

# Social Media

# **Social Media**

# What happened to us

- Competition
- Culture
- Technology



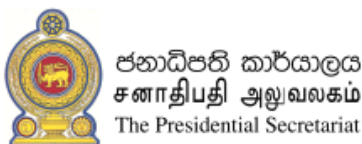
# What is Social Media



**Social media** refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

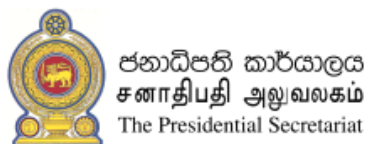
# Some Statistics

- Consumers continue to spend more time on social networks than on any other category of sites—roughly 20 percent of their total time online via personal computer (PC), and 30 percent of total time online via mobile.
- Facebook remains the most-visited social network, via PC (152.2 million visitors), mobile apps (78.4 million users) and mobile web (74.3 million visitors), and is multiple times the size of the next largest social site across each platform.



# Some Statistics

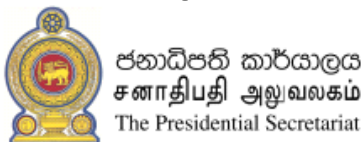
- 51% of people aged 25–34 used social networking in the office, more than any other age group.
- While the computer is still the primary device used to access social media despite dropping 4% in usage in 2012, the last year saw a significant increase in usage, most notably through tablets from 3% to 16%, internet enabled TVs from 2% to 4%.
- Twitter processed averages almost 40 million tweets per day.



# The most three most trusted forms of advertising are:

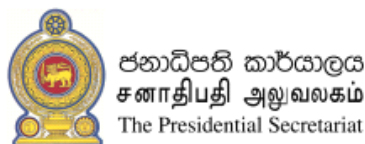
- Recommendations from people I know - 90%
- Consumer opinions posted online - 70%
- Branded websites - 70%

What Social Media has done is make the traditional two-way word of mouth marketing accessible and available to everyone with a computer (or phone).



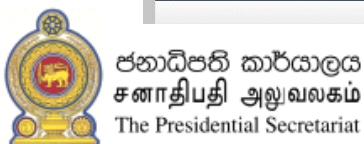
# Why Social media for Libraries

- Communication
- Respond to Positive/Negative Feedback
- Marketing/Advertising
- Understanding Users Better



# Do we have proper Social Media Strategy?

The image displays two website screenshots side-by-side. The left screenshot shows the University of Colombo Library website with a purple header and a navigation menu. Below the header is a search bar and a main content area featuring a 'The Periodical Collection' section with images of books and a 'DIGITAL LIBRARY' section. A 'NEWS & EVENTS' section is also visible. The right screenshot shows the Colombo Public Library website with a blue header and a navigation menu. It features a large search bar with the text 'Search the Catalogue' and a list of services including 'Reader Services', 'Electronic Resources', and 'Plan Your Visit'. A large photograph of a tree is prominent in the center. Both websites include contact information and copyright notices at the bottom.





# Suggestions.....

- Facebook: most popular now because it is librarian-friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook.

- Free & Easy to Start
- Easy to create a Fan Page

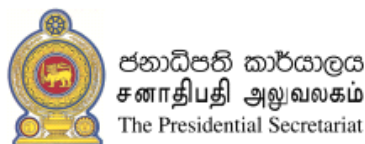


# Suggestions.....

- Twitter: a micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections. Users can send Instant Messages (IM) or re tweet on complaints or ask questions on a particular issue and get a feedback on the spot using tv

- Easy & Free to start

- Easy to Manage



# Suggestions.....

- Library Thing: A tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC. Librarians can utilize this to send a list of current publications to users.



- Pinterest is a pinboard-style photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Users can browse other pinboards for inspiration, 're-pin' images to their own pinboards, or 'lik



# Tips

- Be Active: Brand yourself/your library
- Be Open: Permit comments/feedback and tagging
- Be Social : show your clients that you are there, interact and respond
- Be Polite and aware : there is no more privacy

# Trends

1. Libraries will increase their usage of pinterest. This is especially true for public libraries.
2. More libraries will create a presence on Google +.
3. Libraries will find more and better ways to engage with their followers on twitter and to increase their numbers of followers.
4. Libraries will become more of an education resource for patrons.
5. Library websites will integrate more social media. For example, my academic library just put their facebook page badge and twitter feed widget on the home page of the library website.



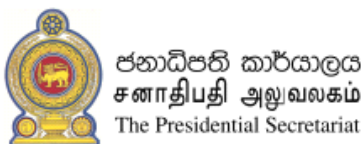
# Trends

6. More libraries will create mobile websites and focus on mobile applications. This also applies to database providers. While many of them have had mobile apps for a year or more, this is a trend that will by the end of this year apply to all of them.
7. Google chat will increase as a viable method for offering reference services.



# Possible pathways

- Having dedicated LIS staff member to explore new ways of reaching users or providing services via social media eg: providing an aggregator service based on information needs and user profiles or setting up social media feeds for users.
- Including social media into strategic and/or communication plans
- Having dedicated staff Implementing a policy for social media which provides loose guidelines for staff doing social media tasks.
- Enabling LIS professionals and paraprofessionals to complete relevant training in the use of social media, and the provision of guidelines in order to prepare LIS staff to communicate the library brand.
- Dedicating work time and staff to build a library's brand or presence online to increase engagement and to build rapport and positive relationships.



# Thank You

- Q & A

