Library 2.0 for Librarians
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Contents

• Google Mail – E-mail

• Facebook – Social Networking

Tea break

• YouTube – Upload Videos

• Flickr – Upload Photos

• Blogger – Create a Blog
Expected **Outcomes**

Learn how to use various Library 2.0 tools to:

- **Communicate** and **network** with clients & colleagues;
- Better **support** clients & colleagues;
- **Collaborate** with clients & colleagues;
- **Promote** the library and its resources;
- **Share** information with clients & colleagues;
- **Increase** interactivity;
- **Enhance** existing ways of working;
- **Improve** workflow & productivity;
- **Stay informed** and keep in touch with clients’ needs
What is Web 2.0?

- Web 2.0
  - Users build networks (professional, recreational etc.)
  - People are the content of sites (O’Reilly)
  - Emphasize online sharing and collaboration

“It's a story about **community and collaboration on a scale never seen before**. It's about the cosmic compendium of knowledge **Wikipedia** and the million-channel people's network **YouTube** and the online metropolis **MySpace**. It's about the many wrestling power from the few and helping one another for nothing and how that **will not only change the world, but also change the way the world changes**.”

Time’s Person of the Year 2006: You.
http://www.time.com/time/magazine/article/0,9171,1569514,00.html
Web 1.0 vs Web 2.0

- Britannica Online vs Wikipedia
- Personal websites vs Blogging/ Facebook
- Publishing vs Participation
- CMS vs Wikis
- Directories (taxonomy) vs Tagging (folksonomy)
Library 2.0

“With Library 2.0, library services are frequently evaluated and updated to meet the changing needs of library users. Library 2.0 also calls for libraries to encourage user participation and feedback in the development and maintaining of library services. The active and empowered library user is a significant component of Library 2.0.

With information and ideas flowing in both directions – from the library to the user and from the user to the library – library services have the ability to evolve and improve on a constant and rapid basis. The user is participant, co-creator, builder and consultant – whether the product is virtual or physical.”

http://en.wikipedia.org/wiki/Library_2.0
Library 1.0 vs Library 2.0

- Closed collections
- Collection development
- Pre-organized catalogue
- Walk-in services
- "Read-only" catalogue
- Print newsletter mailed
- Easy = Dumb users
- Limited service options
- Focus on bringing them in
- Catalogue is core operation
- Pull model

- Open collections
- Library suggestion box
- User tagging
- Globally available services
- Amazon-style comments
- Team-built blog
- Easy = Smart systems
- Broad range of options
- Focus on finding the user
- User services are core
- Push model
Client needs *(Gartner)*

- “We use *wiki’s, blogs and podcasts* as a way to share info between lecturers and students, and fellow students.”
- “We want to be *challenged* and want to have access to technologies that will contribute towards *creative solutions* for research problems.”
- Cell phones, always-on, multi-tasking, expectation of fast delivery, self-service info, believe it’s all on the web, gaming, virtual realities, high transparency (Facebook, MySpace), online photo sharing, less TV more online news and blogs
“Libraries must give up control and make use of collaborative tools and technology to engage and share information rather than just provide it.”

Wan Wee Pin, Manager, Strategic Programming Office, National Library Board of Singapore
“Facebook is a social networking website, launched on February 4, 2004. Facebook was founded by Mark Zuckerberg, a former Harvard student. Initially the membership of Facebook was restricted to students of Harvard College.”

“The name of the site refers to the paper facebooks depicting members of the campus community that some U.S. colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know other people on campus.”

http://en.wikipedia.org/wiki/Facebook
Facebook Applied

- Evaluate services (feedback/ comments) - tell us what you think
- Suggestions e.g. for new books
- Search catalogue from Facebook
- Search WorldCat
- Share books you read with others
- Groups: specialized divisions in library, specialized services, interest groups (networks)
- Events: exhibits (incl. photo), Bookfest, campaigns
- Marketplace: online second hand book sale
- Do planning – create group with restricted access
- Upload videos, photos for marketing etc.
- Join other Groups and become part of a worldwide community of librarians – specific interest groups
Facebook Applied (cont.)

• Minifeeds – catch up with news from entire network – immediately from a single page
• Develop & add applications (iLike, Where I’ve been, Honesty Box)
• Import thumbnails of photos from Flickr
• Profile library – contact info, tips
• Online learning
• Use similar to “Ask a Librarian”
• Start a book club on Facebook
• Create links from library web to info specialist profile

Business Facebook: http://www.facebook.com/business/?pages

“Create a business presence to engage with your customers and fans on Facebook.”
Establish an interactive presence on Facebook.

Every Facebook Page is a unique experience where users can become more deeply connected with your business or brand. Users can express their support by adding themselves as a fan, writing on your Wall, uploading photos, and joining other fans in discussion groups. You can send updates to your fans regularly—or just with special news or offers. Add applications to your Page and engage your users with videos, reviews, flash content, and more. Creating a Facebook Page is easy, free, and great for all types of businesses:

- Restaurants
- Bars
- Cafes
- Health and Beauty
- Pubs
- Local Stores
- Parks
- Attractions
- Sports Teams
- Games
- Artists
- Musicians
- Politicians
- Nonprofits
- And many more...

Your fans love you, and their friends will know it.

When your fans interact with your Facebook Page, the actions they take are automatically generated into social stories. These stories are published to News Feed, which friends may see the next time they log into Facebook. The stories link back to your Facebook Page, inviting more people to interact with it, which generates more social stories and drives even more traffic to your Page. Think of it as word-of-mouth marketing, only completely free and happening online.

Get even more distribution with Facebook Social Ads.

You can increase the viral distribution of a Facebook Page with Facebook Social Ads by promoting content linked to your Page.
Are your AIM buddies already on Facebook?

Find out which of your AIM Buddies are on Facebook:

AIM Screen Name: insmith
AIM Password:

Find Friends

Don't use AIM? Check your email contacts.

News Feed

Wynand Van Der Walt joined the group No, I Don't Look Like A Librarian!
Wynand Van Der Walt is wondering why nobody is online at 9:15 in the evening?
Danie Kruger left the group Tswana se ga! Dis Pretoria!!!

Yesterday

Danie Kruger created a group.

Popular groups in the University of Pretoria network.

UP Libraries Special Collections
Organizations - Academic Organizations
Info: Group for the University of Pretoria Special Collections
see more

Popular groups in the University of Pretoria network.

Pro 09Com Week
11 members (12 new)
click play
2011 members (8 new)
Rugby World Cup 2007: Japan South M

Requests

1 Friend request
2 my questions friend requests
1 cause invitation
1 rockand invitation
1 top friends friend request
1 secret friend invitation

Status Updates

Update your status...
show friend updates

Birthdays

No upcoming birthdays.

Invite Your Friends

Invite your friends to join Facebook.

New Stuff

Recent Marketplace Listings:
YouTube for Libraries

“YouTube is a video sharing website where users can upload, view and share video clips. YouTube was created in mid-February 2005 by three former PayPal employees.”

http://en.wikipedia.org/wiki/Youtube
YouTube Applied

- Training sessions
- Explain procedures e.g. laptop use in libraries, library cataloguing
- Library tour
- Papers/presentations by own staff or visitors
- Record testimonials from students on how they experience the library – post to YouTube and embed in web page or blog
- Welcome message from faculty library manager/director
- Campaigning
- Promote new products
- Use existing videos or create and upload your own
- Type in: librarians, libraries, library tour, library activities, library procedures, information literacy, copyright
YouTube Applied (cont.)

• UC Berkeley – post full lectures to YouTube
• Video contest – “How I have fun at the library”
The Otis Library Tour

OTIS
Otis College of Art and Design

About This Video
A thrilling tour of the Millard Sheets Library at Otis College of Art and Design. (more)
Added: July 30, 2007
Views: 0

More From: OtisCollege

Related Videos

WSU Library Tour
01:30 From: WSUlibrary
Views: 798

Fine Arts Department at...
05:45 From: OtisCollege
Views: 265
Flickr for Libraries

“Flickr is a photo sharing website and web services suite, and an online community platform. It was one of the earliest Web 2.0 applications. In addition to being a popular Web site for users to share personal photographs, the service is widely used by bloggers as a photo repository. Its popularity has been fueled by its innovative online community tools that allow photos to be tagged and browsed by folksonomic means. It hosts over 2 billion images.”

“Flickr asks photo submitters to organize images using tags (a form of metadata), which allow searchers to find images concerning a certain topic such as place name or subject matter. Flickr also allows users to organize their photos into "sets", or groups of photos that fall under the same heading.”

http://en.wikipedia.org/wiki/Flickr
Flickr Applied

• History of library
• About library
• Virtual tour – describe various divisions, levels in library
• Introduce library staff
• Virtual exhibit – book covers etc.
• Special events
• Visitors to library
• Photo competition
• Interactive exhibit experiences
The Old Library

Best viewed large on Flickr

De oude bibliotheek van het Museum in Utrecht. The old library of the Museum in Utrecht (The Netherlands)

This photo also belongs to:

What I like (Set)

Explore (Set)
'Min Gebruik' onder water

Next »
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