

Using Twitter for Professional Development

An Infopeople Webinar
Wednesday, 14 May 2014
Noon – 1 PM



Francisca Goldsmith, Presenter

Agenda

- Setting up your professional development Twitter account
- Twitter best practices
- Curating your professional Twitter environment
- Guiding others
- Participating responsibly
- Comments, questions

Repeat an opinion you've
heard about Twitter with
which you agree.



May 1, 2014

Editor's Letter

By [Henrietta Verma](#) | [@ettaverma](#)



As Mark Twain might have said, the reports of [Twitter's death](#) have been greatly exaggerated. Annual earnings be damned, I'm still sticking by my contention that it's the best professional development tool I've ever used. Where else can you talk to a multitude of your peers at any time, for free? If you still need a bit of a kickstart, try what I did when I started at LJ: follow our [Movers & Shakers](#) on Twitter. They're from all areas of librarianship and happily are not shy about sharing their expertise and opinions. After a bit, you can check out whom they follow, and before you know it, you'll have an insta-network.

For a more structured experience, you can (again, for free!) join the many library-related, regularly scheduled Twitter chats that have sprung up. Some of them address various aspects of our profession—[#libchat](#), for example, lead by Florida librarian Natalie Binder, happens on Wednesdays at 8:30-9:30 p.m. ET, and addresses a different participant-suggested topic each week. Washington, DC, Naomi House's more targeted [#inali](#) (I need a library job) meets on Mondays from 9:00-10:00 p.m. ET. It welcomes contributors from various walks of librarianship, who discuss a topic that was recently popular on the group's website, [inali.com](#). Already have a job? Why not join the conversation anyway and mentor our jobless comrades? More specific again are meetings such as [#medlibs](#) and [#TLChat](#), for medical librarians and teacher-librarians, respectively. And the list goes on.

To join these conversations and others like them, simply type the hashtag into Twitter's search box, and you're there! The chats are lively as well as informative, and will introduce you to a diversity of librarianship that can be missing from conferences, as Twitter has fewer barriers to entry. I hope to see you there!

Tenet VIII.

We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of coworkers, and by fostering the aspirations of potential members of the profession.

--Code of Ethics of the American Library Association



Getting Started:

FAQs and the Basics



- Colleagues and mentors
- Community connections
- Access to experts
- Professional resources just hitting publication
- Targeted events

You can't break it!

Of course, it's a good idea to learn and
use best practices....



Conventions support best use

- Learn about @, .@, and related direct identification
- Give credit where credit is due
- Take a moment to find and use hashtags that aid discoverability
- Make allowances for retweeting by limiting original message to 120 characters
- Remember you are in a public place and behave accordingly

Get your ducks in a row...

Recognize what you need

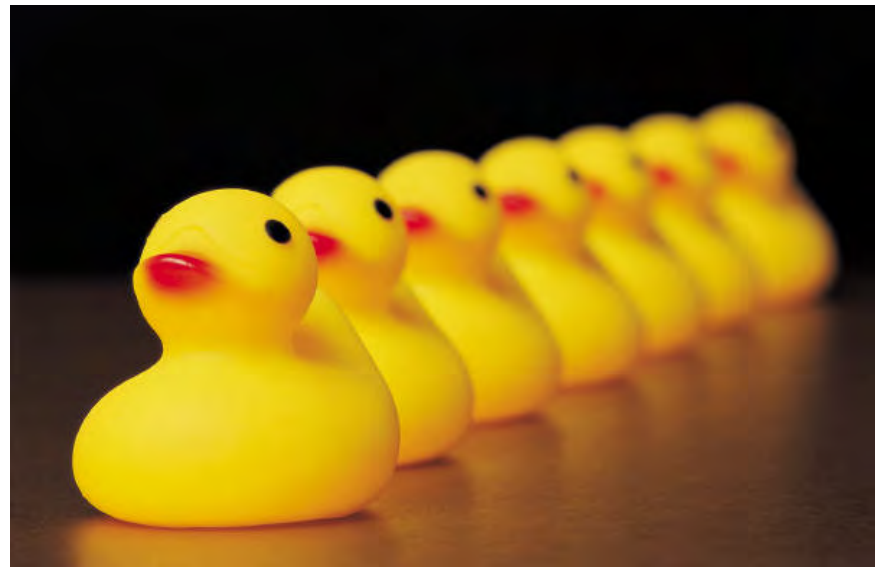
Discover who tweets that

Budget your Twitter time

Follow up

Follow up

Follow up





Roy Tennant (@rtennant)

2014-02-25 9:35 AM

Huge news for data geeks and coders: "OCLC Exposes Bibliographic Works Data as Linked Open Data" bit.ly/OyUVO2

Infopeople @infotweets · 19h
Less than 5% of languages likely to c digital preservation #PLOSONE: Digital Language Death dx.plos.org/10.1371/journa...
[View summary](#)

Infopeople @infotweets · 20h
Failing in the Right Direction infopeople.org/civcrm/event/...
[Expand](#)

Infopeople @infotweets · May 6
Excellent list of graphic novels w/ read aloud possibilities!
teachingbooks.net/tb.cgi?id=4186
[Expand](#)

Infopeople @infotweets · May 6
Have u read & commented on the Enhanced Summer Reading white paper from @PLA ? summerreading.pla.org/paper/#focus
[Expand](#)

Retweeted by Amer. Library Assn.

Irina Z @SFObound · 1h
The necessity of public libraries (& the astounding #s of users) according to @freakonomics at the @ALALibrary freakonomics.com/2014/05/05/wha...
[Expand](#)

Electric Literature @ElectricLit · 16m
Before she had left the hotel that morning, she had told her husband, "My hands have been shaking for two days now." bit.ly/1ishcUL
[View summary](#)

Retweeted by Mashable

The Atlantic @TheAtlantic · 3h
Can Wikipedia ever be a definitive medical text? theatlntc/1uzYG6m
[Expand](#)

Search Refresh

#pla2014

ALA Washington/Office follows

Amy the Librarian @KidsStacks · 2d
Chop choo! Caldecott winner Flocca would be proud #pla2014
#green_fury pic.twitter.com/5LIkVmiqe
[View photo](#) · 12

Lápiz de Acero @lapizdeacero · 30 Apr
Información importante para los participantes del #PLA2014:
ow.ly/wQoi pic.twitter.com/vjgSiQK40L
[View photo](#) · 12

Kara Parrott follows

SarahDawn Washkoviak @sadoosvey · 30 Apr
Got to meet this guy at #pla2014, get to see him again tonight in MKE. Think he'd sign my book a... instagram.com/p/haYTjQbd3/
[View details](#) · 12

cen campbell @LitheeLit · 23 Apr
Here is my talk sing read/eat write play song from #PLA2014 at our @ALA_ECRRL presentation littleeit.com/2014/04/22/tal...
[View summary](#) · 12

ALA Booklist Pubs @ALA_Booklist · 22 Apr
Joyce Saricks rounds up the #PLA2014 Book Buzz: bit.ly/1rgeV5H
#readersadvisory #RA
[View details](#) · 12

Julie Nicholls @JuliasNicholls · 22 Apr
Glen Jacobs - legend! youtube.com/watch?v=UzvogL... Also - he's a keynote speaker at #PLA2014 in Cairns!
etouches.com/ehome/pla2014/... @ParksLeisureAus
[View summary](#) · 12

Good to know in general

- @TechSoup
- @FactTank
- @oclc
- @brainpicker
- @mashable
- @INFOdocket
- @infotweets
- @USGS
- #policy
- #libraries
- #google
- #NLM
- #socialstrategy
- #libresearch

Better to get specific

- Your state library
- Your local health and emergency services departments
- ALA division aligning with your job portfolio
- Library movers and shakers whose reputations you trust
- International agencies pursuing the goals you share for your workplace

Type into the text chat an example of a local organization or agency you think would be professionally helpful to follow on Twitter.

Poll 1

Balancing and Budgeting

- Time
- Travel costs
- Diversified skill set needs
- 24/7
- Global access and ubiquity
- Moving from silos to open range



TWEETS
8,267

FOLLOWING
104

FOLLOWERS
717



UplandPublicLibrary @UplandLibrary
Upland Public Library -- Ready for a New Century of Service!



melanie f. schultz @mellfeyherm
librarian; newbie cataloger; infp; fan of books (with a soft spot for #yalit), gray cardigans, and Starbucks chai



Catherine Emmens @jaysea_girl
A recent Master of Information graduate in Library and Information Science and Knowledge Media Design at the University of Toronto.



Westchester Archives @WCArchivesNY
The Westchester County Archives is the central repository for the historical public records of Westchester County, NY.



Medicine Notes @NotasMedicina
Extreme patient safety advocate. Wannabe coffeeaholic. Freelance medical doctor, author, communicator. Health, Ethics, Policy, Leadership. Travel lover.



Steven M. Cohen @LibraryStuff
Law Librarian, Blogger, Voracious Reader, Recovering #Mets fan. Tenacious about nothing. Perseverating about everything.



Following



TechSoup @TechSoup
Tech products, resources, tips for nonprofits & libraries | #NPtech #DonateYrBrain #TSDIGS | 250+ product donations for members: bit.ly/TSGjoin



Following



ASCLA (ALA) @ala_ascla
The Association of Specialized and Cooperative Library Agencies, a division of the American Library Association



Following



EveryLibraryCA @EveryLibraryCA
Winning statewide library propositions for California.



Following

Share a link with your followers

How Social Media Changed the Equation on the West Virginia Chemical Leak Story | Mediashift | PBS <http://www.pbs.org/mediashift/2014/03/how-social-media-changed-the-equation-on-the-west-virginia-chemical-leak-story/> via @nbsmediashift

1

Tweet

Twitter is communication

- Be concise
- Be specific and clear
 - Provide next step/
place to go
- Think when you read
- Evaluate what you see
- Use what you learn to
learn more



Poll 2

Share your own Twitter handle, or
that of a professional you
recommend others here follow.

Spreading professional development through Twitter

Google+ and library and information professionals: invitation to contribute to research project



This is a call to fellow library and information professionals to [contribute to a research project on the use of Google+](#). If you work in the library, information and knowledge sector, please read on to learn more about the project and how you can contribute to it.

The survey is being used to collect data for a project entitled *Social platforms as business tools: An*

investigation into the use of Google+ by librarians for their professional development and in library and information services delivery. This is being undertaken by Edinburgh Napier University student [Grant Charters](#). Grant is keen to consult with a range of professionals who work in libraries and information services to find out about their use on Google+ for their own professional development, and/or to support services delivery.

Grant will be delighted if you can contribute to the project by completing the [short survey](#). It should only take about 5 minutes to answer the questions. All responses will be anonymised and no individuals will be identifiable in the written report of the project to which the results contribute. If you are able to spread the word of the [survey](#) to other professional colleagues, this will also be appreciated. The survey link is at



Followed by [Brenda Hough](#) and 6 others
Social Libraries @sociallibraries · Mar 26

Google+ and library and information professionals: invitation to contribute to research project wp.me/p2RW1S-EI

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LIS Research @LISResearch · Mar 20

RT @hazelh How valuable is **Google+** to liby&info professionals for 1) prof'l devt &2) services delivery? New blog post bit.ly/1dfvJat

Expand

Reply Retweet Favorite More



Followed by [Laura Solomon](#) and 6 others
fgoldsmith @fgoldsmith · Mar 19

"Survey on **Google+** for information professionals: hazelhall.org/2014/03/19/goo..."

Collapse

Reply Retweet Favorite More

11:02 AM · 19 Mar 2014 · Details

Reply to @fgoldsmith



IFLA @IFLA · 3h

full list of approved #wlic2014 conference programmes including speaker & presentation details is now available: bit.ly/1kRrUW9



IFLA World Library and Information Congress

80th IFLA General Conference and Assembly

16-22 August 2014, Lyon, France



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Programme and Proceedings

The full list of approved conference programmes including speaker & presentation details is now available:

- [\[PDF\]](#)

Additional information to follow. Please consult this webpage for the latest information regarding conference sessions.

Last update: 8 May 2014

It's *your* professional development

What do *you* need? Who are the experts?
What's *your* best learning style option?

Comments, Questions?





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