

Location-Based Social Networks

An *Infopeople*  Webinar

Wednesday, September 14, 2011
12:00 Noon – 1:00 p.m. PST

Presenter: Dawne Tortorella

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Infopeople webinars are supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Agenda

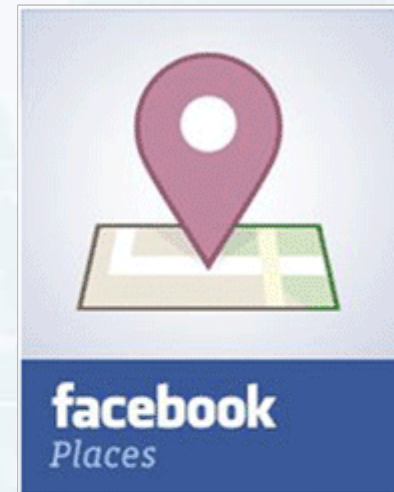
- Geo-Mapping: Get on the Map
- Mobile Services and Patron Patterns
- Case Studies
- Additional Resources

Geo-Mapping



Claim Library Directory Listings

- Google Places
- Facebook Places
- Yelp
- Foursquare



Google Places

Google maps Public Library near Riverside, IL

Riverside Public Library
★
1 Burling Road, Riverside, IL 60546-2259
(708) 442-6366
riversidelibrary.org
Directions Search nearby Save to map more ▼

Riverside Public Library, near Riverside, IL

Riverside Public Library ▼
★
1 Burling Road, Riverside, IL
(708) 442-6366 - riversidelibrary.org
"R and R - Read and Relax: I enjoy spending time at the Riverside Library."
- yahoo.com

Library Self Service
Reduce Cost and Increase Productivity!
www.sentrytechnology.com

Books on CD from \$3
Shop our huge selection
Free shipping on select orders!
www.Azulio.com/Audiobooks


Marriott Riverside
Marriott's Official Site Spacious.

Facebook Places

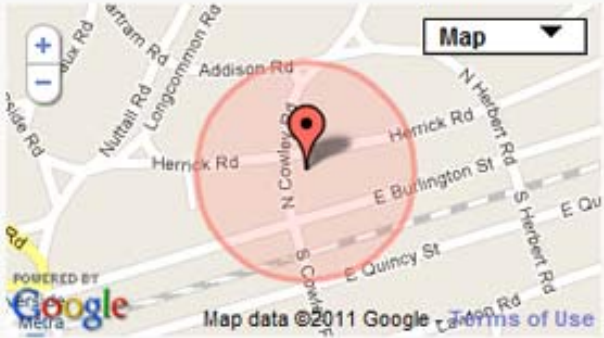
The screenshot shows a Facebook interface for a business page named "Bellcow, Inc.". The page includes a search bar at the top, a "Like" button, and options to "Add categories" and "Edit city". Below this is an "Information" section with links for "Map", "View Map", "Get Directions", "Phone", "Add Telephone Number", "Website", and "Add Website". A map of the area is displayed, showing streets like Herrick Rd, E Burlington St, and E Quincy St. Below the map is a "Nearby Places" section with a "Create a Page" button. Two nearby places are listed: "Brookfield Zoo" (Non-Profit Organization, 19,175 were here, 99,008 likes, Open until 7:30 pm) and "Southwest Airlines-Chicago MDW" (Local Business, 125,030 were here, 6,903 likes, Open until 2:00 am). On the left side of the page, there is a sidebar with a "Info" tab and a "Friend Activity" link. A red circle highlights the text "Is this your business?" in the sidebar.

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Foursquare

 **BellCow, Inc.**

169 Herrick Rd
Cowley
Riverside, IL 60546
(708) 442-6335



Categories: *uncategorized*
Tags: *untagged*


[edit](#)

Venue Tools [Edit Venue](#)

| YOUR CHECK-INS | TOTAL PEOPLE | TOTAL CHECK-INS |
|----------------|--------------|-----------------|
| 0 | 0 | 0 |

Mayor Last 60 Days

No Mayor Yet.
Check in and it could be you!



Do you manage this venue? [Claim here.](#)

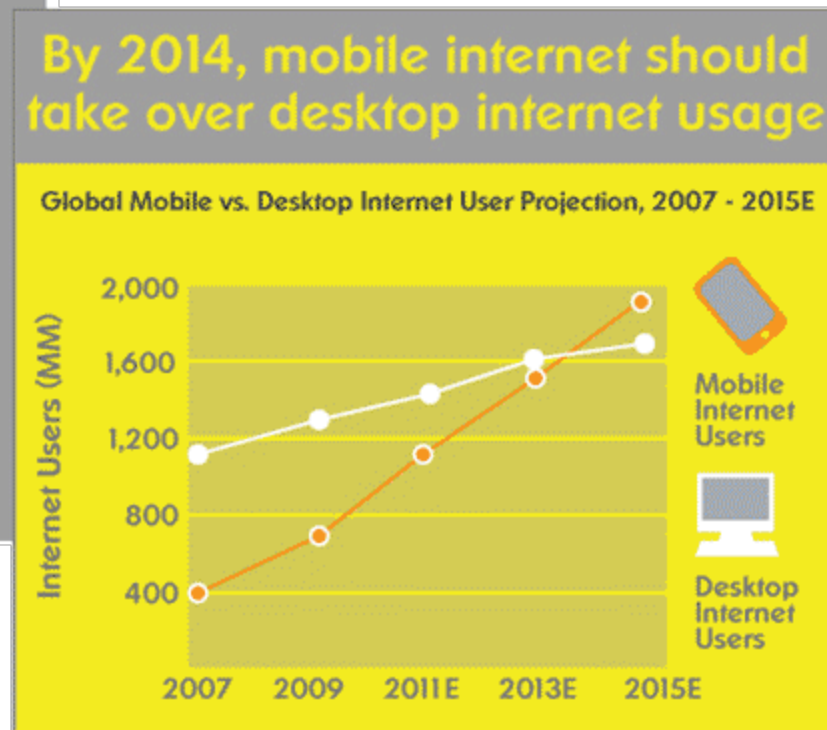
Exercise - Demo

- Enter Library Name, City in chat window
- Search Google Places
 - Is it listed?
 - Is it owned?
- Search Yelp
 - Listed?
 - Claimed?

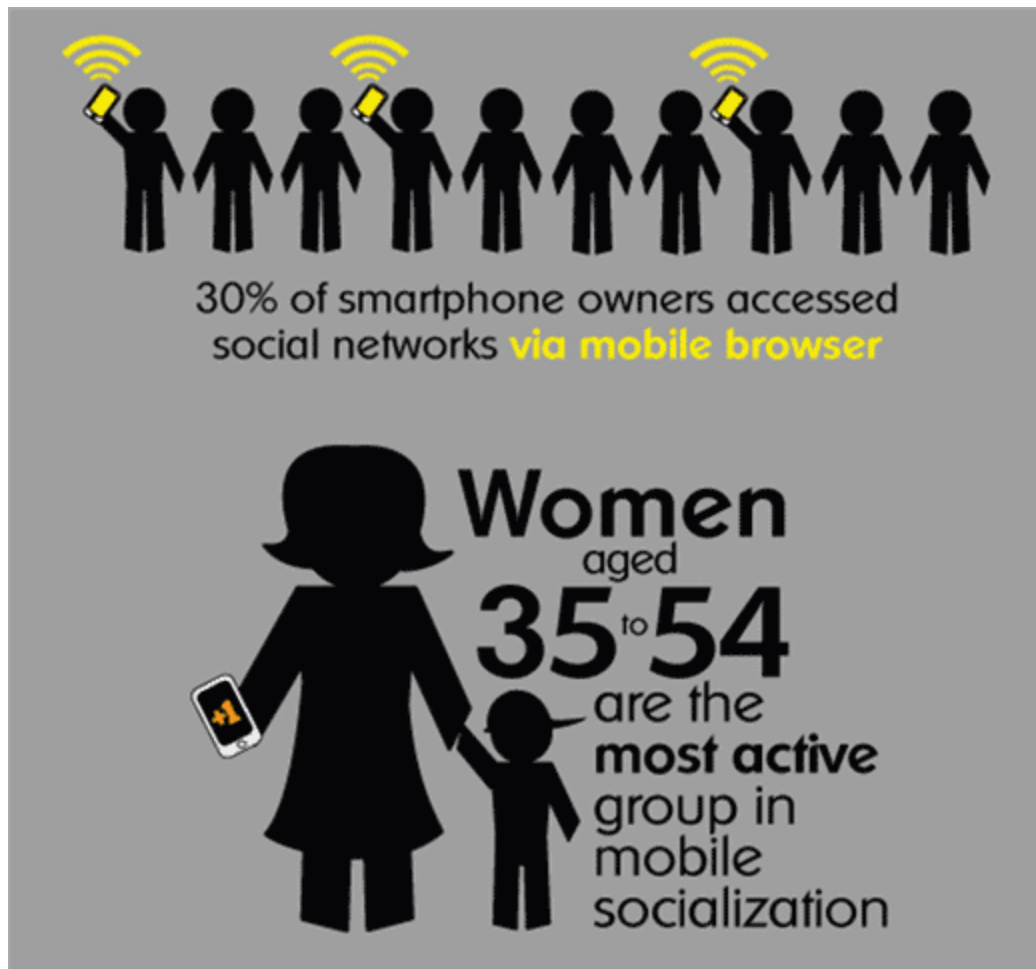
What do we use our mobile phones for?

| | | |
|-------------|---------------|-------|
| Dining | Entertainment | Games |
| Maps/Search | Music | News |
| Video | Weather | |

Front Door to our Library is 6 inches²



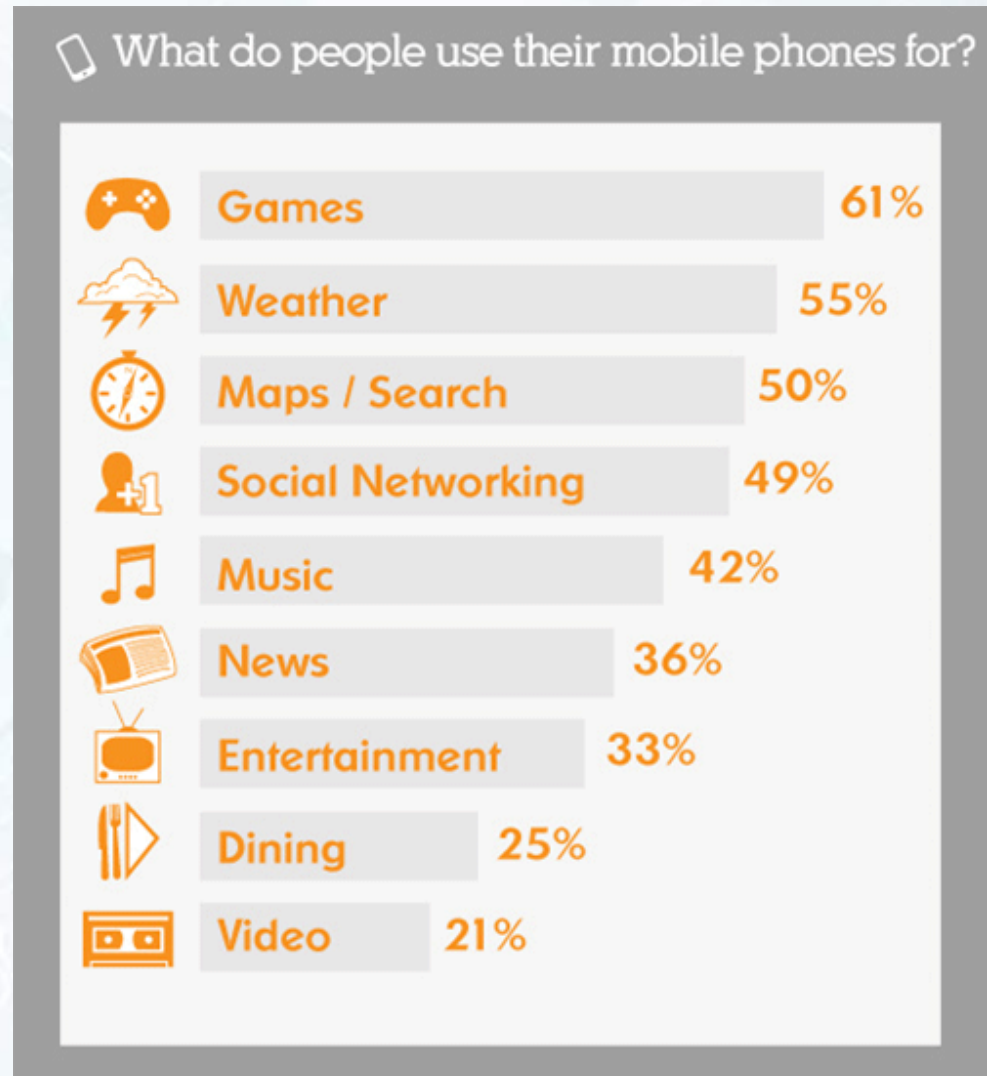
Reflection of the Mobile Demographic



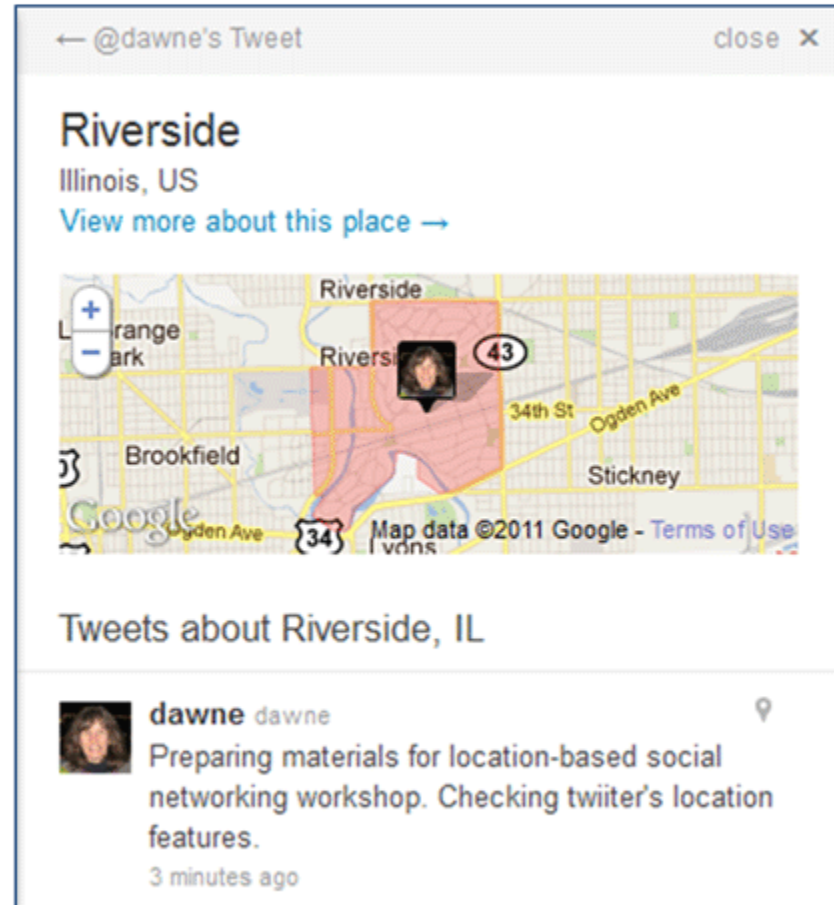
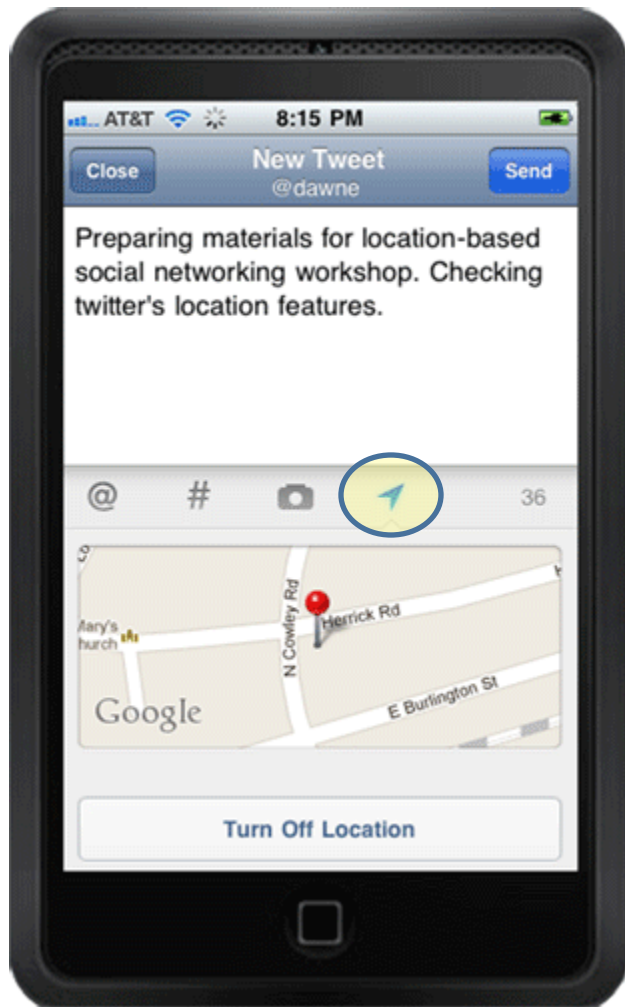
One half of all local searches are performed on **mobile devices**

2011 Study on Mobile Phone Use

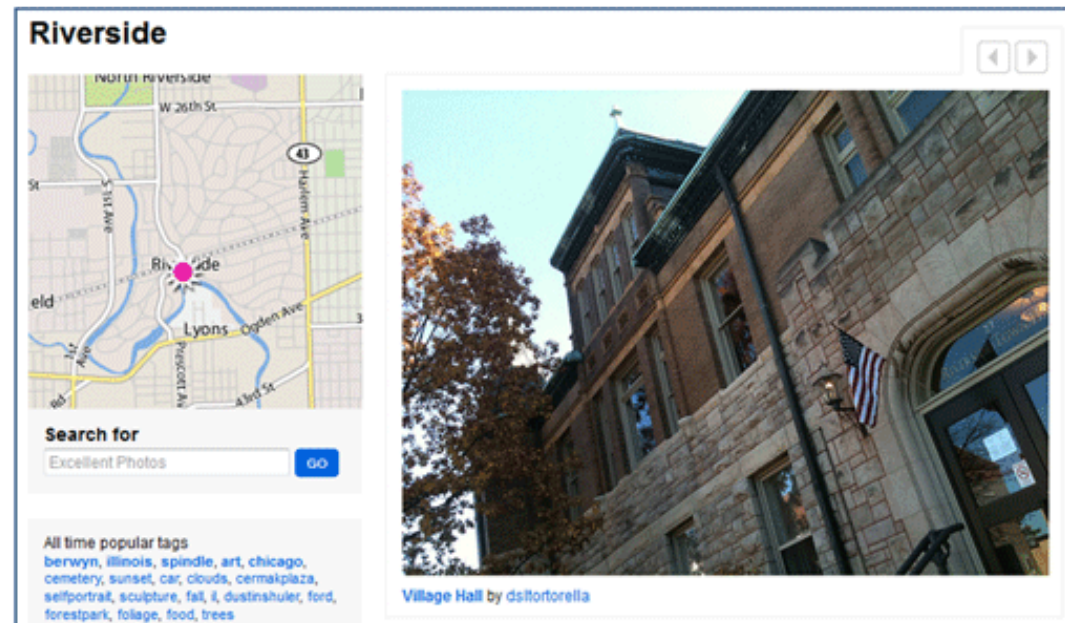
- Are we reflective of the general population?
- Of our users?



Tweet – Meeting of Time & Space



Geotag Flickr Photos



The reach of an octopus

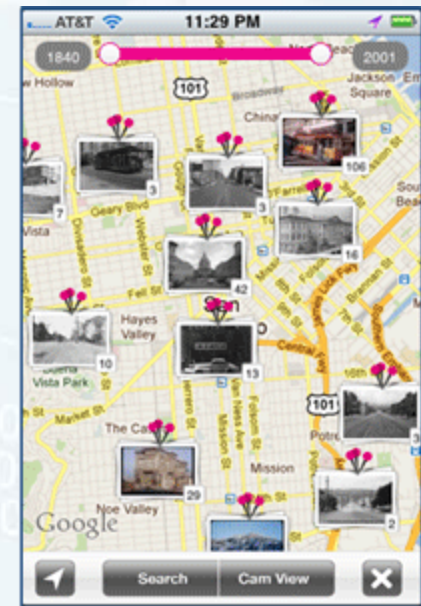
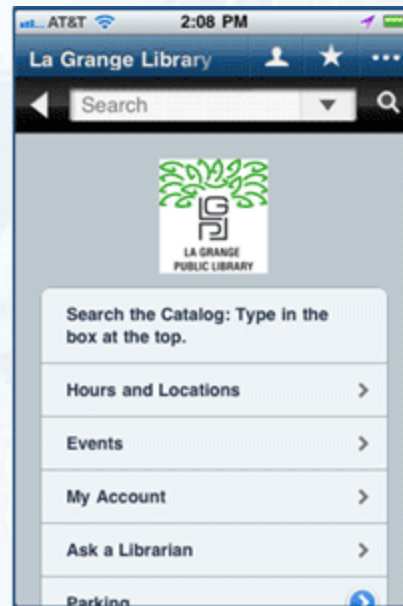
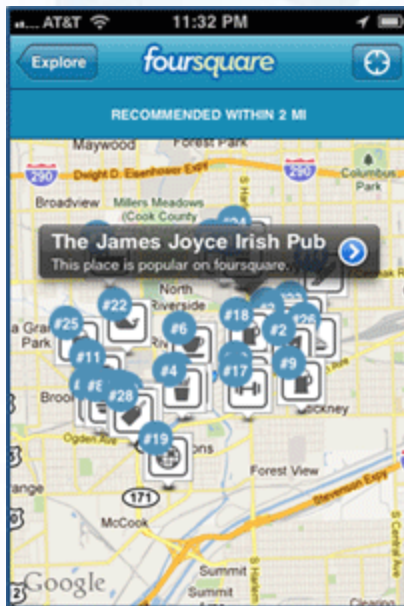


The Perils

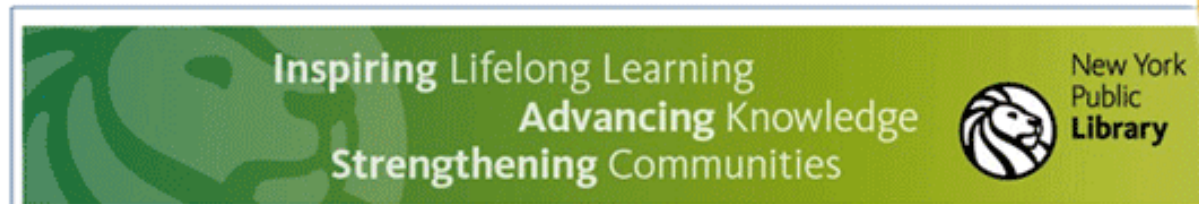


Case Studies – Library Specific Use

- New York Public Library Foursquare
- Library Anywhere
- History Pin



NYPL Foursquare



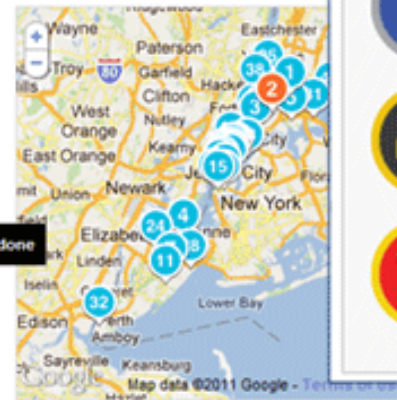
All of The New York Public Library's Tips

The New York Public Library
43 items

Here are all of The New York Public Library's insider Tips. Whip up a List of the best ones, so you can experience the world through their eyes.

FILTER BY CATEGORY: LIBRARY (38) COLLEGE LIBRARY (2) GARDEN (1) AND 2 MORE

- 1 NY Public Library - Van Nest** LIBRARY
2147 Barnes Ave. at Pelham Pkwy. S., Bronx, NY
Just off of Pelham Parkway, the Van Nest Library is within walking distance from the Bronx Zoo and The New York Botanical Garden.
 The New York Public Library | 5 days ago | ✓ Done by 3 people.
- 2 New York Public Library - Morrisania Library** COLLEGE LIBRARY
610 E 169th St Frankin Ave, Bronx, NY
Located on McKinley Square in the Bronx, the Morrisania Library is a 102 year old branch which serves as a beacon of hope to our community. [Read more.](#)
 The New York Public Library | 1 week ago | ✓ Done by 7 people.



Badges (10)

[See All](#)

Unlock more badges by following pages!



Library Anywhere

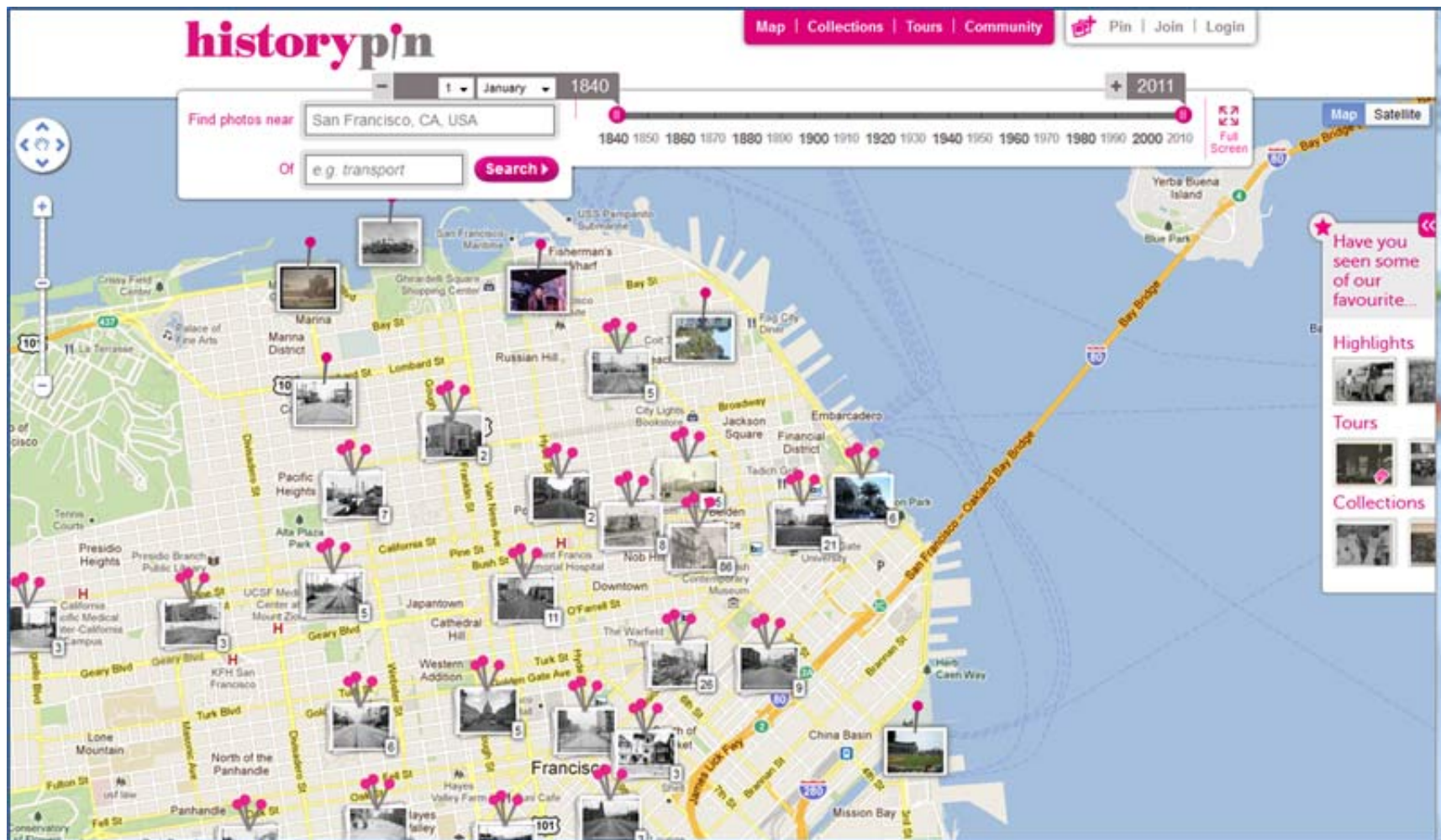
- Find a library in the area
- Search the catalog
- Select item
- Enter barcode & pin
- Place a hold
- Manage your account



historypin



Location, Location, Location



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So where am I?

Sunday September 4, 2011

10:48 AM



Brookfield Zoo

Zoo or Aquarium

"Going to see the Okapi calf"

Save



Brookfield Zoo

Brookfield Zoo Fou

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Infopeople Online Course

Library Marketing and Promotion via Social Media

- Instructor: Dawne Tortorella
- Dates: Tuesday, October 18 – Tuesday, November 14, 2011
- More information at:
 - <http://infopeople.org/training/library-marketing-and-promotion-social-media>

Thank You!

Dawne Tortorella

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Google+ Dawne.Tortorella@gmail.com