

SWOT Analysis for Social Software Services

Conducting an analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) in your local environment can help you uncover which social software service to pursue and how to implement and assess a new technology within your library.

Part 1: For each of the social software tools, list the purpose that the technology would serve in your library and for your users as well as associated strengths, weaknesses, opportunities, and threats or challenges to make the adoption and implementation of a new service a reality. This exercise serves as a brainstorm to help you choose which new technology that you'd like to begin to establish in the second half of today's workshop.

Social Technology	Purpose, Desired Objective	Strengths	Weaknesses	Opportunities	Threats, Challenges
Podcasts	Establish new modality for users to learn about lib services & access author talks. New PR tool	Majority of user commty has an iPod, attended a seminar on how to create podcasts, lib director designated \$ for podcasting initiative	My workload is maxed out, I'm the only one who's attended a seminar on how to create podcasts, don't have the equipment to do so, yet	Neighboring library also interested, Have \$, can develop strategic podcasting plan/initiative with comm. officer, can justify addt'l staff training	Some library staff opposed to new technologies, will be challenging to create short & interesting podcast scripts & update them
Myspace					
Facebook					
Blog					
IM					

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IM					
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Part 2: Pick one technology to adopt, and identify what's needed to integrate and sustain the new service at your library.

