



social media solutions for library news

Beyond the newsletter

Overview

- How did we get here?
- Why social media?
- How does it work?
- What are the technical problems?
- What policies do you need?

How did we get here?

- Print newsletter with mail distribution only until 2000
 - Single editor effort
 - PDF version distributed by email until 2004
- Info-Rx created in the new nTreePoint system (2004)
 - Team effort
 - Blog-like
 - Integrated in U of Manitoba news and web pages
 - RSS feeds
 - Distributed by email

Choosing social media

- Facebook
 - Large number of staff using this site
 - Anecdotal evidence that clients are using our computers to access Facebook
 - Had a UMHSL Facebook Group already
- Twitter
 - Lots of buzz about Twitter in the news media
 - Lots of buzz in the library literature about the usefulness of this site
 - Little anecdotal evidence to suggest our clients are using it

Looking dynamic (with the least effort)

- Problem with social networking is the staff time to maintain the sites. HOWEVER ...
- With the constant stream of news and events from nTreePoint sections:
 - Health Sciences Libraries – News
 - Health Sciences Libraries – Events
 - Info-RX
 - Info-RN
- Why not capitalize on this and use the RSS feeds to populate social networking sites?

How does it work? RSS

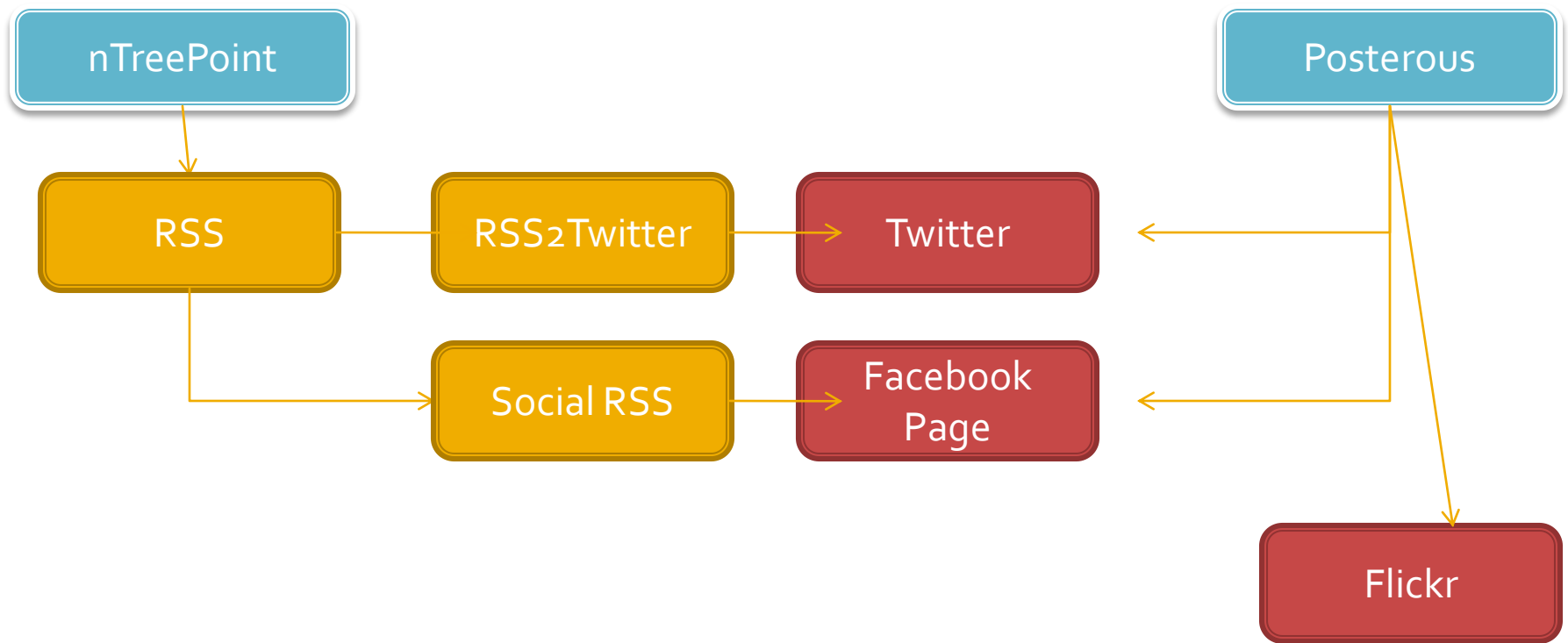
- RSS – “really simple syndication”
 - Author, Title, Content, Date
 - When something changes the RSS feed is updated to all who’ve subscribed.
 - Viewed using third-party tools called readers
- Repurposed to feed social networking sites
- Excellent video [“RSS in Plain English”](#) by Common Craft.



How does it work?

- nTreePoint events section RSS automatically feeds third-party applications, which in turn feed Facebook and Twitter
 - RSS2Twitter
 - Social RSS
- nTreePoint news section manually added to Posterous
- Posterous automatically feeds:
 - Twitter
 - Facebook page
 - Flickr

How does it work?



Demonstration!

Sit back, relax, and enjoy the ride!



Flock

File Edit View History Favorites Tools Help

Browser navigation bar with address bar: <http://www.facebook.com/pages/Winnipeg-MB/University-of-Manitoba-Health-Sciences-Libraries/98627719719>

Feeds

Feed Options

- Saved Articles
- All Articles (274)
- Flock
 - Flock Blog (8)
- News
 - The New York Times (100)
- Technology
 - CNET News.com (100)
- HSL Feeds
 - NJMHSL-NewsEvents (20)
 - News - Nursing: Newsletter (15)
 - News - Info-Rx: Newsletter (31)
 - Comments on University of Manitoba...

Navigation tabs: University ... x, Facebook, (115) Twitter / ..., Manage My Ac..., Welcome to Fli..., staff.lib.umanit..., RSS2twitter - ..., NJMHSL-News...

University of Manitoba Health Sciences Libraries | Facebook

facebook

Keep me logged in [Forgot your password?](#)

Sign Up University of Manitoba Health Sciences Libraries is on Facebook
Sign up for Facebook to connect with University of Manitoba Health Sciences Libraries.



Manitoba's Health Information Place.

University of Manitoba Health Sciences Libraries

Wall Info Find books Find e-jour... Photos Boxes >>



University of Manitoba Health Sciences Libraries Canada joins international network providing free access to health research

PubMed Central Canada puts latest Canadian health research at fingertips of researchers The flow of information and ideas amongst researchers is a fundamental element in turning knowledge into discoveries that will address the health challenges of to ... Read more on Ne...

See More

April 29 at 10:51am via Posterous · · ·



University of Manitoba Health Sciences Libraries Library access to UptoDate from campus, hospital or home!

You asked for it and we delivered! Thanks to a recent license upgrade funded by the University

Information

Location:

What are the technical problems?

- RSS feed limitations
 - Copying news items to Posterous not ideal
- Social RSS updates Facebook page, but formatting is not pretty
 - Need to look at other third-party apps to see if they can do any better
- Social RSS – Facebook updating is slow and does not pick up all feeds

What policies do you need?

- Who will be responsible for generating news?
- What are your editorial policies?
- What is your social networking policy?

**HEADLESS BODY
IN TOPLESS BAR**

Psychics predict world
didn't end yesterday



Who will be responsible?

- Larger library
 - Consider having a news team
 - There should be a chief editor
 - Members of the team (or the entire staff) contribute content
- Smaller library
 - A solo librarian will have to do it all
 - But, you may want to have other eyes look at it

What are your editorial policies?

- What do you consider news?
- Length of news items
 - Keep it short
 - Use pithy headings that are tweetable (100-140 chars)
- Frequency of postings
- Look and feel
 - Font
 - Colour & graphics
 - Need for consistency
- Tone
 - Keep it simple
 - Avoid library jargon

Social networking policy?

- Have an official policy dealing with objectionable or libellous content
- What social networking sites will you use?
- How active are you going to be on social networks?



Next steps

- Promote our social networking presences
- Evaluate:
 - Who if anyone is following us?
 - Monitor feedback
- Consider offering a UMHSL presence on other social networking sites:
 - Plurk, Google Wave, Google Buzz, FourSquare, MySpace, Yahoo
- Create screencasts for our YouTube channel

Where can people find us?

- Twitter
<http://twitter.com/healthlibrary/>
- Facebook
<http://www.facebook.com/home.php?#/pages/Winnipeg-MB/University-of-Manitoba-Health-Sciences-Libraries/98627719719>
- Posterous
<http://umhsl.posterous.com/>
- Flickr
<http://www.flickr.com/photos/umhsl/>
- YouTube
<http://www.youtube.com/user/njmhsl>