Playing in the Social Media Sandpit

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‘Playing in the social media sandpit’
Kate Bunker/ACU Library/12 July 2012
Today...

- Practical, hands on
- **Challenge** you to have a play with one thing you want to look at but haven’t had time, support or the courage to play with before...

Survey...

- Prior to today- sent out a survey to get an idea of what you wanted to cover in this workshop.
- Asked you just a couple of brief questions
  - How big is the library you work in?
  - How long have you been working in libraries?
  - What do you want to learn about in this workshop?
Part of the survey...

Survey

- 25 answers to type of library you work in, 6 work “just me”, 16 work in a library with 2-5 other people – so do lots of different things, often work alone, different levels and types of support
- 16 out of 25 people have been working in libraries for more than 10 years – lots of experience
- Italicis are my conclusions.....
I want to know about...

- Blogging....68%
- Current awareness – RSS, Twitter... 70.8%
- LibGuides...70.9%
- Presenting - Prezi, Slideshare...50.6%
- Filesharing... 76%
- Organising references...76%
- Google calendar, Evernote...68%
- Polls and surveys....66%

Other suggestions... Facebook (5 responses)

[ % are for very interested and interested]
What do we mean by social media?

• Free? A lot of it
• Reuse?
• In beta – not perfect...
• Remash? Mashup? Use and mix and change?
• Impact of creative commons
• Identity, conversations, sharing, presence, relationships, reputation, groups

Types of social media

Kaplan and Haenlein (2010), six types of social media:
1. collaborative (eg Wikipedia)
2. blogs and microblogs (WordPress, Blogger, Twitter)
3. content communities (YouTube)
4. social networking sites (Facebook)
5. virtual game worlds (World of Warcraft)
6. virtual social worlds (Second Life)

The social media revolution

• View this for numbers and scope and awareness, not to say you must be in all of this

• The Social Media Revolution

Why Social Media Will Reshape the 2012 Olympics

• Facebook
  2008 - 100 million users
  2012 - 900 million users

• Twitter
  2008 – 6 million users
  2012 – 500 million users

• YouTube
  2008
  2012 – 800 million unique visits per month
Why Social Media Will Reshape the 2012 Olympics

• “The 2012 Olympics in London are being touted by some as the world’s “first social Games.” While some question just how social they’ll actually be, there’s no doubt that networks such as Facebook, Twitter and YouTube will play an unprecedented role in how information is disseminated from London, and how the global sports conversation is driven during July and August. And then there are new social media? Pinterest, Google+,

• Web use in general has grown rapidly, too. In 2008, there were about 1.5 billion Internet users globally, according to the International Telecommunications Union, making up about 23% of the world’s total population. By this summer’s games, that number will have swelled to about 2.3 billion users making up about a third of the world’s total population”.

• http://mashable.com/2012/07/08/2012-olympics-social-growth/
Personal example: Ravelry

Ravelry: a knit & crochet community

- Ravelry – my notebook (my area) – can put patterns, my projects (photos, wool, tips, comments with linked patterns from Ravelry), patterns, yarns, people, forums, group, even a shop!
- Not sure how to do a stitch or need something explained? YouTube
- Online forums
- KAL – ‘knit a long’ – through twitter, buying wool through a friend, common pattern, support
- https://www.ravelry.com
Outline for this workshop

• Play with some of the *things*
  – Blogging, create a blog
  – FaceBook
  – RSS, stay in touch, alerts
  – LibGuides, a demonstration of ACU Library use

In the spirit of it all – share & collaborate & please ask questions! And answer questions!!

The blog

• Trax4transition

• Your resource...
  create in WordPress OR Blogger

• Demonstration of how to create a blog
  – what is a post,
  – how do I publish,
  – add pictures.
Let’s start...

Where do I go from here?

• Try something on a small scale
• Start small
• Start personal -
  – start with a personal blog
  – what are your interests?
• Don’t wait for perfect
• Don’t feel alone
Want to start with books?

- Try LibraryThing or goodreads – catalogue your books, join a book based social network, reviews, ratings, recommendations
- Follow and read around the National Year of Reading monthly themes & participate in the monthly tweetups?

Options/ideas

- Do some free online training - 23Things for CPD or some web2.0/23 Things type training
- Read!
- Policy? Look at National Library of Australia Policy on social media/CC
- Use your ANZTLA elist – find people in common...
Library 2.0, online in October, free!

Take part in a MOOC? [massive open online course]
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• Small steps!

Picture credits

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