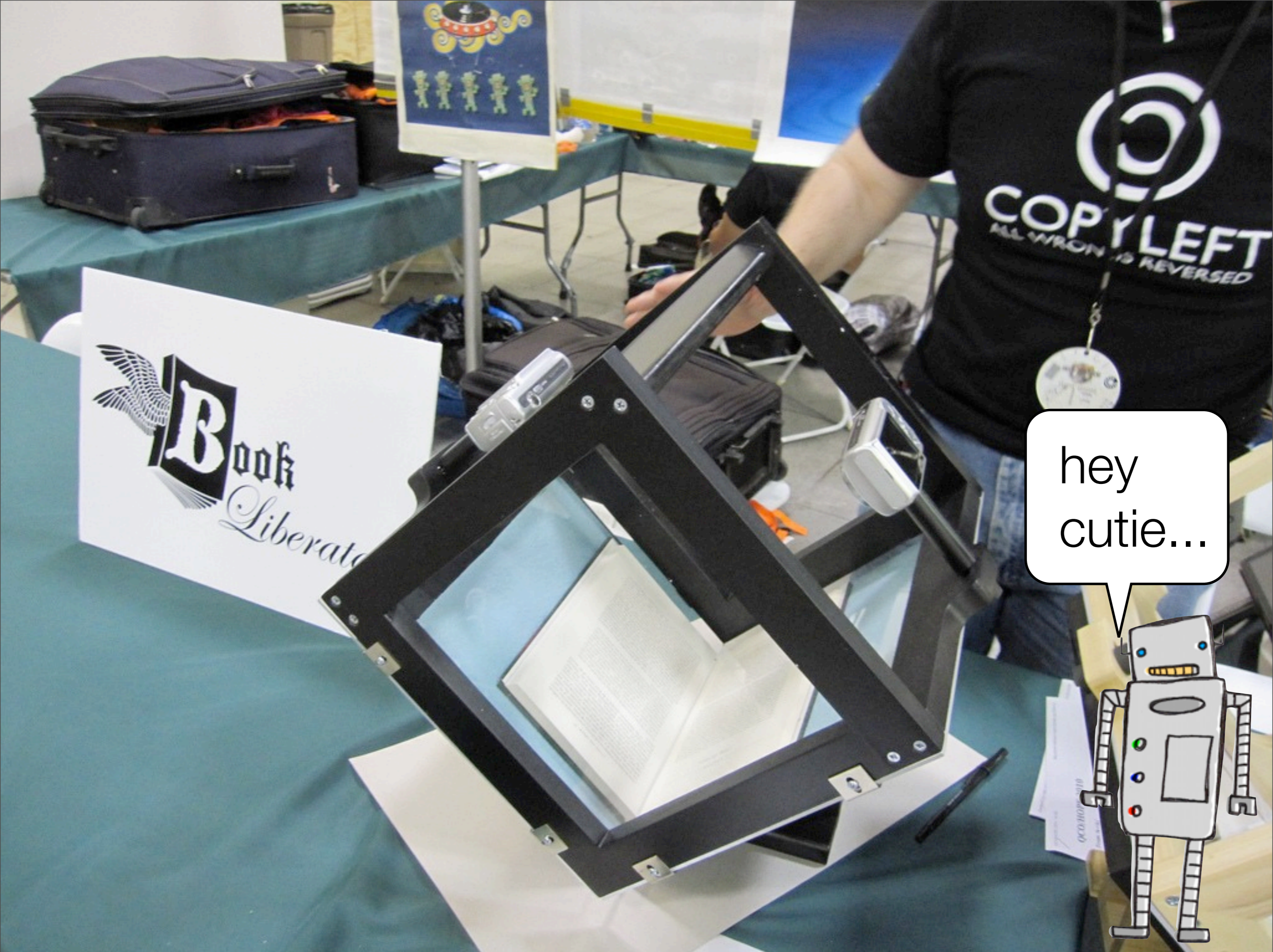
hey  
cutie...



Wednesday, April 11, 2012

The Google Books project has been in the news lately. The big issue is books from the 20th century [i.e not born digital, not in copyright] Options for us include this DIY bookscanner, made from discarded parts. Lots of steps, but inexpensive and hey free book scans.





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## How to use this blog

March 21, 2011 at 3:31 pm · Filed under [Uncategorized](#)

Dear members of the strategic planning committee, library trustees and staff, and interested parties,

At the suggestion of Amy Howlett (VT Department of Libraries), I have created this blog in order to provide ongoing access to Kimball Library's planning process, and to encourage ongoing participation from all interested parties.

For those of you who are new to blogs (or are new to blogs organized by librarians) you will see to the right of this post a series of hierarchical links. These links contain the meat of this blog's content. For instance, under *Meeting One: the recorded results*, you find *Meeting One: community vision and SWOT*, and then a list of pages for the various segments of the community's population. Each of these sub-pages includes the work we did at the first strategic planning meeting on March 19.

I hope that you will take this opportunity to look over the *recorded results* and *community vision and SWOT*, and then examine, think about, and comment on the flip chart pages. (If you find the images too small to read, you can click on them to get a larger view.) Your comments / replies will be incorporated into the foundation of the Library's plan.

To leave a reply or comment, simply click on Comments and follow my example below. If I can do it, you can, too!

**Amy C. Grasmick, Director**

## Pages »

[Contact us](#)

[Strategic planning process](#)

[Meeting One: the data](#)

[Meeting One: the recorded results](#)

[Meeting One: community vision and SWOT](#)

[Adults: vision and SWOT](#)

[Children: vision and SWOT](#)

[Elderly residents: vision and SWOT](#)

[Employers: vision and SWOT](#)

[Older adults: vision and SWOT](#)

[Parents: vision and SWOT](#)

[Workers: vision and SWOT](#)

[Young adults without children: vision and SWOT](#)

[Strategic planning committee: the names](#)

## Archives »

[March 2011](#)

## Categories »



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At the suggestion of Amy Howlett (VT Department of Libraries), I have created this blog in order to provide ongoing access to Kimball Library's planning process, and to encourage ongoing participation from all interested parties.

For those of you who are new to blogs (or are new to blogs organized by librarians) you will see to the right of this post a series of hierarchical links. These links contain the meat of this blog's content. For instance, under *Meeting One: the recorded results*, you find *Meeting One: community vision and SWOT*, and then a list of pages for the various segments of the community's population. Each of these sub-pages includes the work we did at the first strategic planning meeting on March 19.

I hope that you will take this opportunity to look over the *recorded results* and *community vision and SWOT*, and then examine, think about, and comment on the flip chart pages. (If you find the images too small to read, you can click on them to get a larger view.) Your comments / replies will be incorporated into the foundation of the Library's plan.

To leave a reply or comment, simply click on [Comments](#) and follow my example below. If I can do it, you can, too!

Amy C. Grasmick, Director

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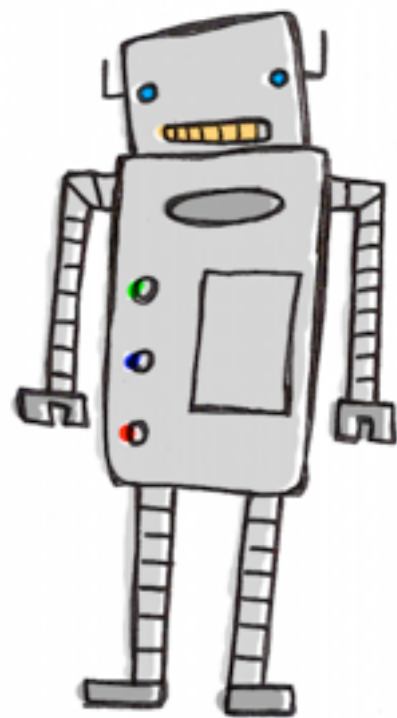
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# Thanks.



Wednesday, April 11, 2012

Start small, dream big. Good luck.