

Using Smart Phones as a Marketing & Programming Tool

The Future is Mobile

+ Using Smart Phones as a Marketing & Programming Tool

■ WHAT MAKES A PHONE SMART?



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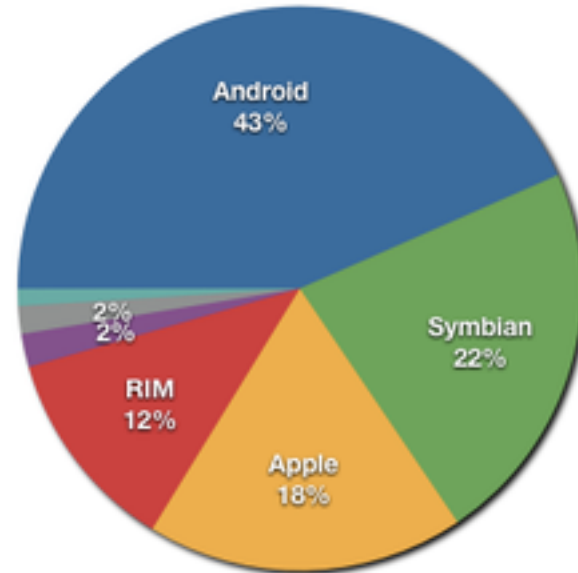


- HOW MANY OF YOU ARE USING SMART PHONES IN YOUR LIBRARY ALREADY?
- THOSE OF YOU WHO SAID YES, ARE YOU USING THEM FOR
 - _____ BEHIND THE DESK
 - _____ MARKETING
 - _____ PROGRAMS
 - _____ NETWORKING

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■ WHAT OPERATING SYSTEM ARE YOU USING?

- ___ IPHONE (APPLE)
- ___ SYMBIAN (NOKIA)
- ___ BLACKBERRY (RIM)
- ___ BADA (SAMSUNG)
- ___ ANDROID (GOOGLE)
- ___ MOBLE OS (MICROSOFT)
- ___ OTHER



● Android ● Symbian ● Apple ● RIM
● Bada ● Microsoft ● Other

Share of worldwide 2011 Q2 smartphone sales to end users:
Gartner (wikipedia.com)

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35% Adults
Own a Smart
Phone

44% Adults
African Americans
& Latinos

Highest User Group
58%
25-34 year olds

68%
Use their Smart
Phone to go Online
EVERYDAY

87%
Use their Smart
Phone to access
their E-mail



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■ EMBRACING MOBILE TECHNOLOGIES



Scanning Library Cards



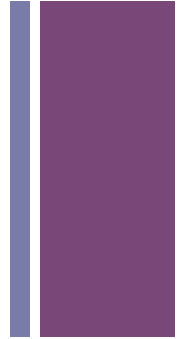
Mobilize Your Library



QR Codes

- eBook & Audio Collections
- Instruction via podcasts
- Virtual tours of your library
- Inventory & administrative Tasks
- Mapping of historic collections
- Community building blogs
- Networking for librarians
- Location-based 'check ins'
- Social sharing of what you're reading

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■ SMART MARKETING

- Social Networking
- Quick Response Codes
- Website Compatibility
- M-Libraries
- M-Library Creation Tools
- Other online helper sites

■ RETURN TO BASICS

- Keep It Simple
- Defining Our Goals

■ PROGRAMMING

A CASE STUDY

- WordPress Set up
- Social Network Interactivity
- Working a Smart Phone App
- Program Activities
- Equipment Security

■ WRAP UP

- Resources
- Q&A

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■ MAKING YOUR MARKETING SMART



Using Social Networks and
apps to build community



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■ MAKING YOUR MARKETING SMART



Using QR Codes

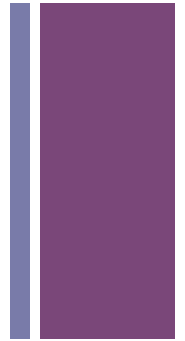
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■ MAKING YOUR MARKETING SMART



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■ TRIVIA TIME



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■ MAKING YOUR MARKETING SMART



Website Compatibility

No FLASH

Validate your code @ W3C
<http://validator.w3.org>

Use vSlow and PageSpeed tools
To increase speed

Compress images using Smush.it
www.smushit.com

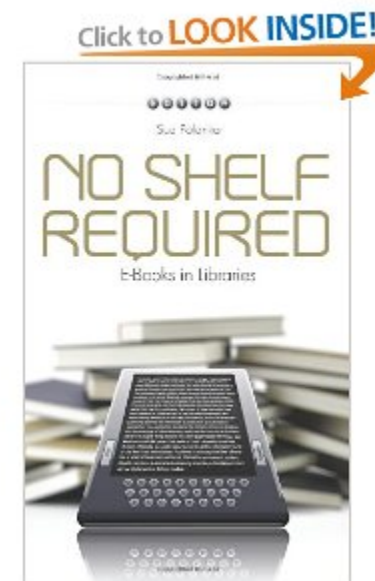
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■ MAKING YOUR MARKETING SMART



M-Libraries -
Virtual Access to your library

www.libsuccess.org/index.php?title=M-Libraries



**NO SHELF REQUIRED:
E-BOOKS IN LIBRARIES**
by Sue Polanka

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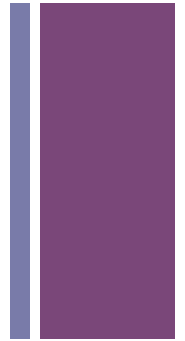
■ MAKING YOUR MARKETING SMART

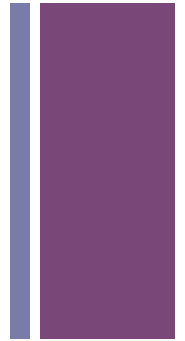


WORDPRESS
MobilePress plugin

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■ MAKING YOUR MARKETING SMART

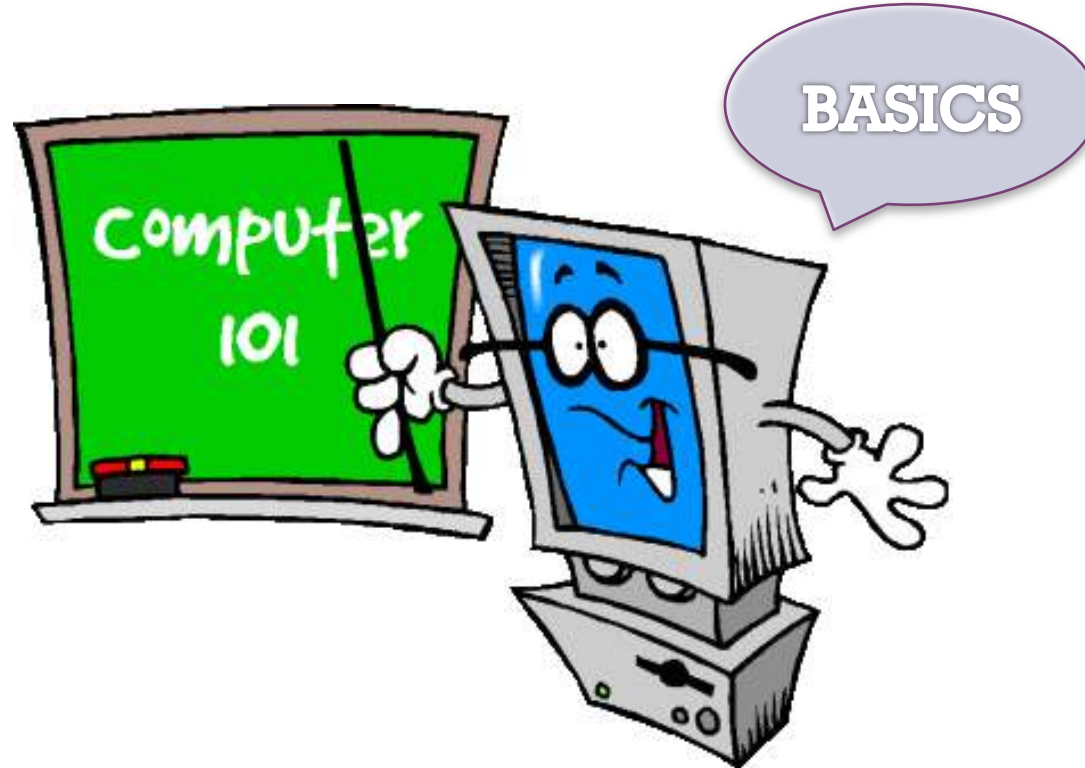




**PATRIC's 'NOT SO FAST' BUTTON
PUSH NOW**

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■ MAKING YOUR PROGRAMMING SMART



+ Using Smart Phones as a Marketing & Programming Tool

■ MAKING YOUR PROGRAMMING SMART



+ Case Study: MOBILE STORIES

MOBILE STORIES

YOUTH SMART PHONE

CITIZEN JOURNALISM

Media Arts Center San Diego

www.MediaArtsCenter.org



+ Case Study: MOBILE STORIES

WORDPRESS WEBSITE

The screenshot shows the homepage of the Mobile Stories website. At the top, there is a navigation menu with links for CENTRAL LIBRARY, LINDA VISTA LIBRARY, LOGAN HEIGHTS LIBRARY, and MALCOLM X LIBRARY. The main content area features a large video player for "Mobile Stories Reporters at Fiesta del Sol" with a "read more" link. Below this are several article teasers:

- Peoples Produce Farmers Market:** Southeast San Diego can now buy farm fresh fruits and vegetables right here in their own neighborhood. Even though there are not usually farmers markets in low-income neighborhoods, this farmers market is trying to change that. The farmers market is located at 806 Turfco Avenue and is open from 3-7 every Friday, unless it rains! [...]
 - MALCOLM X LIBRARY · AUGUST 26, 2011 9:21 PM · 0 COMMENTS
- Cronicas de heroes:** Mobile stories news crew was visited by Cronicas De Heroes, a website launched in Juarez, Mexico to capture the stories of every day heroes. News Media tends to capture negative stories about the area and Cronicas de Heroes is trying to change that by showing all the positive things that people are doing every day [...]
 - LOGAN HEIGHTS LIBRARY · AUGUST 26, 2011 8:59 PM · 0 COMMENTS
- Malcolm X Library has Something for Everyone!** Fun for kids, fun for adults! The Malcolm X library has something for everyone. Kids really enjoy the library because it gives them a place to meet other kids and to read books, use the computer, and join fun programs. www.mobilestories.org www.mediaartscenter.org www.sandiego.gov/public-library (INFO: 619-230-1038) Mobile Stories is made possible with funding by the Library and Services Technology Act which the California State Library (CSL) administers in California.
 - MALCOLM X LIBRARY · AUGUST 26, 2011 8:54 PM · 0 COMMENTS
- Central Library at COMIC-CON** From the mobile stories Central Library news crew, a bit about the Comic Con library booth. www.mobilestories.org www.mediaartscenter.org www.sandiego.gov/public-library (INFO: 619-230-1038) Mobile Stories is made possible with funding by the Library and Services Technology Act which the California State Library (CSL) administers in California.
 - CENTRAL LIBRARY · AUGUST 26, 2011 8:49 PM · 0 COMMENTS

On the right side of the page, there are sections for "FLICKR PHOTOSTREAM" and "YOUTUBE". At the bottom, there is a "TWITTER" section with three tweets:

- Chicano Park Murals Get A Facelift <http://t.co/XBkqpf> (about 4 days ago)
- More pics from Logan heights community screening! <http://t.co/hwDxkdy> (about 5 days ago)
- 8 Logan Heights students graduate from Mobile Stories! <http://t.co/PesRBU> (about 5 days ago)

Follow @mobilestories

The screenshot shows an archive page of the Mobile Stories website. It features a list of article teasers:

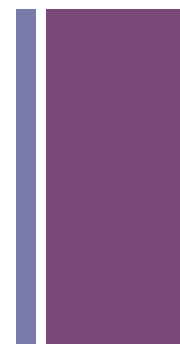
- Treasures & History of Central Library** The Central Library mobile stories news crew put together a video about all the great history and hidden gems of the library. www.mobilestories.org www.mediaartscenter.org www.sandiego.gov/public-library (INFO: 619-230-1038) Mobile Stories is made possible with funding by the Library and Services Technology Act which the California State Library (CSL) administers in California.
 - CENTRAL LIBRARY · AUGUST 26, 2011 8:40 PM · 0 COMMENTS
- The Wengenheim Room & Library's Special Collections** Learn more about the unique and rare books you can find at the Central Library from the mobile stories Central Library news crew. www.mobilestories.org www.mediaartscenter.org www.sandiego.gov/public-library (INFO: 619-230-1038) Mobile Stories is made possible with funding by the Library and Services Technology Act which the California State Library (CSL) administers in California.
 - CENTRAL LIBRARY · AUGUST 26, 2011 8:38 PM · 0 COMMENTS
- Norman Baynard Exhibit** www.mobilestories.org www.mediaartscenter.org www.sandiego.gov/public-library (INFO: 619-230-1038) Mobile Stories is made possible with funding by the Library and Services Technology Act which the California State Library (CSL) administers in California.
 - LOGAN HEIGHTS LIBRARY · AUGUST 26, 2011 8:23 PM · 0 COMMENTS
- Justice Overcoming Boundaries** www.mobilestories.org www.mediaartscenter.org www.sandiego.gov/public-library (INFO: 619-230-1038) Mobile Stories is made possible with funding by the Library and Services Technology Act which the California State Library (CSL) administers in California.
 - LOGAN HEIGHTS LIBRARY · AUGUST 26, 2011 8:19 PM · 0 COMMENTS
- Residents Creating Change** www.mobilestories.org www.mediaartscenter.org www.sandiego.gov/public-library (INFO: 619-230-1038) Mobile Stories is made possible with funding by the Library and Services Technology Act which the California State Library (CSL) administers in California.
 - MALCOLM X LIBRARY · AUGUST 26, 2011 8:13 PM · 0 COMMENTS
- Chicano Park Murals Get A Facelift** Check out this cool video about the Mural Restoration Project happening now in Chicano Park! <http://www.youtube.com/user/mobilestories99/vu/3z3z3bH-Dzjo> Great job, mobile reporters!
 - LOGAN HEIGHTS LIBRARY · AUGUST 25, 2011 12:32 PM · 0 COMMENTS

At the bottom of the page, there is a button labeled "OLDER ENTRIES".

The Facebook social plugin shows the following information:

- FACEBOOK**
- Mobile Stories on Facebook
- Like · You like this.
- Mobile Stories Don't forget to check out our "Photoshop 104: Retouching, Repairing, Painting & Editing" workshop tonight at 8pm! <http://bit.ly/10kxiz> 18 minutes ago via Measured Voice
- Mobile Stories Join our local 10 people like Mobile Stories.
- Members: Margi, Ethan, Margi, Chris, Maria
- Facebook social plugin

+ Case Study: MOBILE STORIES



The screenshot shows the Mobile Stories website interface. On the left, a purple arrow labeled "WORDPRESS BLOG" points to the main content area. At the top, an orange arrow labeled "YOUTUBE" points to a video player. To the right, a purple arrow labeled "FLICKR" points to a photo gallery. Further right, a purple arrow labeled "FACEBOOK" points to a social media sidebar. At the bottom, a purple arrow labeled "FB SOCIAL PLUG IN" points to a Facebook social plugin. At the very bottom, an orange arrow labeled "TWITTER" points to a Twitter feed.

WORDPRESS BLOG

YOUTUBE

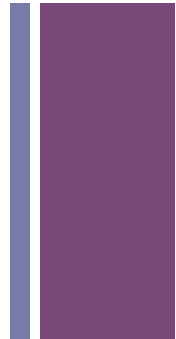
FLICKR

FACEBOOK

FB SOCIAL PLUG IN

TWITTER

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flickr from YouTube
Home The Tour Sign Up Explore Upload

You aren't signed in Sign In Help

MobileStoriesSD's photostream
Sets | Galleries | Tags | People | Archives | Favorites | Profile

Slideshow Share

More pics from Logan heights community screening!
All rights reserved
Uploaded on Aug 24, 2011
0 comments

More pics from Logan heights community screening!
All rights reserved
Uploaded on Aug 24, 2011
0 comments

More pics from Logan heights community screening!
All rights reserved
Uploaded on Aug 24, 2011
0 comments

More pics from Logan heights community screening!
All rights reserved
Uploaded on Aug 24, 2011
0 comments

More pics from Logan heights community screening!
All rights reserved
Uploaded on Aug 24, 2011
0 comments

8 Logan Heights students graduate from Mobile Stories!
All rights reserved
Uploaded on Aug 24, 2011
0 comments

8 Logan Heights students graduate from Mobile Stories!
All rights reserved
Uploaded on Aug 24, 2011
0 comments

8 Logan Heights students graduate from Mobile Stories!
All rights reserved
Uploaded on Aug 24, 2011
0 comments

Photos sent to Flickr account via smart phone automatically appear on WordPress webpage as Seen below

FLICKR PHOTOSTREAM

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facebook 28 Search

Mobile Stories
Media/News/Publishing · San Diego, California

Wall Mobile Stories · Everyone (Top Posts) ▾

Share: Post Photo Link Video

Write something...

Mobile Stories
Don't forget to check out our "Photoshop 104: Retouching, Repairing, Painting & Editing" workshop tonight at 6pm!
<http://bit.ly/ll0vxz>
MV Like · Comment · 58 minutes ago via Measured Voice

Mobile Stories
Join your local community radio activists tonight @6pm for our FREE "BUILDING COMMUNITY RADIO" workshop @macsd!
<http://bit.ly/pbZIWA>
MV Like · Comment · Yesterday at 9:46am via Measured Voice

Mobile Stories
Peoples Produce Farmers Market
Southeast San Diegans can now buy farm fresh fruits and vegetables right here in their own neighborhood. Even though there are not usually farmers markets in low-income neighborhoods, this farmers market is trying to change that. The farmers market is lo...
See More
Source: Mobile Stories
Published: 2011-08-29 04:21:58 GMT
Like · Comment · Share · Sunday at 9:22pm via RSS Graffiti

Mobile Stories
Cronicas de heroes
Mobile stories news crew was visited by Cronicas De Heroes, a website launched in Juarez Mexico to capture the stories of every day heroes. News Media tends to capture negative stories about the area and Cronicas de Heroes is trying to change that by showing all the positive things that people are doing every day in Juarez....
Source: Mobile Stories
Published: 2011-08-29 03:59:45 GMT
Like · Comment · Share · Sunday at 9:22pm via RSS Graffiti

Wall
Info
Friend Activity
Photos
Wall Paper
Posterous

About
MobileStories: Teen Citizen Journalists in Action

9 like this

Create a Page
Add to My Page's Favorites
Subscribe via SMS
Subscribe via RSS
Unlike
Report Page
Share

FACEBOOK

Mobile Stories on Facebook
Like You like this.

Mobile Stories
Don't forget to check out our "Photoshop 104: Retouching, Repairing, Painting & Editing" workshop tonight at 6pm!
<http://bit.ly/ll0vxz>
MV 59 minutes ago via Measured Voice

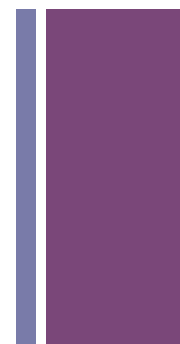
Mobile Stories
Join your local community radio activists tonight @6pm for our FREE "BUILDING COMMUNITY RADIO" workshop @macsd!
<http://bit.ly/pbZIWA>
MV Yesterday at 9:46am via Measured Voice

10 people like **Mobile Stories**.

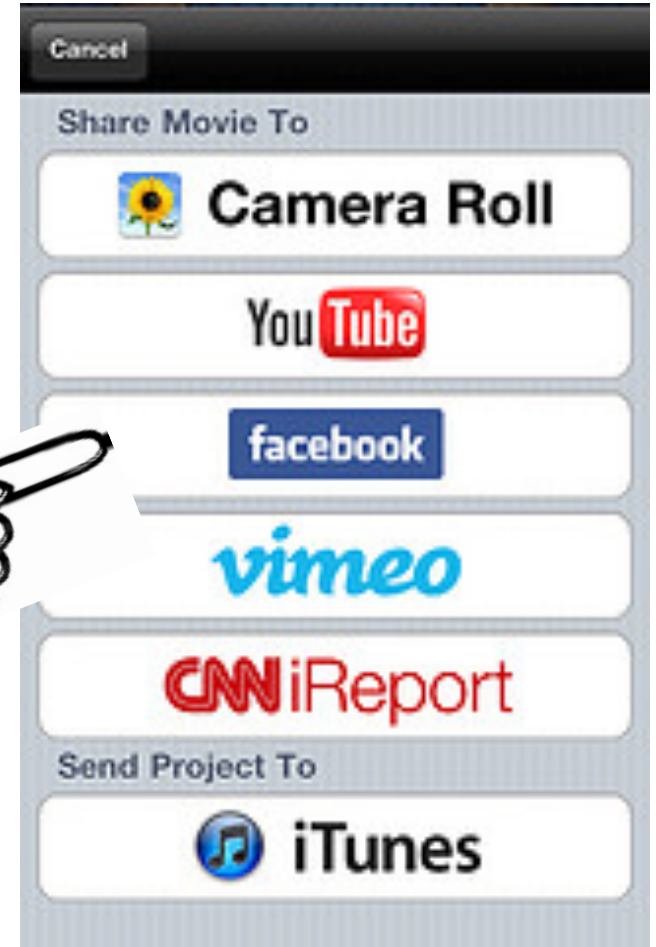
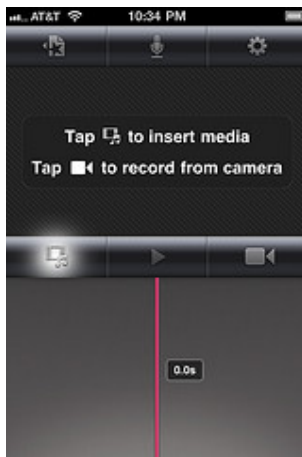
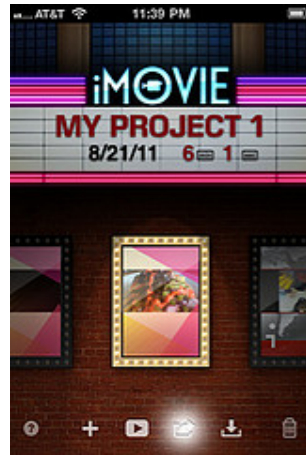
Anthon Chris Sofia Ethan Marian

Morgan Ethan Jodi Patric Marian

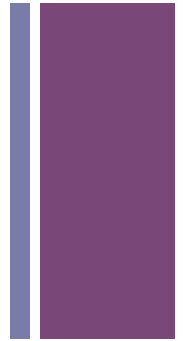
Facebook social plugin



+ Case Study: MOBILE STORIES



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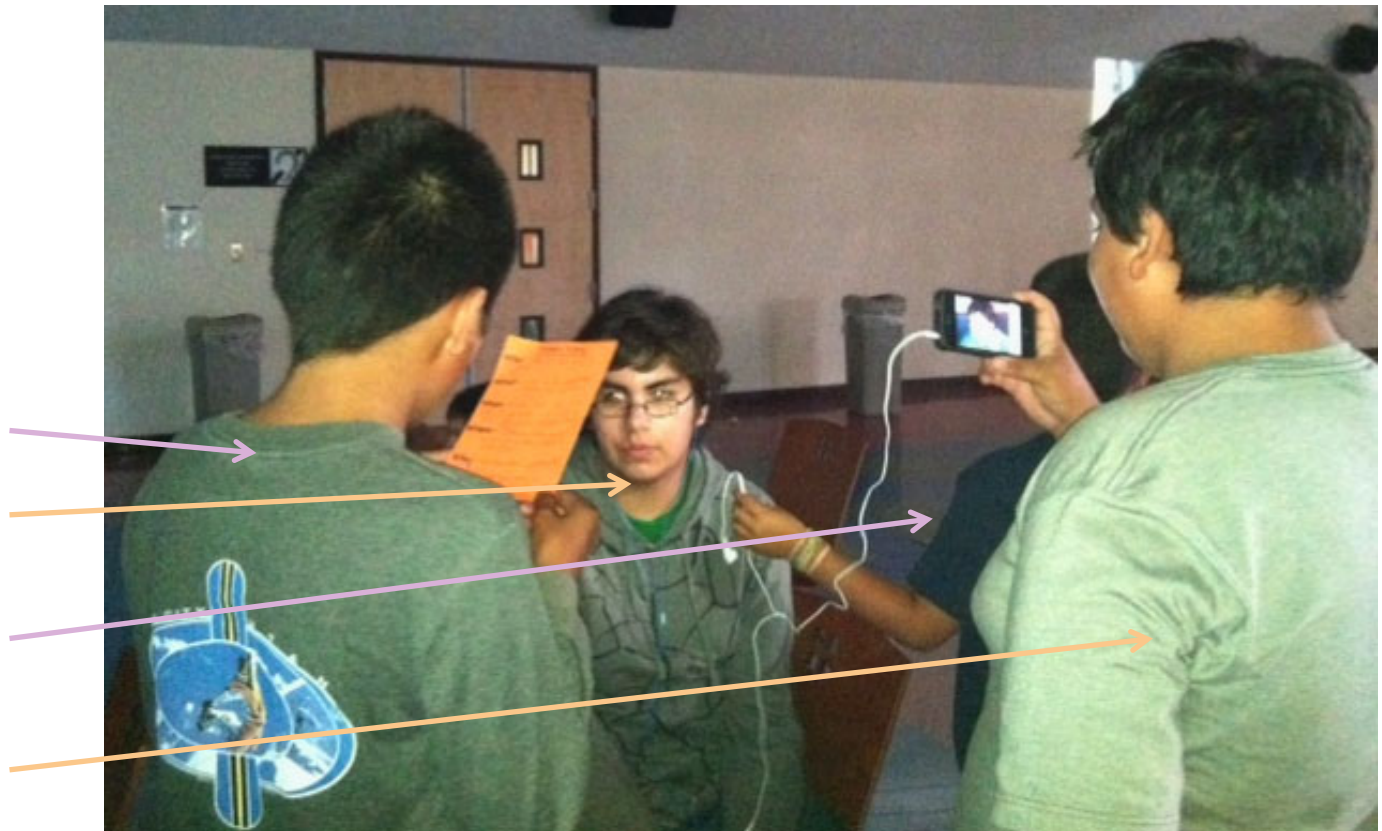
Teens In Action
creating a
newsworthy
video with a
smart phone

Interviewer

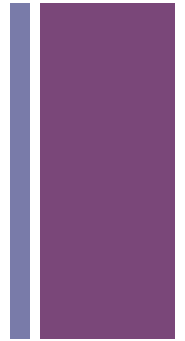
Interviewee

Audio Person

Videographer

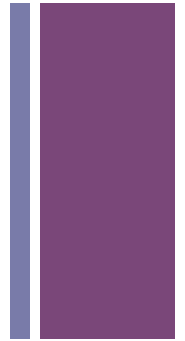


+ Case Study:
MOBILE STORIES



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Get Smart



+ Using Smart Phones as a Marketing & Programming Tool

■ QUESTIONS & ANSWERS





THANK YOU FOR ATTENDING



PATRIC
STILLMAN

INNOVATIONS AND
PROGRAMMING OFFICER

MEDIA ARTS
CENTER SAN DIEGO

patric@mediaartscenter.org

Using Smart Phones
as a Marketing & Programming Tool

The Future is Mobile