

Trendy Topics: A Series of Online Conferences

Social Media & Libraries: Twitter, Facebook, and more

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Produced by TAP Information Services

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**Sponsored by the School of Library and Information Science,
San Jose State University**

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Twitter Hashtag: #T2social

CONFERENCE SCHEDULE

1 p.m. EDT, noon CDT, 11 a.m. MDT, 10 a.m. PDT

Opening Keynote Address by Meredith Farkas:

Organization 2.0: Avoiding the Social Software Graveyard



There has been a lot of buzz about social software over the past few years, and many libraries have devoted significant staff time toward implementing 2.0 technologies. One look at the number of abandoned library blogs, wikis and Twitter feeds tells us that successful implementation of social technologies requires more than simply installing software. Most libraries are not currently structured to successfully embrace Library 2.0, which requires rapid user-centered change, experimentation, and radical trust. Farkas discusses why

so many 2.0 initiatives fail and what organizations need to do to position themselves to take advantage of social technologies in ways that will ensure successful implementation. She includes practical tips, illustrated with examples from libraries that are already on the road to 2.0 through their innovative practices and services.

2 p.m. EDT, 1 p.m. CDT, noon MDT, 11 a.m. PDT

Laura Solomon: How to Fail at Social Media



Lots of experts will tell you how to succeed at social media, but very few will lay out a clear path to failure. Learn what the most common points of failure are for libraries, and why libraries often aren't getting what they want out of this new medium. Laura Solomon is the author of *Doing Social Media So It Matters: A Librarians Guide*, and she has seen many libraries enter the social media waters with no idea of how to navigate. Find out if your library is on its way to a social shipwreck and how might be able to change course.

3 p.m. EDT, 2 CDT, 1 MDT, noon PDT: 30 min. break

3:30 p.m. EDT, 2:30 CDT, 1:30 MDT, 12:30 PDT

Steven Harris: Social Media and Collection Development: BFF



Social media have become near ubiquitous in our daily lives, yet we rarely think of them in terms of their value to our work. Lots of critics continue to view them at best as venues for narcissistic preening, lunchtime play by play, embarrassing college photos, or at best as a means of fomenting rebellion. With so many industries (including publishing) now regular inhabitants of social media space, however, they have become the best place to keep up on recent developments. This makes social

media an ideal tool for collection development librarians to stay current with publishing trends, select new materials, and even interact with users about collections. The speaker will highlight some of these features and suggest particular uses of social media in the service of collection development.

4:30 p.m. EDT, 3:30 CDT, 2:30 MDT, 1:30 PDT

Lori Bell: Effective Use of Social Media to Promote Yourself Professionally



We have all searched ourselves on Google to see what's out there about us. This session will provide you some tips and tricks to successfully manage your online reputation using social media and what can happen if you do not.

Speaker Biographies

Meredith Farkas is the Head of Instructional Services at Portland State University in Oregon. She is also an adjunct faculty member at San Jose State University's School of Library and Information Science. Meredith is the author of the book "Social Software in Libraries: Building Collaboration, Communication and Community Online" (Information Today, 2007) and writes the monthly column "Technology in Practice" for American Libraries. Her professional contributions earned her the 2009 LITA/Library Hi Tech award for Outstanding Communication in Library and Information Technology and recognition as a 2006 Library Journal Mover and Shaker.

Laura Solomon, MCIW, MLS, is the Library Services Manager for the Ohio Public Library Information Network and the former Web Applications Manager for the Cleveland Public Library. She has been doing web development and design for over twelve years, in both public libraries and as an independent consultant. She also authored a statewide web site usability study in 2004 that evaluated the site of every public library in Ohio. She specializes in developing with Drupal, as well as in web code and accessibility standards. She is a 2010 Library Journal Mover & Shaker. Her book *Doing Social Media So It Matters: A Librarian's Guide* was published in late 2010 and another book by her on libraries and social media will be published in late 2011. As a former children's librarian, she enjoys bringing the "fun of technology" to audiences and in giving libraries the tools they need to better serve the virtual customer.

Steven Harris is the Director of Collections and Acquisitions services at the University of New Mexico Libraries. Previously, he served as humanities and literature librarian at several academic libraries. He is fairly well obsessed with social media and can be found virtually everywhere as srharris19.

Lori Bell is a lecturer at the School of Library and Information Science at San Jose State University. She formally worked as Director of Innovation at the Alliance Library System. Bell has a variety of library experience and is the My Info Quest coordinator. She was named a 2004 Library Journal Mover and Shaker.