



Building Digital Communities
through Blogs and Social Networking

Digital Citizens

Building Digital Communities through Blogs and Social Networking



- Embracing Today's Technology
- Blogging vs Social Networking
- Building A Brand
- Creating A Social Media Guide
- Effective Library Tools
- Getting Started

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Building Digital Communities through Blogs and Social Networking



1.4 Billion Personal Computers
2 Billion Internet Users
5 Billion Mobile Phones



GREAT RESOURCE: Pew Internet Report
THE SOCIAL SIDE OF THE INTERNET

http://www.pewinternet.org/~media/Files/Reports/2011/PIP_Social_Side_of_the_Internet.pdf

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Blogs vs Social Networks



■ BLOGGING



THE DARING LIBRARIAN (Technology)
www.thedaringlibrarian.com

THE HANDHELD LIBRARIAN (Mobile Tech)
www.handheldlib.blogspot.com

SOCIAL NETWORKING LIBRARIAN
www.socialnetworkinglibrarian.com

THE WEBFOOTED BOOKLADY
(Full Featured Blog)
www.bookminder.blogspot.com

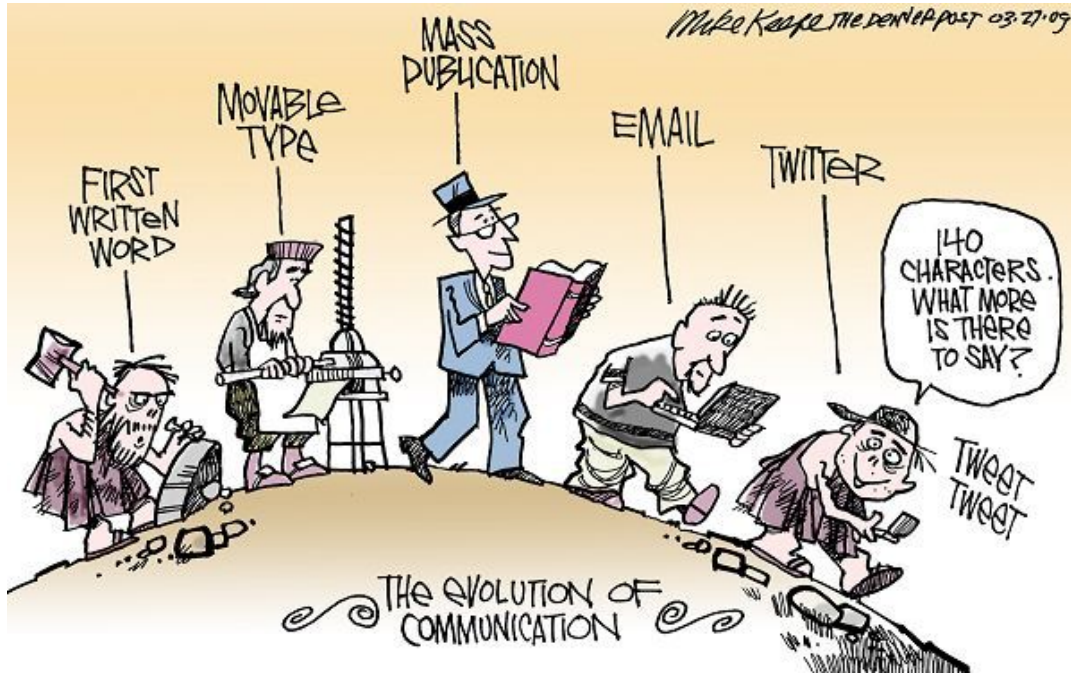


■ BLOGGING

- 1 Write to be helpful.
- 2 Be brief.
- 3 Tell a story.
- 4 Connect others, if appropriate.
- 5 Share. Often.
- 6 Don't overthink it.
- 7 Be thoughtful.
- 8 Don't be mean
- 9 Publish often enough to build a relationship.
- 10 Be mindful of your audience's time.



■ SOCIAL NETWORKING



■ SOCIAL NETWORKING



■ SOCIAL NETWORKING

- 1 Be responsive to user comments
- 2 Ask for feedback
- 3 Have a plan
- 4 Cross promote
- 5 Be succinct
- 6 Start conversations – Don't Broadcast
- 7 Seek friends and follow others
- 8 Limit the amount of messages per day



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YOUR BRAND



GREAT RESOURCE: ALA Report CREATING YOUR LIBRARY BRAND

http://www.alastore.ala.org/pdf/9780838909621_excerpt.pdf

■ MANAGING EVERYTHING:

Effective Library Tools



Eye-Fi
Smartphone Texting
TinyURL
Media Dashboards
Measured Voice
Threadsy
Hoot Sute
WordPress
MobileStories.Org

How To Get Started Next Steps



Questions & Answers





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