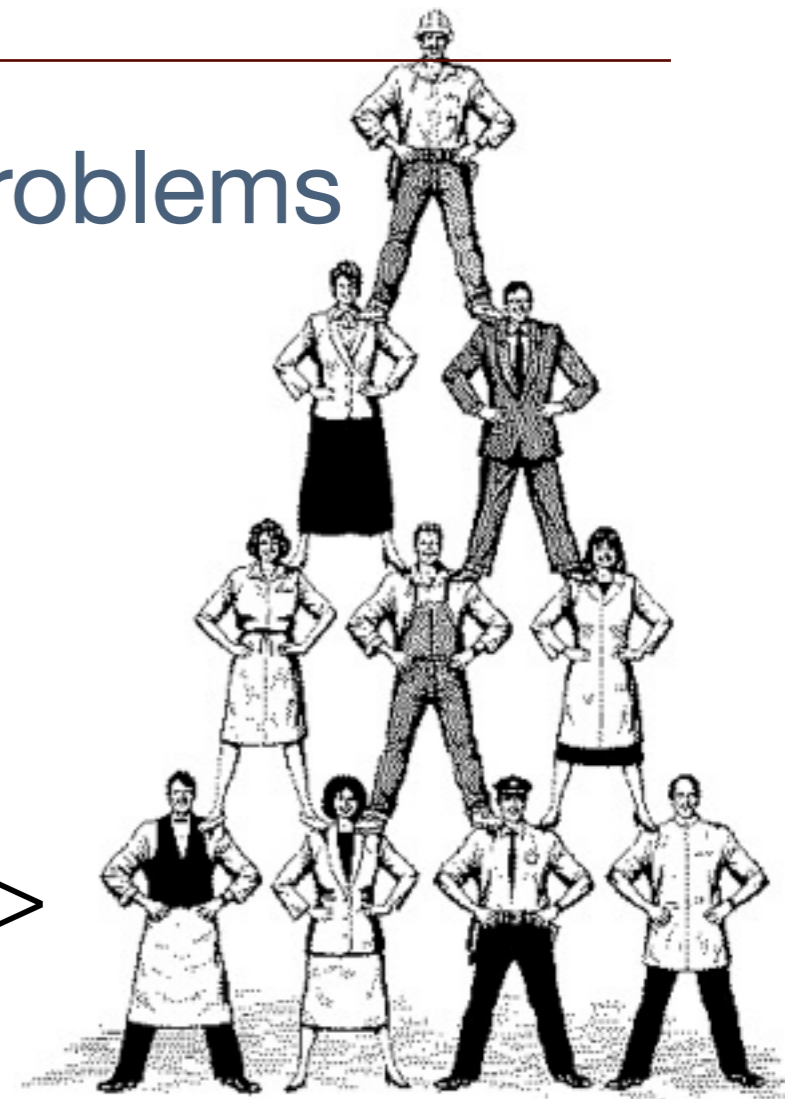


Social Success

Using social software to solve problems
in your library

<librarian.net/talks/utica>



The plan for today.

11:00-12:00-ish Talk about big ideas.

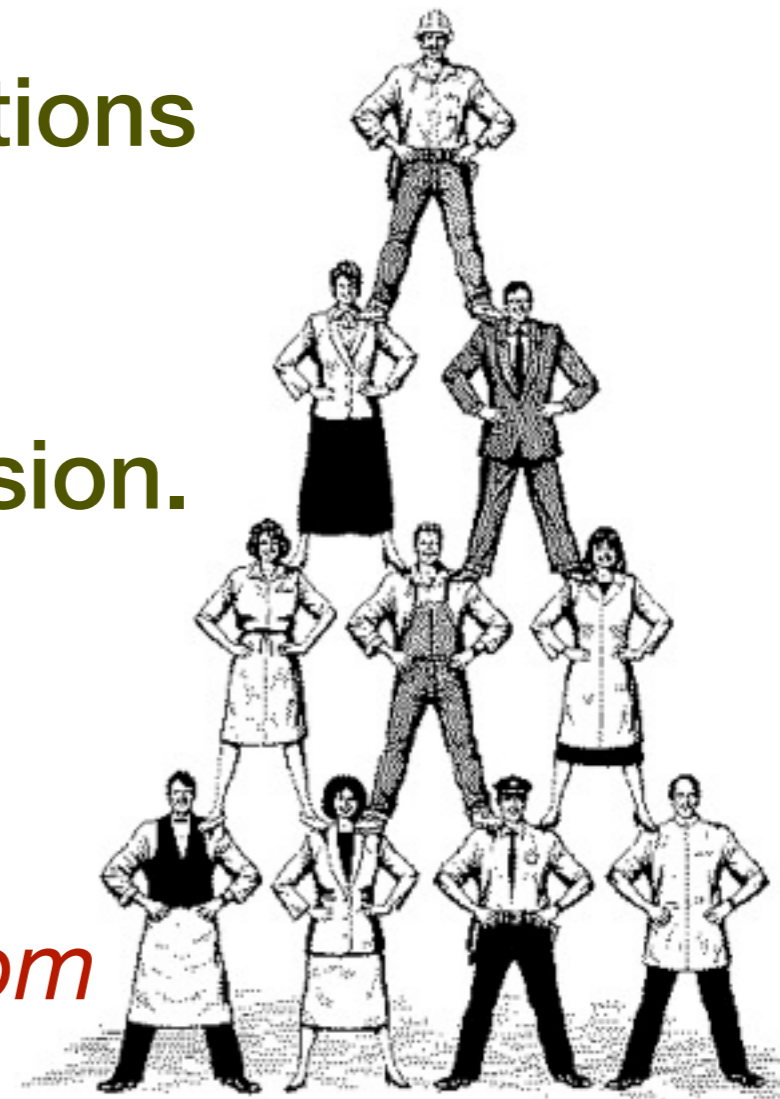
12:00-1:00-ish LUNCH.

1:00-3:00-ish Specific examples & questions from you.

3:00-on Q&A or any sort of extra discussion.

3:30 Go home and scheme.

Contact me anytime: jessamyn@gmail.com





Social *what?*

"A social networking site is an online location where a user can create a profile and build a personal network that connects them to other users." flickr? wikipedia? group blog? del.icio.us? Lately it's been Facebook and Twitter.

June 2010 Archives by thread

- **Messages sorted by:** [\[subject \]](#) [\[author \]](#) [\[date \]](#)
- [More info on this list...](#)

Starting: *Tue Jun 1 00:59:44 EDT 2010*

Ending: *Wed Jun 16 10:56:21 EDT 2010*

Messages: 252

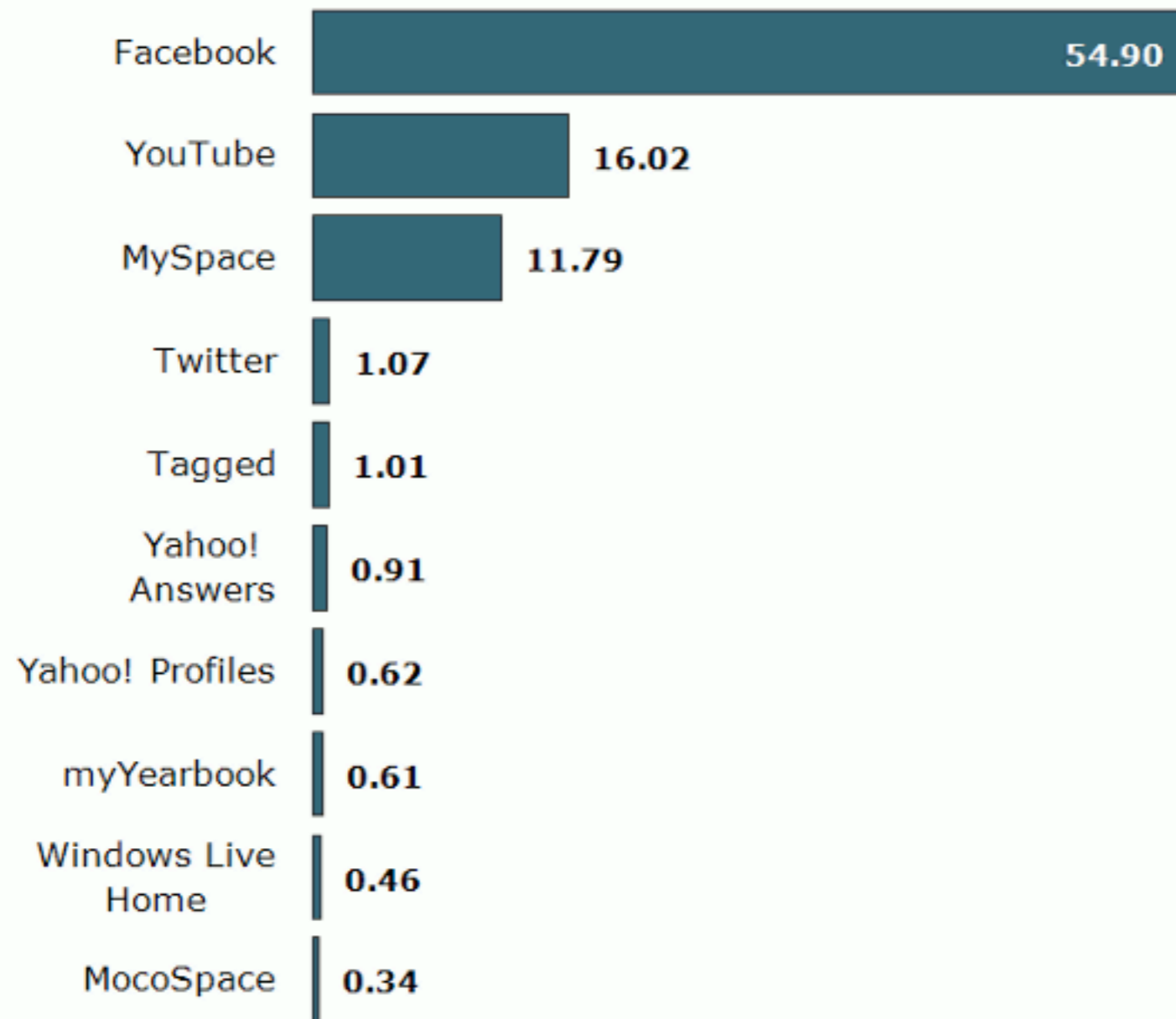
- [\[Publib\] From BookExpo: Notes on the ebook format wars](#) *Joe Schallan*
- [\[Publib\] Updated, Oversized Dictionary?](#) *Christopher Baker*
 - [\[Publib\] Updated, Oversized Dictionary?](#) *Brock Peoples*
 - [\[Publib\] Updated, Oversized Dictionary?](#) *Carl*
- [\[Publib\] Real cost of cutbacks](#) *Robert Balliot*
- [\[Publib\] Call: German-American Librarians' Association \(GALA\)](#) *Nann Blaine Hilya*
- [\[Publib\] Real cost of cutbacks](#) *Anne Felix*
- [\[Publib\] There's a book for that AND GALA](#) *ehbrow at aol.com*
- [\[Publib\] Real cost of cutbacks](#) *Teresa Eckford*
 - [\[Publib\] Real cost of cutbacks](#) *James Casey*
 - [\[Publib\] Real cost of cutbacks](#) *Darla Wegener*
- [\[Publib\] New York Magazine -- Genre Recommendations by Top Authors](#) *Judith Tur*
- [\[Publib\] accommodations](#) *Library Lass*

No publib does not count, but it's good practice learning to read and respond to multiple threads.

Top 10 Social-Networking Websites & Forums

by US Market Share of Visits (%)

May 2010



MC MARKETINGCHARTS.COM



So really we're mostly talking about facebook at least here in the US. And what is My Yearbook (dating, sort of) and MocoSpace (mobile dating, sort of)? The proper nouns will change but the general mechanism is the same.



Why so popular?

Most Popular Boy and Girl

PATSY CROCKER
GLEN RABY

Why do people like this stuff so much? * nothing to install, nothing to buy * collaborative environments * "get laid or get paid" (*) * what's changed while you're away? (*)
* For Many: Your Friends Are There * For You: Your Patrons Are There

Ask a geek.

"Social software is about making it easy for people to do other things that make them happy: meeting, communicating, and hooking up."

- *jwz*



Ask a scientist.

"The SEEKING circuit [in the brain] fires during the search for food, not during the final locating or eating of the food. It's the search that feels so good.

At the most basic level, animals and humans are wired to enjoy hunting for food. Depending on their personalities and interests, humans enjoy any kind of hunt."

- Temple Grandin





How so popular?

Social network analysis first entered popular consciousness in 1967. Stanley Milgram asked a group of volunteers to forward letters via acquaintances.... Milgram's "it's a small world after all" conclusion was that instead of taking dozens of hops, as expected, a typical letter reached its destination in just six steps--giving rise to the now-famous "six degrees" theory of social connection.



Yeah, that guy.

The zapper guy from the Milgram Experiment. I know, weird.

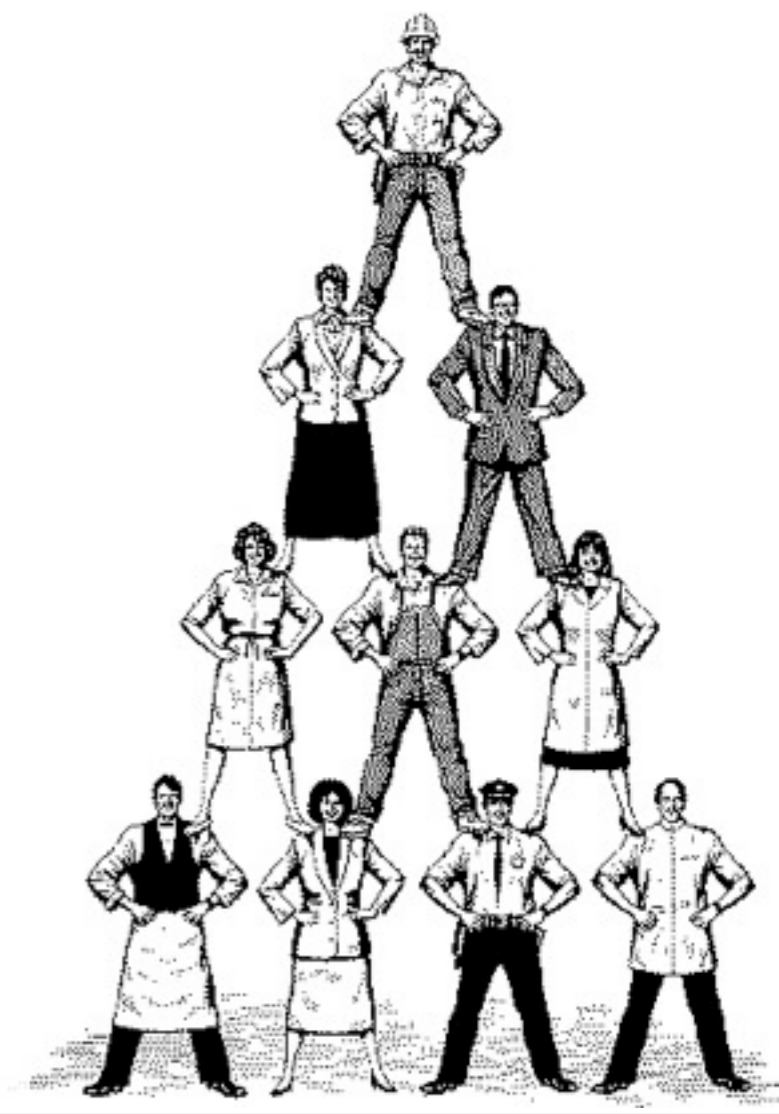
The Internet

is

People



This sounds stupid to say, really, but that that really drives home is.... the internet is people [and companies, and schools and governments, but they're all made of PEOPLE] The most effective way to forward your organization is by having the people inside of it make real human connections with other people. We've done this in the past with customized service, this is just a way to do it digitally.



Cluetrain!

This eleven year old book pre-dated a lot of the social web, but really stresses speaking in a real voice. "The connectedness of the Web is transforming what's inside and outside your business — your market and your employees."



Rock stars? No problem.

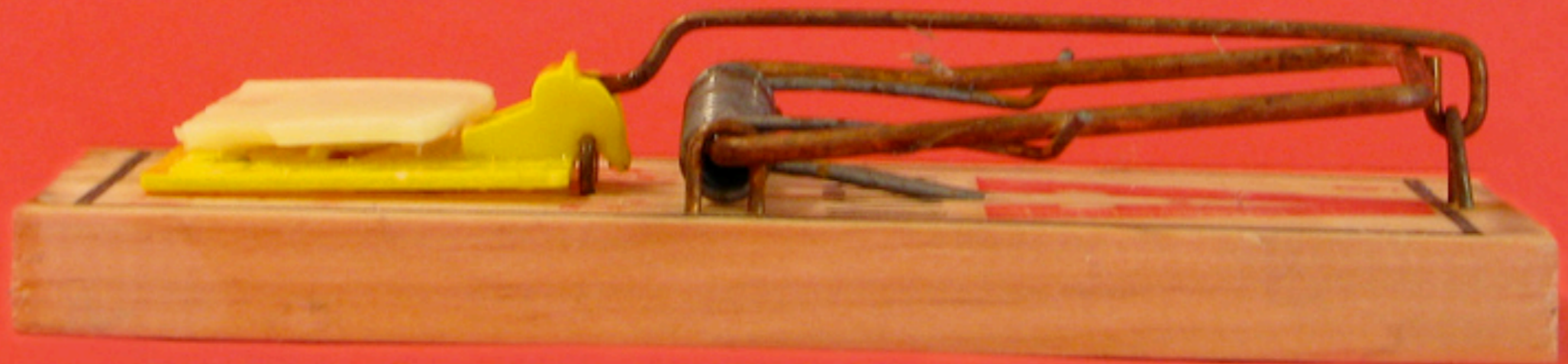
Sometimes people worry that the people will outshine the institution, but we're really not that sort of profession.



Shallow, or deep?

Two social/library community situations.... in a deep network users are already networked and libraries are responding to a situation that exists. in a shallow network like the one I work in libraries are setting up the connections and saying "this is what we think is important" The shallow network has more to think about...

Look out for traps.

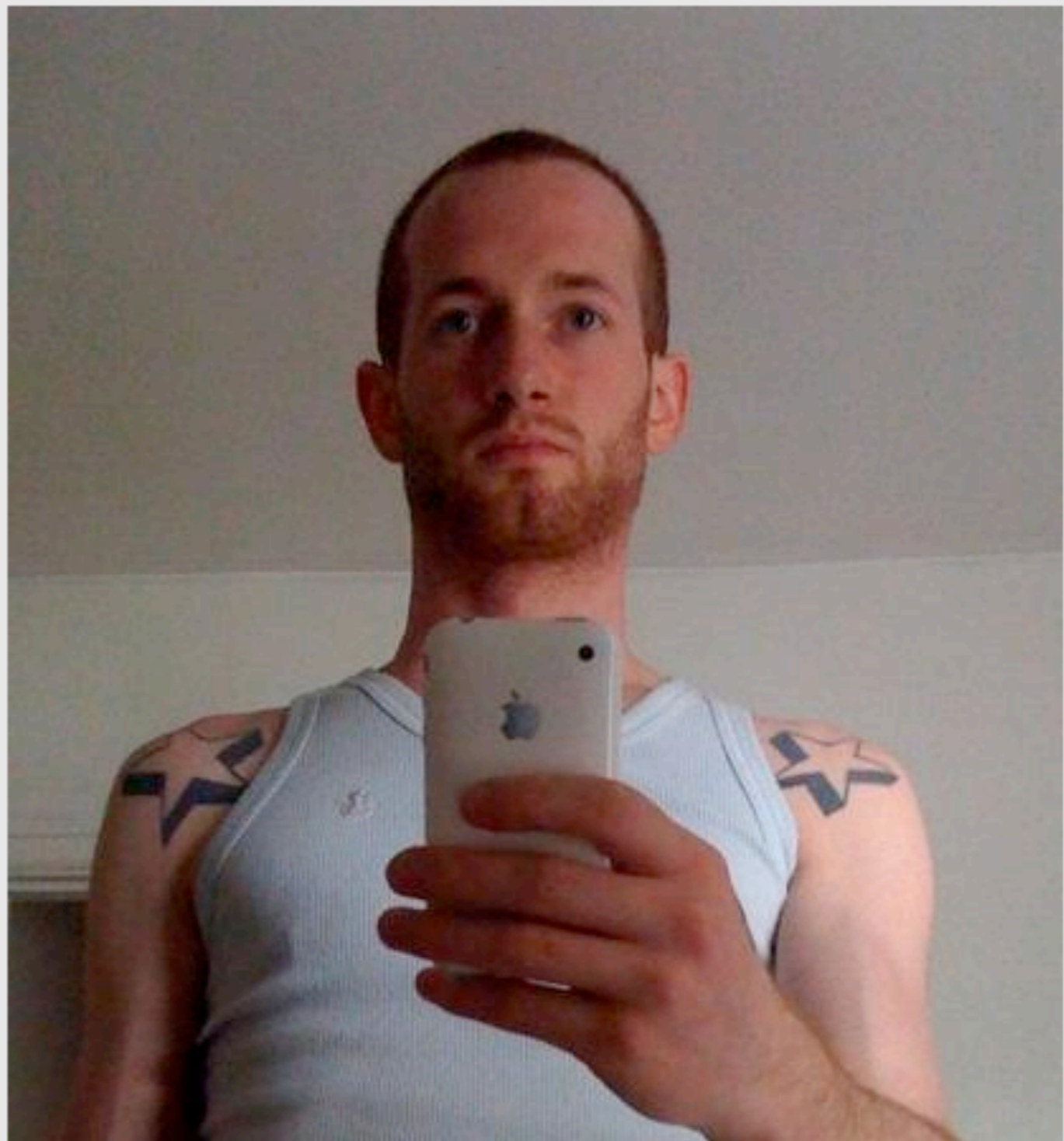


We must be cautious why? * We made a promise * We model decent practices * Special digital divide considerations * Recombining data leads to things we may not have thought of (examples...)

A close-up photograph of a tabby cat with green eyes peering out from under a brown blanket with a white floral pattern. The blanket is pulled up to the cat's eyes, and it is sitting in a woven basket. The background is slightly blurred, showing a wooden chair.

Can't put the cat back.

For example: People paranoid about census.... discuss AOL problem

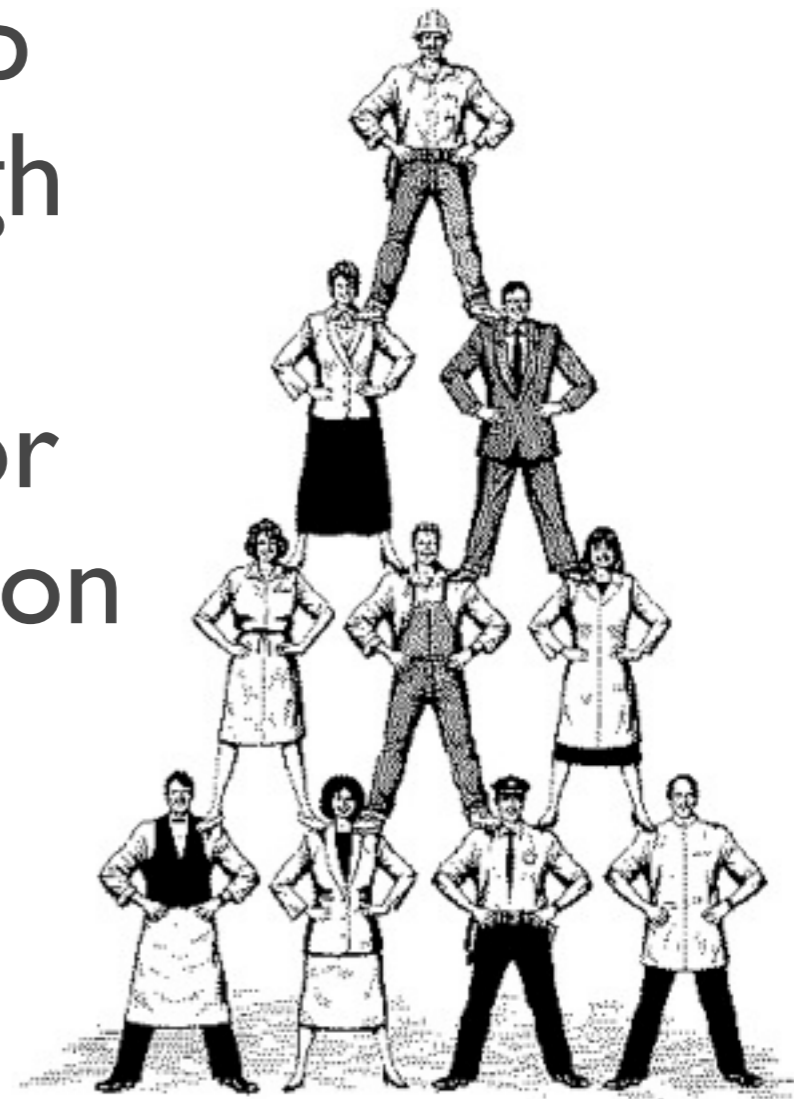


Combining data.

menwithiphones geolocative data. What other sorts of data? explain: which data you do this with 1. personal 2. relational/transactional 3. behavioral

Policy?

"Example Library may collect Personally Identifiable Information through online forms, such as forms to register, order, contact us, sign up for a Newsletter, or the like, through your user profile or through your posts in blogs, on a bulletin board or on a comparable experience space on Example Library's web site."



Social software policies are indicated, and not that difficult, we already have policies in many cases that can be used/reused. You need to indicate: data collection, sharing, retention



Reference Email Privacy and Confidentiality

Cornell University Library respects the privacy of its patrons and protects their confidentiality according to CUL guidelines: <http://campusgw.library.cornell.edu/about/policyConfidentiality.html>

Our online privacy policy is intended to let patrons know what information is collected by our email reference service and how it is used.

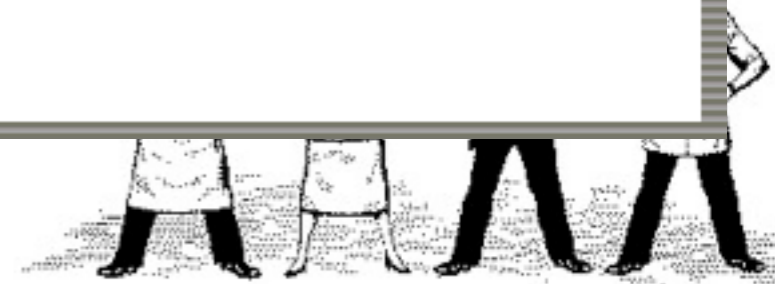
Olin/Uris Reference keeps a staff-use-only database of email reference questions. The database retains no identifying personal information in the long-term; names and email addresses are automatically erased after 30 days and only the content of the email is retained. Some e-mail with identifying information may be retained temporarily so that reference staff may refer to earlier information when answering ongoing reference questions.

The staff-use-only database is used to analyze the amount and types of questions we are being asked. This helps us to provide better service to all patrons. The database may be used to compile statistics about reference email usage and for research to help improve reference service. Excerpts from emails may be used for reports or publications. Personal information (e.g., email, names, phone numbers, etc.) that might be included in the body of an email is not shared outside of the CUL library system.

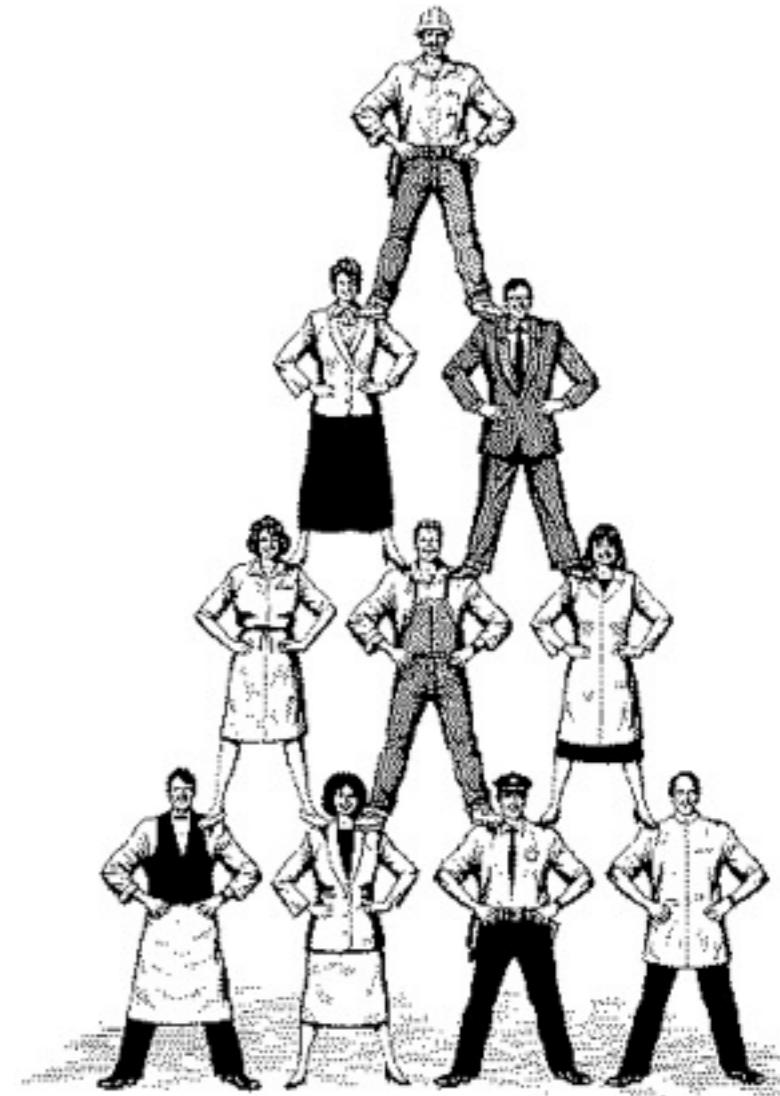
Please be aware that CIT (Cornell Information Technologies) maintains the servers through which all email flows. CIT's policies and procedures for online privacy can be found at: http://www.cit.cornell.edu/oit/policy/privacy/data_access.html and <http://www.cit.cornell.edu/oit/PatriotAct/>

To have your email deleted from our staff-use-only database, please email: vac11@cornell.edu.

Olin and Uris Libraries, Cornell University, Ithaca NY 14853
Information and reference: 607-255-4144, okuref@cornell.edu
Circulation: (Olin) 607-255-4245, (Uris) 607-255-3537, olincirc@cornell.edu



Social software policies are indicated, and not that difficult, we already have policies in many cases that can be used/reused. You need to indicate: data collection, sharing, retention



What to do?

Getting started.

- ▶ **Think "what is the problem I want to solve?"**
- ▶ **Set up a library page on Facebook.**
- ▶ **Put a photo or ten on Flickr.**
- ▶ **Follow local news on Twitter.**
- ▶ **Comment here and there.**
- ▶ **It's totally okay to COPY what you like.**



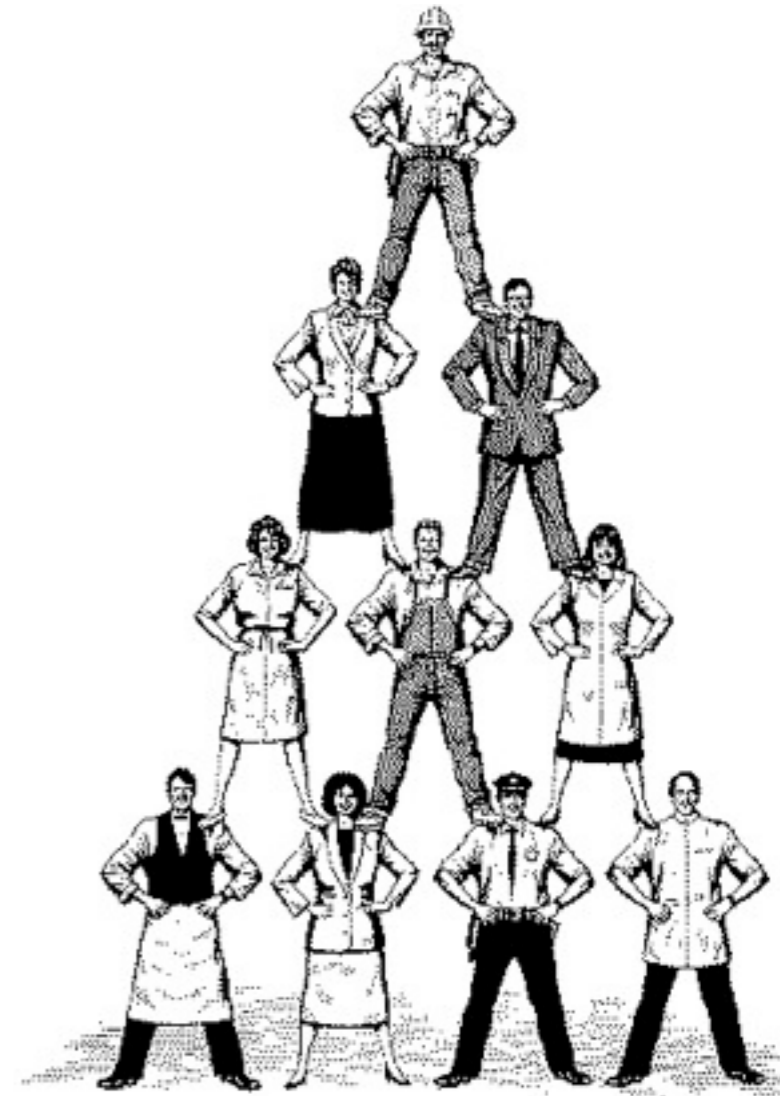
Twitter examples

- ▶ **Nebraska Library Commission - tweetref**
- ▶ **Pikes Peak Library District - conversation**
- ▶ **NY Library Association - retweeters!**
- ▶ **YALSA - blog updaters**
- ▶ **Library of Congress - archivers!**



Facebook examples

- ▶ **Libraries using Facebook- discussion**
- ▶ **DeKalb Library (GA) - feedback**
- ▶ **Hennepin County (MN) - promotion**
- ▶ **Arapahoe (CO) - teens**
- ▶ **Manchester Libraries (UK) - media**

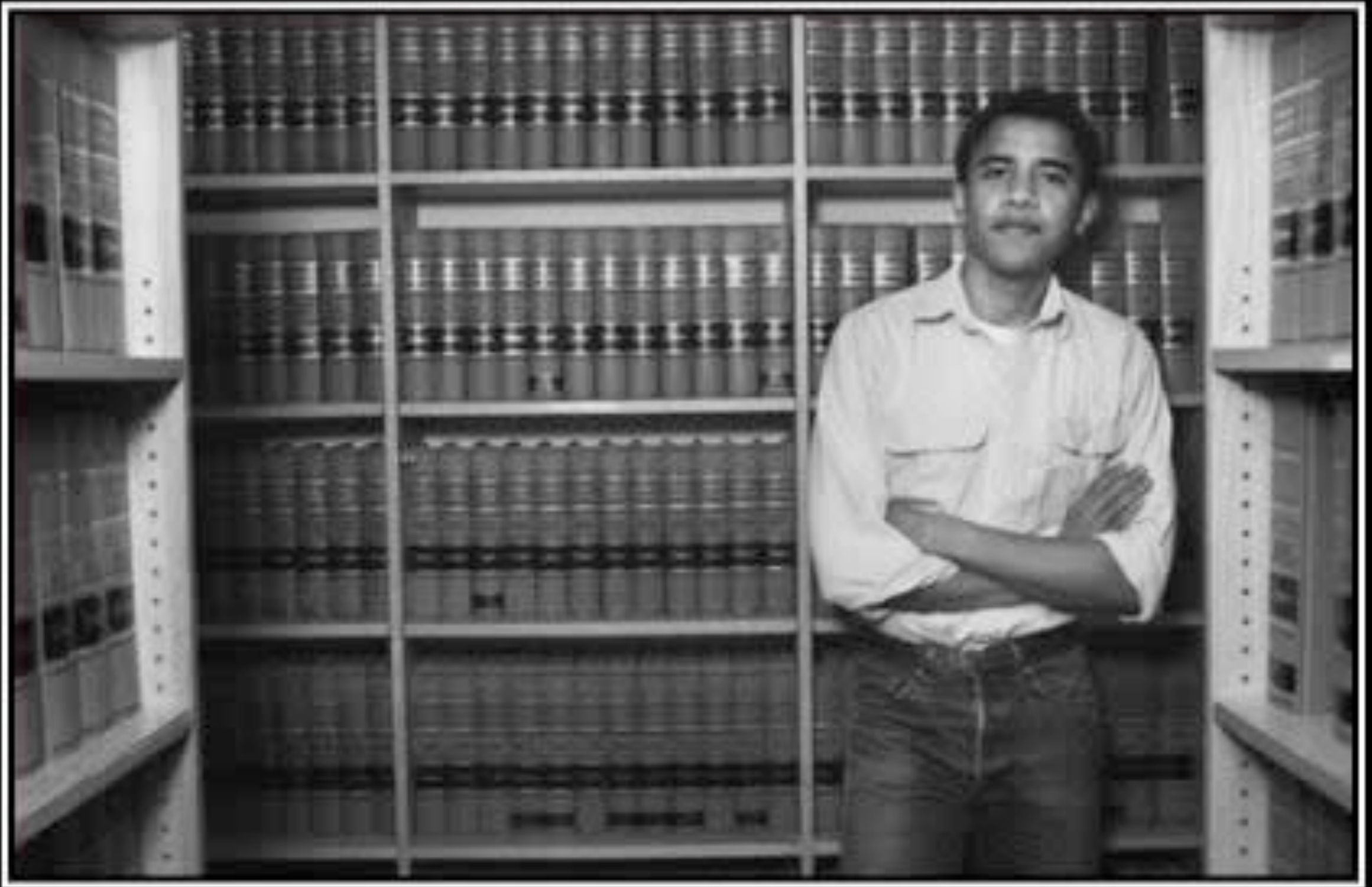


The RSS Multiplier

Anything that has an RSS feed, you can make a widget out of. This widget can go on any web page. Yes ANY web page.

(example after lunch!)





THE LIBRARY

Where all the cool kids hang out

As much as it's sort of a pipe dream, conditions are favorable so that...



Lunchtime!



Welcome back. Now we're going to look at some examples.

MCPL

- ▶ **Marathon County Public Library, Wausau WI**
- ▶ **Twitter**
- ▶ **Facebook**
- ▶ **How can we tell what tool they're using?**
- ▶ **How could we make a widget?**
- ▶ **What else could we do?**



Other mash-ups

- ▶ **North Tonawanda as a facebook page**
- ▶ **So they have a widget too!**
- ▶ **"Legit twits" like the US Government**
 - who they list
 - who has listed them
- ▶ **Go nuts!**



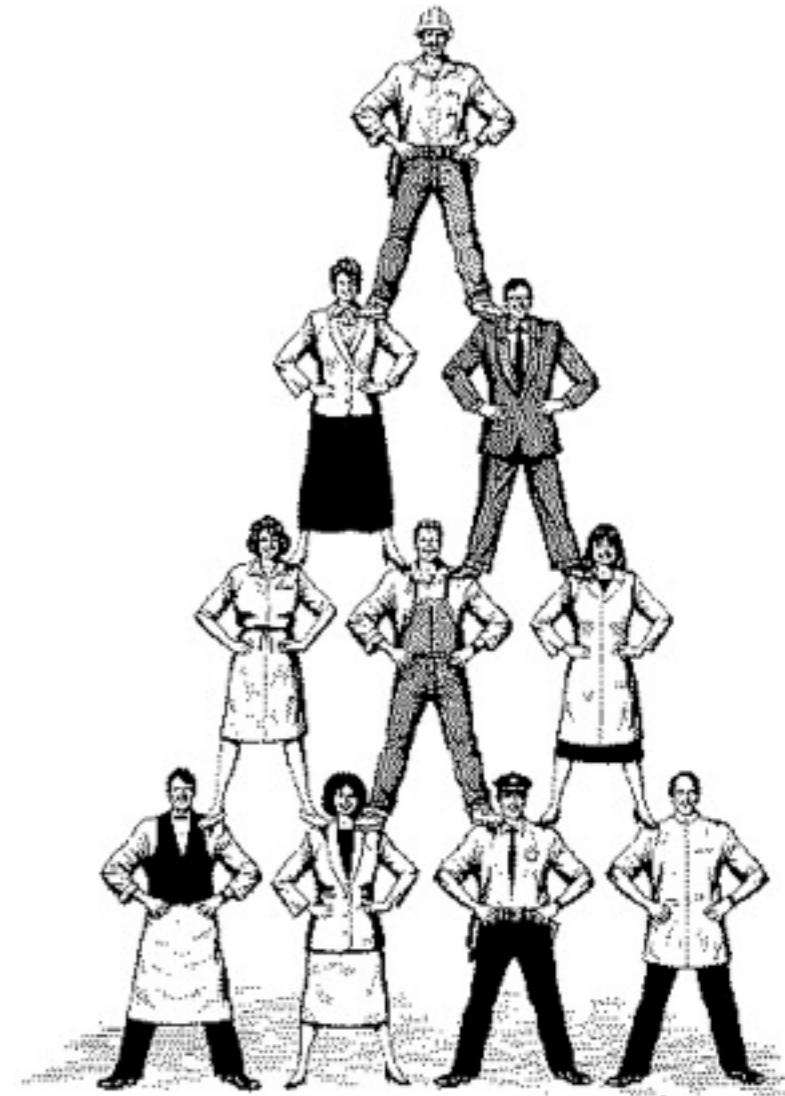
make a widget!

- ▶ **find an RSS feed**
- ▶ **do some copy and paste**
- ▶ **get some weird looking code**
- ▶ **paste into web space**
- ▶ **check your work!**



ego surf

- ▶ **Use searching to see what people are saying about you [or really, your organization]**
- ▶ **Google alert, Twitter search**
- ▶ **Respond, start a conversation!**
- ▶ **Or make a widget!**
- ▶ **Or send to your email.**



The magic we do.

"What you do isn't magic in your circle, so you have to go somewhere *where it is.*"



please go out and do magic

