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 Billon 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

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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

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Building Digital Communities through Blogs and Social Networking

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

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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

Follow me!

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Building Digital Communities
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The *Virtual Library* is always open! Click here to enter.

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YOUR BRAND

brand
brand
brand

GREAT RESOURCE: ALA Report CREATING YOUR LIBRARY BRAND
http://www.alastore.ala.org/pdf/9780838909621_excerpt.pdf

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MANAGING EVERYTHING:

Effective Library Tools

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

Conversations Matter

How To Get Started
Next Steps

Your Action Plan

BE CURIOUS
BE SUCCESSFUL
BE REAL
BE CONNECTED

Questions & Answers

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