Using Twitter as a Professional Development Tool

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.

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Using Twitter as a Professional Development Tool

reviews
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Editor's Letter

By Henrietta Verma | @ellaverma

As Mark Twain might have said, the reports of Twitter's death have been greatly exaggerated. Annual earnings bedammed, 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, led 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 #jnak (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, nyll.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

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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

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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

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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

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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

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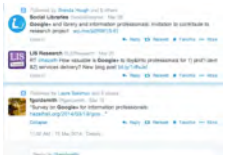
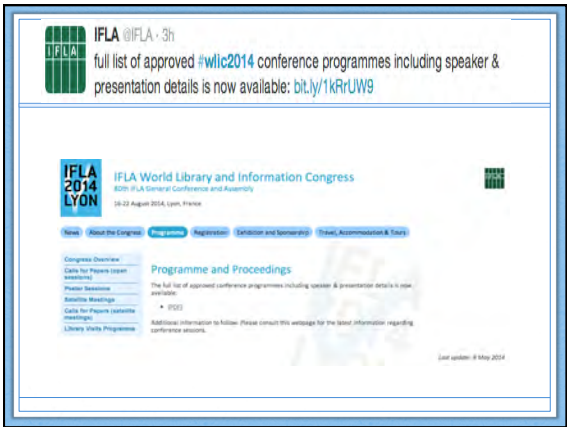
Share your own Twitter handle, or that of a professional you recommend others here follow.

Spreading professional development through Twitter





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It's *your* professional development

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

Comments, Questions?

Infopeople helping libraries think differently

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