

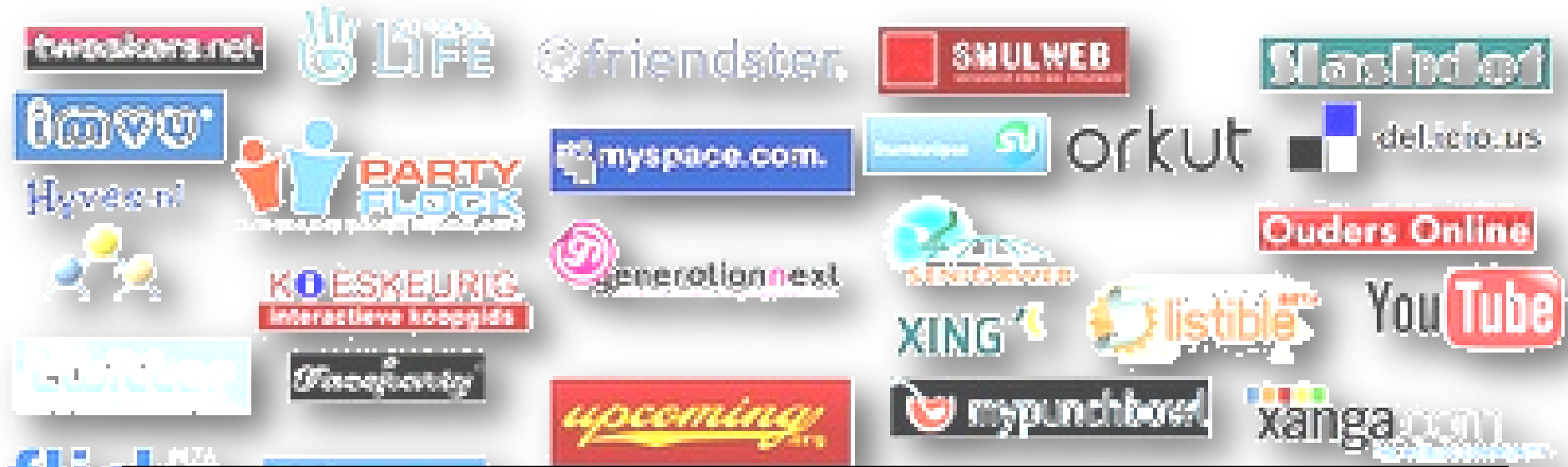
# Putting Social to Work: Real-Life Examples of Organizations and Info Pros Using Social Networking Tools

Library Buzz – July 30, 2009

Scott Brown – Social Information Group

# Agenda

- ▶ Overview and some examples
  - ▶ Why social networking tools?
  - ▶ Topeka and Shawnee County Public Library
    - ▶ Considerations
- ▶ Q&A throughout!



# The Social Networking jumble



# **May 2009: Twitter trumps New York Times, Wall Street Journal**

Twitter surpassed The New York Times and The Wall Street Journal in unique visitors last month, due in part to the followers that celebrity tweeters such as Oprah Winfrey and Ashton Kutcher draw.

What do these tools have in common?

Connecting

Sharing

Participating



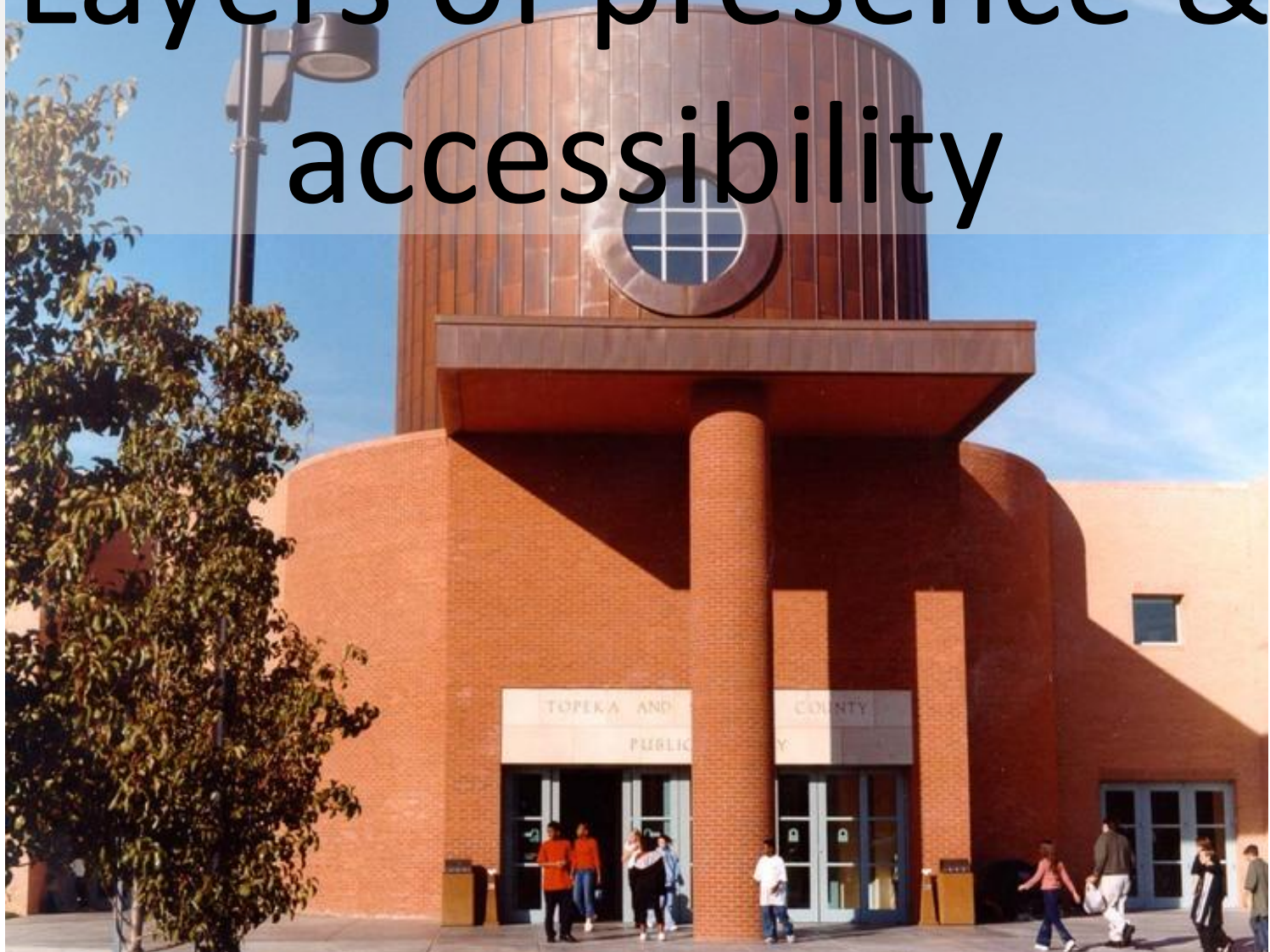
What happens when you  
add information?

Serendipity

Community

Loyalty

# Layers of presence & accessibility



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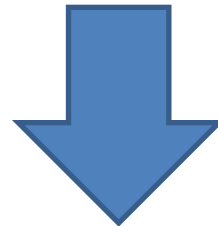
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9:00 am - 9:00 pm

Sat:  
9:00 am - 6:00 pm

Sun:  
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Topeka & Shawnee County Public Library Just F



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Yesterday at 1:25pm ·

Kay Emslie likes this.

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**JoEllen McGranahan** Still watch the player.

Yesterday at 2:02pm · [Report](#)



**Cassandra Smith** We do occasionally, but most of our movies are on DVDs.

Yesterday at 5:17pm · [Report](#)



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Yesterday at 7:01am

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**Julie Emerson**



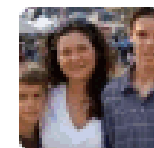
**Gabrielle Munoz**



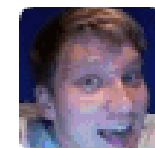
**Will Nicklin**



**Keith Newbery**



**Cson Johnson**



**Jacob Gassen**

# Topeka Library

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Topeka Library  
27 / Female  
TOPEKA, Kansas, US  
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## FRIEND SPACE (TOP 8)

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TSCPL Teen Librarians



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Kacy



Kacy Douglas-Seitz

Sara



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Boom Boom Pow (Album V...  
Black Eyed Peas

00:00 04:11

Ringtones Add Buy

- ▶ Boom Boom Po... by Black Eyed Peas
- Cape Cod Kwassa... by Vampire We...

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# Topeka & Shawnee County Public Library's photostream pro

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interior c. 1960 From the Topeka Room Hanging files / LIBRARIES: Topeka Public Library

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4 photos



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City: **Topeka**

Country: **United States**

Occupation: **Librarian and Book Evangelist**

Companies: **Topeka & Shawnee County Public L...**

Interests and Hobbies: **books, reading books, talking about books, fiction, non-fiction, libraries, mysteries, romance, science fiction, fantasy, urban fiction, historical fiction, christian fiction, and...well....good books.**

Books: **The Doomsday Book by Connie Willis**

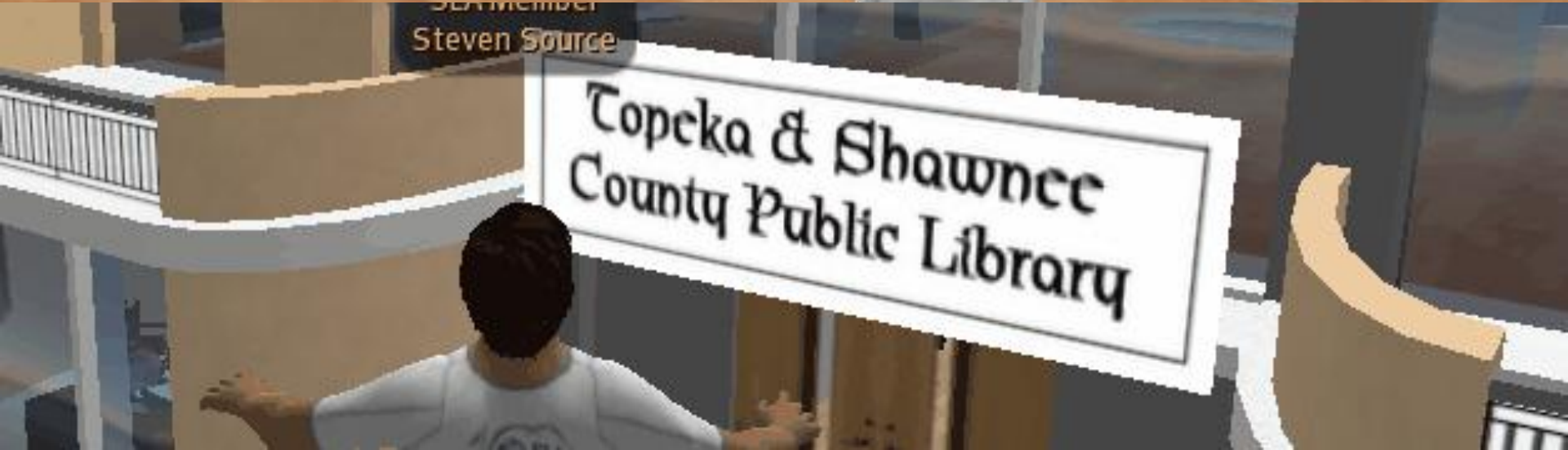
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**Dustin Silverman performs at TSCPL**

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# TopekaLibrary

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1:24 PM Jul 20th from web

Changes on the horizon. Or how to avoid paying late fees. Tap into this blog post for more info <http://tiny.cc/pLK87> Your thoughts?

11:40 AM Jul 17th from web

#ff #followfriday This Follow Friday, we give a shout out to @CapFed and @MardeeT Thanks for your support.

8:17 AM Jul 17th from web

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**Events**

3 past events

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Complimentary Webcast: Re-thin...

<http://www.safaribooksonline.com/ev...>

Tuesday, May 12 at 10:00am

Complimentary Python Webcast, ...

<http://www.safaribooksonline.com/ev...>

Wednesday, April 29 at 10:30am

Free Webcast: SOA Design Patterns

<http://www.safaribooksonline.com/ev...>

Thursday, March 26 at 10:30am



# safaribooks

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80% of visits to our mobile site <http://m.safaribooksonline.com> are from iPhone/iPod Touch. Hey Blackberry people, thats a challenge.

*about 12 hours ago from web*

Sneak peak of video training, Programming in Objective-C 2.0 LiveLessons, now on Safari Books Online: <http://tinyurl.com/ovdwaq>

*about 23 hours ago from web*

Learn best practices for using Flash CS4 and Flex 3 for producing & sharing video over the web. <http://tinyurl.com/qy5tpq> #flash #flex

*11:54 AM May 15th from web*

**Name** Safari Books Online  
**Location** Sebastopol, CA  
**Web** <http://www.safari...>  
**Bio** Changing the Way You  
 Access Information

1,089 following 1,564 followers

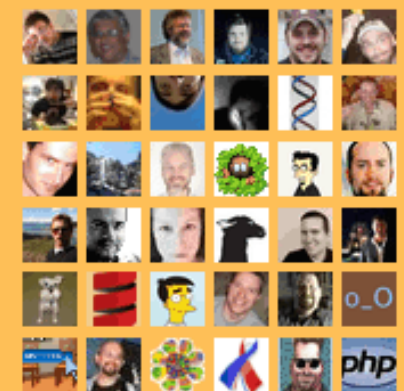
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Learn best practices for using Flash CS4 and Flex 3 for producing & sharing video over the web. <http://tinyurl.com/qy5tpq> #flash #flex

*11:54 AM May 15th from web*

Book plug



Congrats to [@jjeffreyhanson](#) on the launch of his new book, Mashups: Strategies for the Modern Enterprise. <http://tinyurl.com/qkez2w>

*5:17 PM May 14th from web*

Author plug

[@egawata](#) Cool, huh. Look for more of No Starch Press's Manga Guide series coming soon.

*5:01 PM May 14th from web in reply to egawata*

[@MattioV](#) Ouch. Try Safari Books Online. We have plans starting at \$9.99 a month. Try it out for 10 days free. [my.safaribooksonline.com](http://my.safaribooksonline.com)

*4:53 PM May 14th from web in reply to MattioV*

We'll be at JavaOne in San Francisco on June 2-5 at booth #104. If you're planning on going, be sure to say hello! <http://tinyurl.com/56qq2e>

*1:13 PM May 14th from web*

Event plug

Fun way to learn anything: Check out The Manga Guide to Statistics, Databases, even Electricity. <http://tinyurl.com/pv3mxv>

*8:57 AM May 14th from web*

What would you tweet?

# Considerations: Logical/technical

- ▶ Technology and firewall issues
- ▶ Privacy and confidentiality
- ▶ Adoption and usage
- ▶ Multiple tools
- ▶ Making the time/wasting the time
- ▶ Dedicating time and energy – following through

# Considerations: Organization/personal

- ▶ Creating or sharing a “personality”
- ▶ Shift in thinking about your role
  - ▶ Authority to moderator
  - ▶ One to many to many to many
- ▶ Loss of control
  - ▶ Can you/your group/your organization handle that?

# Opportunities with these tools

- ▶ These tools have changed how people interact and find information
- ▶ Multiple channels, multiple topics
- ▶ Do one thing, share in multiple places
  - ▶ Blog
  - ▶ “Tweet” about your blog entries
  - ▶ Feed your Twitter streams into your blog
  - ▶ Feed your blog entries into your Facebook profile
  - ▶ Etc., etc. etc.

# Good rules for sharing

- ▶ Be brief
- ▶ Make it useful
  - ▶ Know your audience
- ▶ Make it personal
- ▶ Make it fresh
- ▶ Relate it to your business and/or value

Adapted from Chris Brogan:

- ▶ <http://www.chrisbrogan.com>

# Which might be best for you?

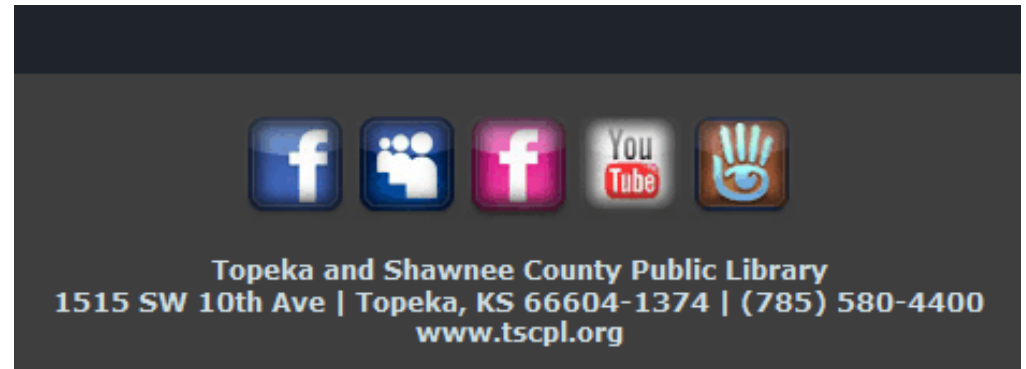
- ▶ Facebook – why?
- ▶ Blogs – why?
- ▶ Twitter – why?
- ▶ Others – why?

# Suggestions

- ▶ Experiment and play around with these tools
  - ▶ See what works for you
- ▶ Invite and involve others
  - ▶ People who are already using these technologies expect to be invited
  - ▶ They're called "social" tools for a reason
- ▶ Leverage what others are doing
- ▶ Do one thing well first.

# Suggestions

- ▶ Integrate into workflow
- ▶ Make it personal.
- ▶ Make it obvious!



- ▶ Don't use social tools as your ONLY tool
  - ▶ Complementary to what you're already doing
- ▶ Have fun!

# Connect with me

## ▶ Scott Brown

- ▶ LinkedIn: [linkedin.com/in/scottrbrown](http://linkedin.com/in/scottrbrown)
- ▶ Twitter: [twitter.com/scbrown5](http://twitter.com/scbrown5)
- ▶ Blog: [scottbrown.typepad.com](http://scottbrown.typepad.com)
- ▶ Podcast: [scottbrown.typepad.com/music\\_therapy](http://scottbrown.typepad.com/music_therapy)
- ▶ Facebook: <http://www.facebook.com/scott.r.brown>
- ▶ Second Life: Steven Source
- ▶ Email: [scott\\_r\\_brown@comcast.net](mailto:scott_r_brown@comcast.net)

## ▶ Social Information Group

- ▶ URL: [socialinformationgroup.com](http://socialinformationgroup.com)
- ▶ Twitter: [twitter.com/socialinfo](http://twitter.com/socialinfo)
- ▶ Email: [scott@socialinformationgroup.com](mailto:scott@socialinformationgroup.com)



Thank you!

Library Buzz – July 30, 2009

Scott Brown – Social Information Group

SInG  
Social Information Group

[scott@socialinformationgroup.com](mailto:scott@socialinformationgroup.com)

<http://www.socialinformationgroup.com>