

## Chat Session for Using Smartphones as a Marketing & Programming Tool: The Future Is Mobile

11:39:38 AM from Patric Stillman to All Participants:

Welcome everyone. We'll start in 20 minutes! Thanks for joining us today.

11:49:24 AM from eileen oshea to All Participants:

There are several handouts for today's webinar. They can all be downloaded here: <http://infopeople.org/training/using-smartphones>

11:50:04 AM from eileen oshea to All Participants:

We will also be showing some video clips today. If you are on a wireless or low Internet connection, there may be a lag between sound and video. That's normal.

12:02:24 PM from Patric Stillman to All Participants:

Patric Stillman can be reached via e-mail after the webinar at [Patric@MediaArtsCenter.org](mailto:Patric@MediaArtsCenter.org)

12:06:20 PM from eileen oshea to All Participants:

If you lose your audio, check the Communicate menu and make sure Join Audio Broadcast is selected and the audio box is open.

12:07:08 PM from eileen oshea to All Participants:

<http://www.mediaartscenter.org/>

12:07:39 PM from eileen oshea to All Participants:

Never heard of Simon? See; [http://en.wikipedia.org/wiki/IBM\\_Simon](http://en.wikipedia.org/wiki/IBM_Simon)

12:09:03 PM from eileen oshea to All Participants:

More on the IBM Simon: [http://www.retrocom.com/bellsouth\\_ibm\\_simon.htm](http://www.retrocom.com/bellsouth_ibm_simon.htm)

12:12:00 PM from Jack Tors to All Participants:

I see results

12:14:15 PM from eileen oshea to All Participants:

short history of smartphones:  
<http://smartphone-guide.com/a-short-history-of-the-smartphone.html> Anybody heard of Penelope?

12:15:33 PM from eileen oshea to All Participants:

That Pew Internet survey is here:  
<http://www.pewinternet.org/Reports/2011/Smartphones.aspx>

12:17:01 PM from eileen oshea to All Participants:

ALA Techsource article:  
<http://www.alatechsource.org/blog/2011/08/what-smartphone-internet-usage-means-for-libraries.html>

12:21:16 PM from eileen oshea to All Participants:

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that link: <http://infopeople.org/training/using-smartphones>

- 12:25:16 PM from eileen oshea to All Participants:  
Generate QR codes: <http://qrcode.kaywa.com/>
- 12:26:22 PM from eileen oshea to All Participants:  
Ann Arbor?
- 12:26:25 PM from Elizabeth Knefel to All Participants:  
NYC
- 12:26:26 PM from Natasha Godwin to All Participants:  
Chicago?
- 12:26:29 PM from Jack Tors to All Participants:  
SJSC
- 12:26:29 PM from Erin White to All Participants:  
NCSU?
- 12:26:30 PM from Jerry Dear to All Participants:  
DC?
- 12:26:33 PM from Lydia P to All Participants:  
DCPL?
- 12:29:52 PM from Wendy Burke to All Participants:  
What did he just say and where can I find the info on it?
- 12:29:56 PM from eileen oshea to All Participants:  
see how your website would look on a smartphone:  
<http://www.gomez.com/cross-device-website-compatibility-test/>
- 12:30:24 PM from eileen oshea to All Participants:  
w3 validator: <http://validator.w3.org/>
- 12:30:52 PM from eileen oshea to All Participants:  
smushit: <http://www.smushit.com/ysmush.it/>
- 12:30:54 PM from Lydia P to All Participants:  
source for vSlow and PageSpeed?
- 12:31:45 PM from eileen oshea to All Participants:  
see: <http://libsucces.org/index.php?title=M-Libraries>
- 12:32:17 PM from eileen oshea to All Participants:

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pageSpeed: <http://code.google.com/speed/page-speed/>

12:33:42 PM from eileen oshea to All Participants:

Boopsie: <http://www.boopsie.com/>

12:33:49 PM from Infopeople Project to All Participants:

Winksite: <http://winksite.com/site/index.cfm>

12:34:41 PM from Jerry Dear to All Participants:

I wonder if blogs are considered to be dead and antiquated as a Web 2.0 marketing tool? Is there an alternate substitute? Social media tools like Facebook & Twitter don't provide enough space to provide more detailed information.

12:35:27 PM from James Day to All Participants:

Jerry, check Tumblr.

12:35:47 PM from eileen oshea to All Participants:

I don't think blogs are dead. I DO think it's important to integrate the blog with your other social media efforts.

12:35:52 PM from Jerry Dear to All Participants:

Thanks--James, will look that up . . .

12:36:04 PM from Lydia P to All Participants:

examples of virtual whiteboard?

12:37:07 PM from eileen oshea to All Participants:

virtual whiteboard example: <http://www.scribblar.com/>

12:37:15 PM from Jack Tors to All Participants:

"What's a browser?"

12:37:36 PM from Lydia P to All Participants:

Thanks for the whiteboard example.

12:38:09 PM from Infopeople Project to Jack Tors (privately):

Firefox, Safari, Internet Explorer etc

12:38:41 PM from ms goodman to All Participants:

How do you text to your library population as a marketing tool?

12:38:42 PM from Jack Tors to Infopeople Project (privately):

lol thnx, I was trying to help keep the mood light with the presenter.

12:39:24 PM from Elizabeth Knefel to All Participants:

Audio dropping.

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12:39:50 PM from Diane Huckabay to All Participants:  
Have patrons opt in for event notices.

12:40:11 PM from Robin Dasler to All Participants:  
Ms. Goodman, have your users opt-in to receive texts from you about new stuff/ programs. Like they're insiders. :) Or offer text notifications of holds/due dates and throw URLs in for other stuff.

12:40:43 PM from ms goodman to All Participants:  
Are there any recommendations for texting tools to do this?

12:40:55 PM from ms goodman to All Participants:  
Thanks Robin and Diane

12:41:49 PM from eileen oshea to All Participants:  
see: <http://www.mobilestories.org/>

12:43:54 PM from eileen oshea to All Participants:  
workflow for mobilestories:  
<http://www.mobilestories.org/2011/08/21/workflow-for-creating-mobile-stories/>

12:45:16 PM from Robin Dasler to All Participants:  
Google voice will let you text groups, but it might be cumbersome if you have a large batch. it's free, though. :)

12:45:26 PM from Jerry Dear to All Participants:  
Looks like a "mashup."

12:48:35 PM from eileen oshea to All Participants:  
Want to do the movie uploading with a Droid phone? See: <http://qik.com/>

12:49:42 PM from eileen oshea to All Participants:  
Archive will be here: <http://infopeople.org/training/using-smartphones> Also text chat, and closed captioning transcript

12:49:49 PM from eileen oshea to All Participants:  
And handouts.

12:51:23 PM from Catherine May to All Participants:  
what kind of mic for the android phone?

12:51:23 PM from Susan Zuckerman to All Participants:  
Do you think that Google Voice is the best way to go if you are moving towards text reference?

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12:51:41 PM from Mary Ann Hayden to All Participants:

For Technology classes for newbies, where is a good place to start?

12:51:42 PM from eileen oshea to All Participants:

That's correct, patric!

12:52:22 PM from Robin Dasler to All Participants:

The mobile stories program is totally cute and teaches necessary skills . . . for children. I work in a government special library. Does anyone have suggestions for \*participatory\* programming/marketing for adults? I could do a podcast, but that's only one-way communication.

12:52:54 PM from eileen oshea to All Participants:

Basic "how-to" guides for computer/Internet newbies:  
<http://www.aarp.org/technology/how-to-guides/>

12:52:55 PM from Lydia P to All Participants:

how young an audience do you think is viable for smartphone programs? Perhaps 10 years old and above? What about younger as I've seen young elementary kids enjoy ibooks, etc.?

12:53:31 PM from Sylvia Richardson to All Participants:

Is this chain of q & a also saved on the Infopeople site?

12:53:42 PM from eileen oshea to All Participants:

Yes, it will be saved and made available

12:53:45 PM from James Day to All Participants:

Google+ Hangout for interactive video chats.

12:55:06 PM from eileen oshea to All Participants:

Check out: <http://groupme.com/> Might help re: group messaging

12:55:59 PM from Stanley Strauss to Host (privately):

Sorry, I don't have the info to phone in. It went away before I could use it.

12:56:02 PM from eileen oshea to All Participants:

Also see: <http://www.google.com/mobile/sms/voice/>

12:56:20 PM from Infopeople Project to Stanley Strauss (privately):

use the info tab

12:56:55 PM from Stanley Strauss to Host (privately):

That will put me in as an attendee

12:57:52 PM from eileen oshea to All Participants:

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What about using ipod touches?

12:57:57 PM from Stanley Strauss to Host (privately):  
thanks!

12:58:26 PM from Robin Dasler to All Participants:  
That's what we did at my last library, used ipod touches. Same apps, ubiquitous wifi (university), so it was great.

12:58:36 PM from eileen oshea to All Participants:  
See: <http://www.apple.com/ipodtouch/built-in-apps/hd-video-recording.html>

12:59:00 PM from eileen oshea to All Participants:  
ipod touches avoid the whole "have to get a phone number" issue.

12:59:13 PM from Mattie Taormina to All Participants:  
So...historic collection do not mean archival collections then?

13:00:02 PM from Elizabeth Knefel to All Participants:  
thank you

13:00:23 PM from nirmala gunapala to All Participants:  
Thank you! great webinar