

Using Social Media to Promote Your Library's Services

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Photo: <http://www.flickr.com/photos/rbainfo/2536686370/>

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1. Search engines include social media in top results so use every opportunity to get listed as many times as possible in as many search tools as possible, and in as many networks as possible
2. Social media is where an increasing number of people ask questions and share information
3. Communications with users
4. Respond to positive/negative feedback
5. Marketing/advertising

Some social media “stuff”

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Social media in search engine results

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The screenshot shows a Google search for "BP oil spill" with approximately 18,800,000 results. The search bar is at the top, and the Google logo is on the left. Below the search bar, there are navigation tabs for "Web", "Images", "Videos", "Maps", "News", "Shopping", "Mail", and "more". The "News" tab is selected. The search results are displayed in a list format. The first result is from "BP.com" with the URL "www.bp.com/gulfofmexicoresponse" and the title "Gulf of Mexico Response - Find Out More". Below this, there is a section titled "News for BP oil spill" which is highlighted with an orange rounded rectangle. This section contains several news items, including "BP says it will pay to clean up Gulf oil spill" from MarketWatch, "BP Oil Spill May Thwart Industry Push Into Norwegian Arctic" from BusinessWeek, and "Congress' Role In BP Oil Spill Questioned" from CNN. Below the news section, there is another section titled "Latest results for BP oil spill" which is also highlighted with an orange rounded rectangle. This section contains a "rolling feed" of results, including "More Gulf Oyster Harvesting Areas Closed Due To Oil Spill" from Newsroom America and "BP braces for grilling over oil spill failures" from Channel News Asia. The bottom of the search results shows a snippet from "BP Global" with the text "BP Executives delivered a briefing today on the range of options being developed to contain the Gulf of Mexico oil spill. ...".

Results from Google News

Latest results - rolling feed from Twitter, blogs, discussions

Social media in search engine results

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Images for **BP oil spill** - Report images



Images

BP Oil Spill Waivers Capped Liability Payments To Coastal ... ☆

- 3 May 2010

VENICE, La. -- **BP PLC** said Monday that it will pay for all the cleanup costs from a massive **oil spill** in the Gulf of Mexico that could continue spewing ...

www.huffingtonpost.com/2010/05/03/bp-oil-spill-waivers_n_560814.html

- more videos »

Videos

BP Is Criticized Over Oil Spill, but U.S. Missed Chances to Act ... ☆

1 May 2010 ... As **oil** edged toward the Louisiana coast and officials assailed **BP** America's response, a government agency also said the flow from a seabed ...

www.nytimes.com/2010/05/01/us/01gulff.html - Add to iGoogle

BP - Wikipedia, the free encyclopedia ☆

BP had spilled over one million litres of oil in Alaska's North Slope. This corrosion is caused

"For **BP**, **oil spill** is a public relations catastrophe". ...

en.wikipedia.org/wiki/BP - Cached - Similar

Wikipedia article

Blog posting
listing videos

YouTube video

BP Oil Spill: Videos to Catch Up : Treehugger ☆

30 Apr 2010 ... With so much news coverage on the disastrous **BP oil spill** in the Gulf of Mexico, I thought it would be helpful to compile some of the better ...

www.treehugger.com/files/2010/04/bp_oil_disaster.php - Cached

How to stop the BP oil spill: What else can be tried now ... ☆

3 May 2010 ... **BP** has failed to manually shut the blowout preventer, and it could take three months to drill a relief well. Before then, **BP** will try to put ...

www.csmonitor.com/.../How-to-stop-the-BP-oil-spill-What-else-can-be-tried-now - Cached

YouTube - **US oil spill explained** ☆

1 May 2010 ... queue **BP** America President Lamar McKay81284 viewsABCNews · Weather problems for US **oil spill** 3:07. Add to queue. Added to ...

www.youtube.com/watch?v=XLiqvZOP8TY - Cached

Results from people in your social circle for BP oil spill - BETA - My social circle - My social content

Twitter / The Oil Drum: * **BP's Oil Spill** at the Oi...

The Oil Drum - connected via twitter.com

BP's Oil Spill at the Oil Drum Overview - Especially for New Readers: This is a draft of a post that I would pr... <http://bit.ly/d286DA> *

twitter.com/TheOilDrum/status/13305388956

More results from The Oil Drum »

Research Recap

ResearchRecap - connected via twitter.com

Alacra Pulse Check: Are **Oil Spill** Companies Oversold? **BP** plc (**BP**) and its partners have come under severe pressure as the threat of ...

www.researchrecap.com/

Results from my "social circle": Twitter, RSS feeds, FriendFeed, Google Wave contacts etc.

27/05/2010

- Look at what content you already have that can quickly and easily be loaded onto social media sites
 - PowerPoint presentations, photos, videos, podcasts
 - consider a blog for your newsletter, alerts and current awareness
- Once your content is loaded you can start looking at the options for sharing and embedding in other applications
 - for example Slideshare presentations in your blog, web page, Facebook page, LinkedIn
- If you are not allowed to do any of this “stuff” on your official web page set up a blog on Blogger or Wordpress, or a start page such as Netvibes.com
- But define your strategy first

- What do you want to achieve?
 - make your content and information more easily accessible?
 - promote your organisation's/department's skills and expertise?
 - communicate with your users?
 - reach a wider audience?
- Resources – time and people
 - how much will it take to set up?
 - how much will it take to manage, maintain and monitor?
 - training?
- Draw a map of where and how the information is flowing
 - for example PowerPoint presentation to Slideshare, which then embeds on your home page, blog posting, Facebook page and automatically announced in Twitter
 - blog RSS feed automatically sent to Twitter, Facebook page, LinkedIn, web page

- Some general points
 - Decide on copyright license: all rights reserved or one of the Creative Commons licenses (<http://www.creativecommons.org>.)
 - Tagging and descriptions: make sure you tag your content and add descriptions so that people can find your content more easily
 - Decide how you want to share your content and if you want it automatically published on other social networks and web sites
 - Do you want to allow others to publish or download your material?

- Too much and too confusing?
 - start with just one thing
 - what is going to appeal most to your existing and potential users and what you already generate
- Monitor usage
 - blogs – insert Google Analytics, Sitemeter code to see the number of users and how it is being used, or use the blog service's own statistics
 - presentation sharing services provide data on usage – number of views, number of “embeds”, number of downloads
 - video e.g. YouTube – use the Views option to see basic statistics
 - check your web site visitor statistics for changes and impact of your social media strategy

Social Media



Now also have a wiki!

From a presentation given at Internet Librarian International 2009, London, by Jeremy O'Hare.

Traffic to BIPC Web site from these second only to Google

Two quick examples

- Slideshare.net, authorSTREAM.com, Slideboom.com
- Slideshare is sometimes blocked by organisations' firewalls so use more than so that your users have alternatives

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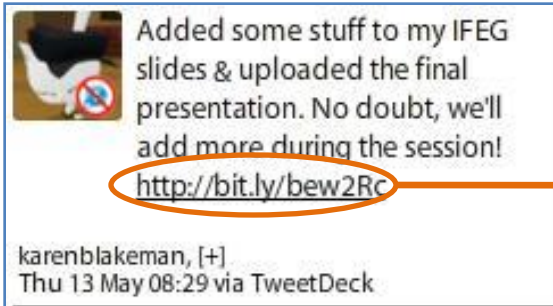
The screenshot shows the Slideshare interface for a presentation titled "Twitter for Business: an essential marketing and research tool" by Karen Blakeman. The page includes navigation links (Home, Business, Channels, Events, Browse), a search bar, and a list of related presentations such as "How to Promote a Website" and "Better Search Rankings". The presentation details show it was posted 2 months ago and includes an embed code. Social media links for Twitter and Slideshare are provided at the bottom.

The screenshot displays the RBA Information Services website. The main heading is "RBA Information Services". Below the navigation menu, there is a section titled "Online Information 2009 presentations" posted by Karen Blakeman on 3rd December 2009. A text box provides details for a presentation: "The ever changing landscape of search: Google is not enough", presented on Tuesday, 1st December 2009 at the Olympia exhibition centre. A video player shows a photo of the Olympia exhibition centre. The page also features a list of other presentations by Karen Blakeman, including "Advanced Internet Searching for Er", "Social Networking: a day in the life", and "Exploiting the Web for Research - Ar".

- 08:15 Blogged Online Information 2009 presentations: The three presentations I gave at Online Information 2009 are now ... bit.ly/80nhvV #

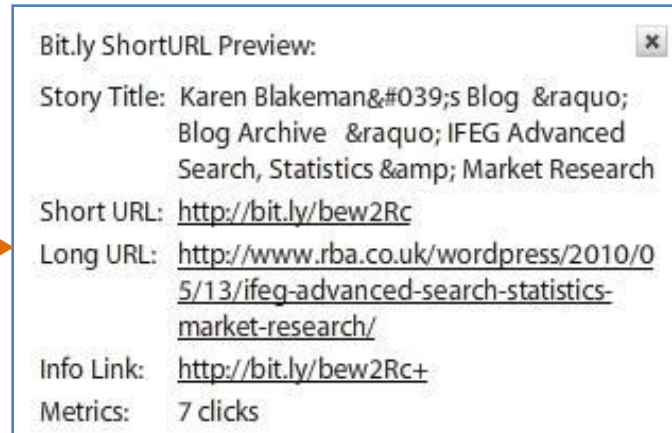
Presentations – who's been looking?

Twitter



Added some stuff to my IFEG slides & uploaded the final presentation. No doubt, we'll add more during the session!
<http://bit.ly/bew2Rc>

karenblakeman, [+]
Thu 13 May 08:29 via TweetDeck



Bit.ly ShortURL Preview: ✕

Story Title: Karen Blakeman's Blog & Blog Archive & IFEG Advanced Search, Statistics & Market Research

Short URL: <http://bit.ly/bew2Rc>

Long URL: <http://www.rba.co.uk/wordpress/2010/05/13/ifeg-advanced-search-statistics-market-research/>

Info Link: <http://bit.ly/bew2Rc+>

Metrics: 7 clicks

Slideboom



Advanced Internet Searching for Energy Information & Market Research

by [karenblakeman](#) | Added: 6 days ago
Language: **English** | Topic: Internet
12 Views 5 Downloads

authorSTREAM



Presentation Statistics

Views: 120 | Likes 0 | Dislikes 0

★ Favourites: 0 | Total Comments: 0

Views on authorSTREAM: 18

Views from Embeds: 102

Others: 1

www.rba.co.uk - 101 views

Slideshare



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Embed views
17 views on <http://www.rba.co.uk>

Video

- Promotional material, general information, demonstrations, presentations, slidecasts, lectures
- e.g. Youtube (<http://www.youtube.com/>), Vimeo (<http://www.vimeo.com/>)

Goggle Vision: using electronic resources
UoLLibrary 10 videos Subscribe




0:08 / 1:26 360p

Romance of the Living Book

UoLLibrary — 14 May 2009 — Are search engines giving you a headache? The University of Liverpool has a great collection of e-resources. T...

2,677 views

Total Views: 2,677



Comments: 1 Favourites: 17 Ratings: 8 Average Rating: 5.00

Links

Date	Link	Views
10	Other/Viral	224
09	First embedded on - bibliotecarios2-0.blogspot.com	136
09	First embedded on - library.hud.ac.uk	40
09	First embedded on - infotlib20.blogspot.com	86
09	First embedded on - scottslibraryblog.wordpress.com	42
09	First view on a channel page	56
09	First referral from - twitter.com	93
09	First referral from YouTube - /user/UoLLibrar	118
09	First referral from YouTube search - university of liverpool library	46
09	Other/Viral	982

Audiences


This video is most popular with:

Gender	Age
Male	13-17

Recording date & location

15 May 2009
Liverpool

This video is most popular in:



Who is referring to your "stuff" on Twitter?


<http://www.backtweets.com/>

RBA


backtweets
—Search Links on Twitter

URL Search [Advanced Search](#)


Examples: <http://www.youtube.com>, nytimes.com, [twitter](http://twitter.com) »

 **Search Results for <http://www.rba.co.uk/>** (0.022 seconds)


BackTweets Pro For URL history, site pages, audience profiles and more, [click here](#)

 #KarenBlakeman has kindly put the advanced internet search presentation she gave #IFEG yesterday on her website: <http://tiny.cc/l446s> 2 days ago


infoforenergy

 #IFEG Trying to find UK government information? www.directionlessgov.com From @karenblakeman presentation <http://bit.ly/c4ko3K> 3 days ago


nsurendran

 Added some stuff to my IFEG slides & uploaded the final presentation. No doubt, we'll add more during the session! <http://bit.ly/bew2Rc> 4 days ago

karenblaker


 <http://www.rba.co.uk/> is alive! 5 days ago


titsup

 @RogerFarbey Many thanks - it was a pleasure. Re my presentation, If Slideshare is

BackTweets Pro


For URL history, site pages, audience profiles and more »

 [Receive E-mail Alerts](#)

 [Search Bookmarklet](#)

DEVELOPERS

[API Documentation](#)

 2,551 retweet

Analytics by **mixpanel**

- Strategy development and project management skills (this project never ends!)
- Delegation – you can't do everything
- Imagination – let yours run riot
- Be bold and prepared to experiment
- Be ruthless prepared to fail and drop “stuff” that does not work

And finally.. the photo on the title slide

RBA

- Taken at Prague Zoo 2 years ago
- Was picked up in a search along with a Slideshare presentation and my Twitter profile
- Result was a new project and more business!

