

Event ID: 1840500

Event Started: 10/12/2011 2:47:52 PM ET

Today's webinar is entitled using smartphones as a marketing and programming tool, the future is mobile. Your prisoners Patric Stillman. -- Your presenter is Patric Stillman. -- He has a long history with the arts and nonprofit organizations and business operations and inferences to Los Angeles and San Diego. Has a contact to the dismay of the trainer for the California Project -- and that would introduce pressured Stillman. The map --

Thank you so much Eileen. We will start off our webinar with a brief video showcasing one of the -- showcasing the case study that will be talking about later in the webinar.

[Video Playing - Audio Indiscernible]

Is a great. -- K., great. -- David and I get a good reception on that, I might suggest you visit mediaartcenter.org. As they go through today's webinar please go through and ask questions as I'm going along. I will save my responses though until the end of discussion. So what makes a phone smart? 20 years ago bonds became smart with the introduction of the now forgotten IBM Simon. With a dramatic shift from the book he found me still use to call home from, smart phones combine the function of a PDA, personal digital assist and select the PalmPilot, and today's fun. -- With high-resolution touchscreens. And though we hear a lot about iPhone and library devices you might be surprised to know that android is the most common smartphone platform. Of course no one can beat Apple for the sure number of applications. Before we go into the presentation and ask a few questions to see who we have with us today and how you might are to be using smartphones. First we are going to just do a raise of hands, and I am curious as to how many of you are using smart phones and your library today? If you look at the little hand right underneath the attending and click add than a little to see your responses. Chuck I am not singing responsive so perhaps you can simply tell me how many hands have been raised under the chat. Okay so let's go on then to -- [Indiscernible - multiple speakers] -- Okay great, a little less than half, about 40%. For those of you who are using them let me ask a poll. I want to know how you are using -- go ahead and mark as many of the answers as you can, behind a desk, marketing, programs, and networking. While you're doing that let me tell you that across the globe libraries are taking note of this new sweeping revolution of mobile net at best. One that chomps the advent of the Internet is health, in Europe the Bavarian hospital director reported that we cannot afford any longer not to offer services for the mobile Internet, all relevant trend forecasted at no later than master the primary access to Internet will no longer be stationary PCs or laptops that mainly from smart phones and tablet PCs and the proportion of those who use the Internet exclusively in mobile form is increasing more and more. For example in Egypt it is 3070% of those using the Internet are using their phone. The speed of the segment shows -- of this technology shows no sign of spine. And for five years you'll probably be saying what isn't in the mobile web doesn't exist in principle for many users but especially the younger users. Let's return back to the fold.

Will take just a few seconds to close out the middle will show you the results. Pretty interesting. Those of you who are actually using smart phones in the library you are to using some -- [Inaudible - static] -- But not so much behind the desk for networking yet. It'll be interesting to see how these

things sort of change over the next 12 months.

You need to click apply as well.

I did do that. So if that is not showing up on me just say what the results were. So, marketing was 14%, 11% are using programming, 9% are using behind the desk, and 6% are using for networking. Go ahead and ask you one more pull. What kind of operating system are you using if you are using the smart phones? This may be different from the type of phone you have, but to simplify things if you're unsure of your operating system just go ahead and click the phone name that you are familiar with. Operating systems and phone brands are not always the same because some companies license their operating systems to other companies. For example Google and Microsoft are licensed to many different companies while Apple and no kid keep their operating systems and house. There is no one universal platform for smart phones would sometimes complicate things for us users because of absent features are not always available for our phone. Two important things that one should be aware of is that there is a difference between phones and operating systems because that might come up and I also want you to take a look at what the public is embracing soap would look at the draft you can see android when and I'm going to go ahead and close the poll and will take a look and see at what is happening with those participants today would have smartphones. What I see as android again when and actually answered as 10% and I phones or 18%. When you go ahead and share those results. IDC that we have 3% of you are blackberry users and then we have a small percentage of gnocchi are -- Microsoft and another phone operating system. So the results vary a little bit firmer grasp but like I said it's an interesting to know what people are using and as we decide to do different types of programming you want to keep that in mind.

Okay, so who has smartphones? Let me bring some stats back to personal level. In a recent Internet survey 35% of adult own smart phones, of that 35% 44% are African Americans and Martinez, 68% use their smart phone to go online every day -- access their e-mail. Some really good statistics there that you might want to keep in mind are used for your own marketing efforts. Of course not surprising 25% -- 25 to 30 -- &A-;25-&A-;40 --. Accelerating and in one year. From 2009 two 2010 -- and according to the pew Internet report that we were just looking at that came out in July the smart phone adoption is the highest among affluent and well-educated, the relatively young and nonwhite. When asked what device they normally use to access the Internet 25% smartphone owners said they will go mostly online using their phone rather than a computer. 25%, while. After reading the LAA report recently the number cited here confirmed the trends we're seeing but the trend that the report would fail is most important for a library is ever some of our population the phone is their Internet access. This is important to understand to make sure that your library website are compatible with mobile devices, menu searching and browsing should be easy to do on a smart phone, you are to know that many people only see us there are online president and now we know a good portion of them are coming through their phone. For those of us who work in the industry before fax machines and personal computers that may seem that every year we have to learn some new gadget which can be frustrating but with global society embracing interconnection is the age of the personal computer in your pocket is here, libraries are finding ways to incorporate smart phones behind at a and programming and throughout the virtual world of the Internet. If you look at this list of how libraries are embracing smartphones already it is amazing, there is so much that we can do. I wish that entire week to share with you that a person fascinating development -- with only an hour I'll just crush the service I briefly focusing on how you can use the smart phone as a marketing tool, how to incorporate

the technology into your programming, and even explore a program case study.

Here is a brief overview of what we're going to look at in the next hour. And we share a lot of information with you upfront, I don't expect you to understand and retain everything so just sit back and simply go along with the ride for me --. I can assume that we -- the people we have here today see all of this as a brand-new concept and we have others who are looking for concrete ways to enhance their work. I guess in China say is we have a wide range of people here who are using phones and you're not as I'm going to address concerns for everybody. Be forewarned that sometimes I'll be talking technobabble but I will do my best to give context to your not fooling overwhelmed. The most complex information in this webinar is going to be in the very beginning so hang in there and it will get more practical as we move into this in half when we see some concepts and action. My goal today is to for all of you to this webinar with understanding that their vast opportunities for used technology and the tools to connect with others and offers them advice and a lot of resources to take those next steps. No matter what comfort level and technology you are currently at. Like I said, guidance and your comments as we move along and I will answer many of your questions as time allows at the end.

Making your marketing smart. I like that. I love those like buttons that we see everywhere these days and social media works and how it are a great way to build community. Social media is becoming more and more a must for lovers in many libraries are finding when used properly they can be a grateful to save money and promote library services and collections. There are numerous mobile apps you are probably argue familiar with white faced but, twitter and YouTube but with more passing days -- and by library database vendors. I'm including a great website resource from accredited online colleges offers 40 examples of cool ways college libraries are delivered in social media. I will lay you look at that list when you pull out the handouts from online and I think it is a dimension in the notes, the chat session you can find that info people.org\training\using -- smartphones. The cool ways they are using them as trivia Tuesdays, colleges have test each week offering prizes to the first man our friend who gives the correct answer. Another one is getting the scoop, announcing breaking news and information that is happening before it is otherwise available like a fresh new stack of romance novels that Eyman, announce it first on Facebook. Another great option is to tax the library and, Middleton Mabrey offers a feature that allows students to text to a library and get an answer anytime of day. At the library they resource their staff and they can go on and respond to their client. Another one is uploading visiting authors and Mike shares, a lot of libraries are uploading special talks to face the bomb -- Facebook --. One of my favorites is the library minutes, Arizona State University has short videos on YouTube to share information. We will see more of this in a bit when we explore today's case of the comment is my favorite because I've been training my refund video use for the Internet for the past five years.

Okay, so what we're looking at here is a quick response, -- code. I've seen among posters, on advertising on TV, and even on billboards. See may be wondering what exactly they are, QR codes are considered the next stage in marketing. It is a two-dimensional barcode like that grocery stores and the QR code you see here was crated for my series of info people webinars and urge you to the URL for more information. QR codes let you jump from printed contacts online content, like the video, website or helpful information. You can create QR codes free online or download an app, and that is what I usually do and that is hydrated this one was with a free app. I use the app crafter, on my iPhone for example. They QR codes can increase customer engagement encouraged users to take that next step and marketing and promotion on their own. These next steps it can include signing up for

newsletters, routing users book reviews, rating the customer service of library, as you know you can only fit a cinnamon information on a flyer or so the QR code offers an interested user access to more information and when used correctly you can also move the user to action. Someone was offer incentives like coupons, discount products are giveaways, these incentives are called call to action. Called action allows users to use an action that produces a certain result. Your library might use giveaways for access to additional information for example.

So how do you use a QR code? If you have a smartphone you can do to your phone's marketplace and download what is the QR code reader like my crafter. Once installed once the -- when you come across a cure could even open the reader a look for the scan option. Then you hold your firm have or the code by taking a picture with your fun and your phone will automatically give you the additional information you are seeking. What makes QR codes really nice is you don't even need Internet access to get information off of it, all of the information right inside the coded health. Libraries can even provide incentives for scanning barcodes like businesses you foursquare checking other location, you can use it to provide different incentives based upon who your readers might be for the section. Like in this example.

Okay, let's take a break. Breathe in breathe out, it is trivia time. He was the first US library to create an application for iPhone? I will tell you. Chicago, note. Definitely East coast, DC. Monday you are right on. It was District of Columbia public Library. There applications and the called the CPL offered users -- and the ability to place items on hold. What is really awesome as they made their code open source which means that other libraries can build your own iPhone out using what they have Ardea established. Okay, so one of the other things that we can do to make sure our marketing is with smart phones is to look at website compatibility. Launching a mobile marketing strategy is fairly anyone to get started off on the right foot. Even if Euros: think about making your website mobile ready you'll be surprised to find out that in 2010 there was 1.4 5 billion searches made -- and mobile media is coming whether we like it or not. So let me offer five simple commonsense ways to make your mobile -- your website mobile ready. The goal is mobile compatibility. Not mobile friendly. Compatibility means that when somebody visits your website on a smart phone that is uglies do the same thing as what they would see when they sit down at your computer. Mobile friendly means creating a separate design that only appears for mobile users. So obviously being mobile friendly means twice the amount of work when updating and let's face it it costs more time and money in addition to creating problems with redundancies so don't set something up separate, don't make it mobile friendly, they'll mobile compatible. So here are some simple things you can do to make your website mobile compatible. Do not use flash. In addition to being happy for loading times many smartphone devices do not support flash which means in your visitors get there they will not see anything. For animation and interactivity use a JavaScript library like Jay Currie combined with HTML 5 HTML 52 respectively get the same thing that somewhat seen normally on a flash when they're sitting on a computer. This is where some of the technobabble comes in. -- Who is working on your website. You can validate your code at W3 website and I put the link right here on this page, that is awesome because you can go there and you can test your mobile compatibility and say exactly what it is going to look like for somebody on the phone.

If you look here, validate your coded W3C, --. Okay, you can use tools like page speed to see how you can speed up your load time, this will also help for desktop browsing. And then the final tip I want to give you is to compress your images using the website smash it. Love that name. Images will

slow down any site and you really don't want to slow down people who are paying for data on their smart phones so smash it and improve your images by compressing them down and it actually speeds up your mobile compatibility by 30%. So if you are looking at creating virtual access to your library may be out of your hands, many libraries have departments that are focusing on hiring outside help the virtual access to libraries is going in popularity and it is known as M. library that Mr. mobile. University of Cambrex servicers and found that 55% were in favor -- I highly suggest DMI bray wiki. This is part of the handout I included or you can find it directly at the website located on your screen. This truly accesses and less number of libraries alphabetically from all -- vendors like Boopsie, publishers including the Encyclopedia Britannica and even suggested reading is there. That is really excellent source to get a good feel of what other libraries are doing in a mobile environment. And even though it doesn't appear on the recommended list I wanted to highly recommend reading the recent but no shelf required -- and the reader gives library is a complete and comprehensive understanding of the book and how to successfully integrate it into your library. And the handouts I have given you an alae book review on that as well.

If you're ready to create a mobile library website but is light on the tangle knowledge than I suggest you consider these online tools. For example we've site is a great tool to create up to five mobile site for free, that can help -- forms, surveys, events, and even QR codes. To learn about the rest of the suggestions check out the documents attest to my webinar, there are similar and author different very user friendly access to without having to create a home bring website. -- Other trends that apply to smart phones include the following. Google applications, whether it is collaborating with Google docs, using Google boys for text messaging or any of the other Google applications, Google has a lot to offer libraries and more libraries are starting to use these. Another is to let her, while more leverage than these in Facebook in many ways twitter and off for more to libraries when it comes to reference and answers to questions. And virtual reference, while this is her he offered a mini Weber's new transit offerings in the social media world make offering the service more practical than before. But it is installing an instant chat on the Facebook fan page using a live video sites such as used during.tv or one of the many other free applications available to social media virtual reference is more doable and approachable than it has been in years. Increased collaboration between libraries and more than one institution including faculty and some agreements will occur thanks to social marketing and social media tools that make this possible. Examples include twitter and many other online sharing applications.

-- Is overwhelming for sure, the most practical of vice is to target one of these many ideas I just erase them simply included into your daily work force. Once you so confident with one then on another. If you not embraced Facebook or twitter start their an impressive week or two start adding QR codes to your marketing, it is really overwhelming to think about how fast technology has changed. Justin is webinar loan you can see that the wonderful world of technological advances is surprisingly fast. For some of us it is exciting and for others it is just terrible. Let's just stop for a moment while I hit my not so fast button I must just relax and start a stranger sharing pusher is, take a deep breath. Visualize a nice cool breeze as you watch the sunset in your beach chair, inhale, Excel -- ask health --. Now returned to me in your computer. Not --

You into the most difficult part already. If you fill in sure about all this modern stuff you are not alone, that is the good news. It tells us that the best place to embrace technology is to start with the basic, start slow, offer basic technology programs at your library, -- as you develop your programs make sure

to keep in mind for your audience is, programming and you'll get a much faster pace than programming for community elders, the younger generation really notice the language they are using, it is not so much new as simply a part of their lives or it -- we were aware only of where the program master shows, we never gave thought of the technology. It is the same thing for kids using technology today. Today's youth pursues technology differently than mass, and as such they are using it differently too so keep in mind as you strategize on your programming and marketing just how to teach the basics. I like to think that link the e-mails and advertising in fires and clunky website are on their way out. Texting and social networking as a way that we are communicating with each other now.

Focus on civic engagement, work readiness, education and to --. Technology is simply the tool that comes with a lot of bells and whistles but effective programming -- [Indiscernible - low volume] -- You decide what is most important. For civic engagement this means working to make a difference what the life of our community and developing the combination of knowledge, skills and motivation -- [Indiscernible - low volume] --

Patrick we seem to be having a problem with your sound.

Programs that connect people to help their lifestyles through the use of today's media and technology, work readiness education can help to bridge the gap between highest graduation and the workforce and provide tips for success in the early years of their working lives and this is true for many adults and our community as well. And then finally 21st century skill building and our youth program is a fundamental programming that is needed and after school every programs. Look at media and Chicago to see how they have established informal structure demonstrate learning and the core of their programs. Even the physical set up for their youth access to that technology. I also plugged the growing need for some education, science, technology and mathematics, the future requires knowledge of these areas and we see our country's youth falling further and further behind, --. So let's take a look at all this information we just learned and see how we can put it practically into action.

Mobile stories, citizen journalists as a case study of incorporating smart phones into youth programming. Monster later this year this project was an afterschool program that uses popularity of the mobile phone to connect with locally you ages 9 to 14 with extensive resources available to our local library and a format that is both current and easily acceptable. The Labour MSK's San Diego -- of cell phone technology and the need for underrepresented teens to express their voices regarding news and events in their neighborhoods and mobile stories potential -- and resources of library. The main goal of afternoon workshops sought to increase community library and letter state using mobile technology. Let's go ahead I'm going to take a break from talking and we're going to watch another short video.

I am not hearing anything Chuck.

Is very resourceful and you can find all kinds of things here to read, things that you may be researching, I guess if you're doing a project or something and having the computers available is great.

You can also come to help a volunteer.

The volunteer program is important because it helps our library staff keep up with some of the task that we can do, all they have to do is come down and thought an application and return it to me and then I figure out when they are available and when we need them.

From information on the mathematics leverage this SS at -- visit us at --.

The stories we tell in our local communities are part of the larger stories happening all around the world, these are the library not only highlighting the importance but showing the importance of libraries as active part in the creation and interpretation of the shared histories in the public. And affect the project library based journalism project is bringing mobile marketing and programming together and the way that it is a smartphone technology. First we will explore the marketing side of social network and improving the content of the mobile interface. So we're looking at is the mobile stories website. Let's look at how the program was visually and programs designed in terms of something you can re-create. Mobile Internet services can simply be reduced -- cannot be simply reduced to traditional forms of service, it is not a question of the Ulysse everything you can find our website on this mauls Martone screened whether the services must be completely rebuilt so they fit perfectly the conditions and use of smartphones and tablet. In this case Labrie decided to use WordPress which replaces the website development with a plug-in application. --

By simply filling in their account information they were able to show off all current activity of all their diverse social network. You can see the relationship between the social network site and how it appears on the WordPress website and smartphone. We're looking at Flickr, a popular photo sharing application, -- easing of this information is feeding into WordPress. Let me skip back for second seed can see where Flickr is showing here. On the website is showing up in a very small portion of the page. Same thing occurs with Facebook and other social not working applications, a simple way to keep your core website up-to-date and in the past you can make a change to your social network app within your son to make the same changes to your website. Not anymore, and it is a breeze to keep things engaged and interact with your friends in real time. Now we have --. By having teams and is projected use social not works --. The pictures here tell a story, follow along. That is opened by a pressing -- the third tab allows the user to create a new video and add a pre-existing video that you're disabled and the phone. Then once interviews captured and made instantly sent to a number of social not. Literally you can open an application recorded video and instantly share it and a handful of taps. As you've seen on TV and new generation of smart phones are coming out with the Facebook button so anytime you record something you can just hit the Facebook button and automatically goes, we are really living in the Presidents' Day's technology. So now that you know what that --. Here we see a team working on an interview together, one boy has a list of interview questions that the student developed earlier in another place interviewing while two boys handle the audio and the video capturing. Mobile stories services by getting familiar with the technology and brief tutorials and informational learning bike scavenger hunts for the students had to go and seek photographs in the library and recorded video and find a cure code, or even team up with another group BM messaging apps. -- Ensuring him with family and friends, that is when the real fun started started communicate with families and friends instance of the laboratories of the project. The firm ramped up all the different libraries in different ways away but during the same timeframe and using the same for a kill him.

-- Were only used during class time and were checked out to students, a custom case purchase total 10 phones along with all the necessary court and each one was labeled and find out for on-site use only. Security tracking software was installed and activated. So now it is time to get smart, pull up those funds and use them wisely. -- You'll find the attachments we discussed today and you'll find that some of the resources will really add to your own knowledge and hopefully take away some of the fast-paced technology and technobabble a shirt today. So let's go ahead and look at some of your questions and answers.

So is there a handout you can download? Yes this and how are -- and tired PowerPoint is included at info people. Okay. That looks like Eileen has answered a lot of these questions so keep scrolling down. The question is --. In the mobile stories project we were very fortunate to be able to purchase a dozen phones and those then are checked out and used at all three are for locations for the project. There is no reason we cannot use your own smart phones when you're doing work behind a desk. -- Visa and you'll find their website and page B. the same. Will we be e-mailed a copy of this webinar? Typically InfoPeople will post the entire webinar along with my voice onto their website shortly after this webinar is completed seed can actually listen to it again or you can go and download the PowerPoint and review it. Wonder if blogs are considered to be dead and antiquated as a web 2.0 marketing tool, as an alternate substitute -- don't provide enough space to provide more detail. I really think that the port press is setting an example of the new age of the blog as we saw in the mobile stories they're able to feed and all sorts of social not cite and so they give you really a cool way to get a lot of information and real-time with the mobile stories project the kids were at obviously different libraries and recording videos, taking pictures, had -- they would begin text format and as they send back to the various social not works like YouTube or video, Flickr, Facebook and twitter for the text, all of that still set into the WordPress. Then the instructor also have the ability to go in and include the more information on the blogs. The tie things together.

An example of a virtual whiteboard, that is a good one. I don't have one but maybe other people could suggest. What I do know is using dropbox or Google docs, I am able to communicate with people all across this date using five documents meaning I can make a change and then somebody in another city can make a change and we will both have the most current document at any given time.

How do you text to your library population as a marketing tool? I think that one thing that your patrons would appreciate is to know what is happening at the library, often times the general public thinks a library is a place where you get a book end of story. The truth is that a lever is a thriving community center and their attendant things happening and those are the types of things that you can text to the community, we have a film coming up so don't forget there is story time and then as a suggestion I had made if you have some books coming in the drop -- hot off the press but those patrons have opted in tax them and tell them that they are there and available. That will help to make them feel special, gosh. --. Any recommendations for texting. Do this? You can use in the smart phone you are to have the ability to send text messages, you can also do it via e-mail, utilizing your social network. There are many ways to text in today's world, personally I just use the text feature that is a part of my phone. Why is mobile enabled better than mobile friendly? The goal -- and a real-time world with all the information feeding in everything is current, mobile compatible, your website and your smart phone interface will appear very similar if not the same. Mobile friendly you are creating two separate websites, one free computer and one for mobile phone and that you have timber to make changes to both of them every time you do it. It becomes more time-consuming than we all need as

much time as we can get I am sure.

Smart phones typically, are they supplied by library or a personally owned? They think I guardians or that. They could be there for and at libraries, I think for library funding and controlling the funds is probably the best solution see how the technology in-house but the downside is the data plan. They are expensive. So each library would need to consider how they want to handle that option. Mobile stories project was recently funded by a corporate funder so we were able to get the data plan and the hardware purchased for us. So there is always an option to think about that. The

The final question I have is, there is some confusion on QR codes and the information contained within. Don't need Internet, do you need Internet connection to open up a link at this very QR code? Most QR codes are complex enough that all the additional information you want to include in them can be built within the code itself and I think the best way to learn about this is to just simply learned by experience, go ahead and download and start trying to utilize it. You can put tons of information into that code and never have a need to access the Internet. Of course you can also create the QR code so does access the Internet materials so that is really kind of way your goal is to have that QR code in place. So I think that it premature runs out of time for us today, I gave my e-mail at the earlier part of the chat session, Patrick@mediaartscenter.org if you have questions please fill free to contact me and I hope that you join us again for more of our webinars. I will be leaving one in December and that information is availableat InfoPeople.

Thank you for attending, as we said we will be putting up an archive of the text chat as well is a transcript of the close captioning and I will be on that link we have been providing throughout the webinar. Additionally you can download all the handouts including the PowerPoint slides. Again thank you all for attending and we hope to see you at the neck governor. -- At the next webinar.

[Event Concluded]