

Making Social Software Work for You and Your Library Services

Pre-conference: Hawaii Library Association Conference 2006
Emerging Technology Affecting Libraries
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Workshop Agenda:

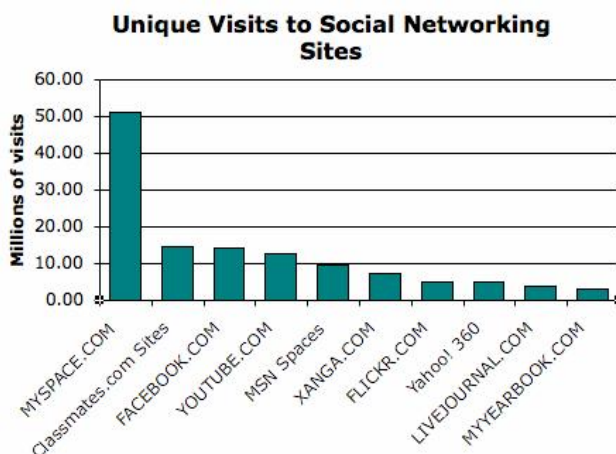
- 9:00 - 9:30** Overview of social software technologies, theories behind social networking & learning, and social computing trends
- 9:35 - 10:00** Develop a SWOT analysis for new social services in local environments (match service with users)
- 10:00 - 10:10** Break
- 10:10 - 11:15** Create a MySpace page, a library blog, or Instant Messaging service for you or your Library.
- 11:15 - 11:25** Break
- 11:25 - 12:00** Reflect and discuss Library 2.0 and additional social services (wikis, SMS, podcasting, flickr, del.icio.us, etc.) Ideas for marketing/promoting, integration into current services, obstacles for change, etc.

Handouts:

- Workshop materials & PowerPoint at <http://www.gort.ucsd.edu/myoung/hla06>
- SWOT Analysis Planning Tool
- Creating your Social Software application:
 - Blog worksheet
 - MySpace/Facebook worksheet
 - Instant Message worksheet

What is Social Software?

A wide variety of low/no-cost computing applications which enable groups of individuals to meet, connect and collaborate in virtual and in-person spaces. These individuals form relationships from casual acquaintances to colleagues to close friendships and communicate about education, work, music, social lives and more.



Figures are for May, 2006 in millions of unique visits from ComScore. Image from <http://blog.qumana.com/social-networking-growth.jpg>

Why Utilize Social Computing Tools in Libraries?

- People of all ages increasingly accustomed to using new communication tools & digital spaces to connect and share information = Web 2.0 & new library services
- Create virtual library community/sub-community and user connectedness
- Foster information sharing, learning, communication, collaboration
- Extend accessibility of library/librarians; enhance communications
- Promote & market library services and events
- Engage in creative and personal communication with integrated multimedia-based suite of social computing tools (IM, email alerts, blogs, pix & video sharing, bulletin boards)

Issues to Consider in Adopting Social Software

- Pre-determine objectives and the best tool/method to achieve them
- Experiment with technology as it is generally simple and can be inexpensive or free
- Consider library culture. It may difficult to get buy-in from those unfamiliar with concepts
- Build a plan to determine workflow and maintenance
- Be aware of spamming, security and privacy issues
- Be flexible and respond to users and what works

Selected Sources

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Graphic: Stephen Yeargin
From <http://pacer.utm.edu/>

More Social Networking Tools to Explore

Del.icio.us (del.icio.us/)

- “Social bookmarks manager”



Flickr (www.flickr.com/)

- “The best way to store, search, sort, and share your photos”

Second Life (secondlife.com/)

- “Your World. Your Imagination”



You Tube (www.youtube.com/)

- “Broadcast Yourself”



Collective X (www.collectivex.com/)

- “Stay in the loop with your group”



Drupal (drupal.org/)

- “Community plumbing”



Linked In (www.linkedin.com/)

- “relationships matter”



People Aggregator (www.peopleaggregator.net/)

- “A place to create and run your own social network”



Wet Paint (www.wetpaint.com/)

- “click-and-type websites you can share with like-minded people”

- Site based on Nancy Pearl’s Book Lust (booklust.wetpaint.com/)



Multiply (multiply.com/)

- Create, share, and discuss photos, videos, music, etc.



Imeem (www.imeem.com/)

- “the best of social media”



Flock (www.flock.com/)

- “the social web browser”



Ning (www.ning.com/)

- “create your own social web sites”



Dodgeball (www.dodgeball.com/)

- “bring your phone to life”

