

**Chat Transcript from Webinar with Cliff Landis – “Get The Word Out! Using Facebook & Twitter”  
Tuesday, April 12, 2011**

Cliff Landis: (10:01) Good morning, everyone!

Arlen Kimmelman: (10:09) Love his t-shirt!!!

Joanne Roukens: (10:17) So many library websites don't have their phone number on the homepage! Drives me crazy

Liz Burns: (10:17) joanne, i know! that and not having gps-friendly address on home page

Melissa Straka: (10:19) can you share the link again?

Cliff Landis: (10:19) <http://www.commoncraft.com/social-media-workplace-video>

Melissa Straka: (10:19) thanks!

Ma Lei: (10:23) I am done with the video. Well said in it.

Lisa cohn: (10:23) watched it

Arlen Kimmelman: (10:23) I'm back

Amy Puskas: (10:23) I have finished watching video

Cliff Landis: (10:23) Great, thanks everyone! We'll wait a few seconds for everyone to wrap up.

Joanne Halloran: (10:23) done with the video

john Sitnik: (10:23) good video

Gina Allewelt: (10:23) I'm done too-

patricia heyer: (10:23) well done

Jane Sawyer: (10:23) Wow, cool graphics!

Joanne Roukens: (10:23) I love Commoncraft!

andy pober: (10:23) ready when evryone else is.

Kathleen Connors: (10:23) done

Susanne Benanti: (10:23) also watched video

Debbie M.: (10:23) all set

Maryellen Liddy: (10:23) I finished watching the video.

Pam Brooks: (10:23) ready

Mary Jo Jennings: (10:23) good video

Joanne Roukens: (10:24) wonderful site to send people to for quick explanations

Marietta Cannataro: (10:24) Video is over

Donna Perkosky: (10:24) Well Done.

Alka Patel: (10:24) good video

Cliff Landis: (10:28) [http://www.facebook.com/help/?guide=set\\_up\\_profile](http://www.facebook.com/help/?guide=set_up_profile)

Lisa cohn: (10:29) RSS for what?

Joanne Roukens: (10:30) Here is LibraryLinkNJ's Facebook Page

<http://www.facebook.com/LibraryLinkNJ>

Jessica: (10:30) RSS Grafitti to create connection between other FB pages?

Jessica: (10:31) but not between two fb pages we have?

Jessica: (10:31) thanks.

Jessica: (10:31) young adult group and general  
Jessica: (10:32) agreed. thanks.  
Arlen Kimmelman: (10:32) will RSSGrafitti give a constant update even if there's a post that you wouldn't normally post on FB as well as your blog?  
Cliff Landis: (10:32) <http://www.facebook.com/help/?page=904>  
Susan Pober: (10:32) do you set up the organizational page through your personal page?  
Arlen Kimmelman: (10:33) ty  
Jessica: (10:33) Not to get around FB too much but we were able to set up a "peronal pag" called Delaware St.  
Jessica: (10:33) "personal page" HA!  
Dale Spindel: (10:33) can you transfer a page if someone with the personal page leaves the library?  
Donna Perkosky: (10:34) one more FB question - is there a picture sizwe specification?  
Melissa Straka: (10:34) sorry, quick question - what's your advice for creating conversations on Fb?  
Margaret Rose O'Keefe: (10:34) would the 'owner' have to invite the other admins?  
john Sitnik: (10:34) to tag on to Dale's question, can you set up an "alias" page?  
Donna Perkosky: (10:34) Okay. Thanks.  
Mary marks: (10:38) how do you build up your followers, especially for academic libraries?  
Lisa cohn: (10:38) follow news sources and it's polite for them to follow you back  
Lisa cohn: (10:38) follow other libraries and other library groups too  
Mary marks: (10:39) but we want students/faculty to follow us - not other libraries  
Donna Perkosky: (10:39) A plug for BCCLS Pres Terrie McColl. @75in5 She is visiting all 75 BCCLS libraries during NLW. Join her.  
Lisa cohn: (10:41) is following that @bplnj  
Mary Jo Jennings: (10:42) anyone tweeting her during her day???  
Liz Burns: (10:42) zappos does nice tweeting; they always tweet as people change shifts  
Lisa cohn: (10:43) @bplnj did tweet her  
Mary Jo Jennings: (10:43) yeah!!!  
Arlen Kimmelman: (10:48) FYI - I'm Tweeting about #LibraryLinkNJWordOut as @pseudandry  
Lisa cohn: (10:48) plug for bplnj <http://www.facebook.com/pages/BPLnj-the-For-Dummies-Way/184867244876851>  
Lisa cohn: (10:49) plug for our contest  
Liz Burns: (10:49) arlen, thanks for hashtag. i'm at @lizb  
Lisa cohn: (10:50) "does anyone know" I am an anyone  
Lisa cohn: (10:50) and they did ask  
Jessica: (10:53) We don't take general photos but at our programs we post on all of our publicity that attending gives us permission to use any photos for library purposes.

Arlen Kimmelman: (10:56) The social network argument seems like the gun control argument - it's not the tool that's dangerous; it's the user.

Joanne Roukens: (10:56) Please retype your questions

Mary Jo Jennings: (10:57) thanks Cliff

john Sitnik: (10:57) I see that you used photos with Flickr notation. Is this acceptable?

Deb Messling: (10:57) How can we encourage conversations on our FB page? I feel like we are just talking at our patrons.

Jennifer Schulze: (10:57) Can you post to fb and twitter simultaneously?

Liz Burns: (10:57) how much duplication do you recommend between FB & Twitter? (i.e., automatic posting from one to the other)

Donna Perkosky: (10:57) I just want to make a comment to Cliff - I love your user-centric approach! I have been attempting to remove library jargon and approach anything library from a user point of view.

Margaret Rose O'Keefe: (10:58) On Facebook, do you think it would be better to create an institutional page and share the login info, or to have multiple admins using personal accounts?

Jane Sawyer: (10:59) Do you have any recommendations for libraries or other things that use fb really well? For inspiration?

Susanne Benanti: (10:59) our library has a FB Group, not a page. Do you think it's important to switch to a page?

Kathy Mulholland: (11:00) Re: encouraging conversations on FB, you can prompt folks to "like" if they agree with something, or use their newer survey feature (keeping it short).

Donna Perkosky: (11:00) Google alerts are the greatest. I search for the library, the community and a few others. It is great way to sift through all of the news in NJ.

Kathy Mulholland: (11:00) @Susanne...we have a "group" too...started before our library staff was on-board with social media at all...it works for our small library.

Joanne Roukens: (11:01) [www.hootsuite.com](http://www.hootsuite.com)

Lisa cohn: (11:02) I've tied our twitter to our facebook, and our twitter to our website. so when you post on facebook, it goes to twitter and then to website home page

john Sitnik: (11:03) Can you set up an "alias" FB page to use for an organizational page?

Margaret Rose O'Keefe: (11:04) thanks!

Kathy Mulholland: (11:04) I like organizations to have pages vs. representing as a fb user; I find it slightly disconcerting to "friend" an anonymous rep of a group.

Jennifer Schulze: (11:04) Organizational page allows the name "Library" unlike personal page; and makes it easy to set up hours

Dale Spindel: (11:05) To those of you who are already twittering, about how many followers do you have? What percentage of your card holders are following your twitters?

mg: (11:06) can photos be automatically posted to FB from something like flickr or picasa? so we only update one place

Lisa cohn: (11:06) bplnj has 268 followers. A lot are news sources, which is great,

since they get our posts. Don't know how many are card holders

Dale Spindel: (11:07) What is bpl?

Liz Burns: (11:07) my work twitter @njsltbbc has 168 follwers

Margaret Rose O'Keefe: (11:07) from susanne earlier: our library has a FB Group, not a page. Do you think it's important to switch to a page?

Liz Burns: (11:07) my personal @lizb has 2903 followers, but th at is an intended broader audience

Dale Spindel: (11:08) Liz, what library are you with?

Liz Burns: (11:09) i haven't analyzed work for who is a patron, but i also target those within blind/low vision community & i have followers w/in that community

Beth Cackowski: (11:09) bpl=Bloomfield Public Library

Liz Burns: (11:09) i am new jersey state library talking book & braille center

Liz Burns: (11:09) i also do want libraries/librarians for @njsltbbc b/c that is how ppl find out about us

Dale Spindel: (11:09) thank you, Beth and Liz

Arlen Kimmelman: (11:10) The bell just rang (like a crying baby at night!). Thank you for being here, Cliff and Joanne.

Jane Sawyer: (11:11) Do you allow students to post on the GSU Library page or is it all content generated by admin.s?

Susanne Benanti: (11:11) FB pages has an option to push status updates fromFB to Twitter. Isn't that a better option than the other way around?

andy pober: (11:12) can you recommend your top 10 apps/add-ons for twitter/facebook?

Susanne Benanti: (11:12) -or as good an option?

Mary marks: (11:12) We have 2 campuses, each with a library. Should they each have their own page?

Mary Jo Jennings: (11:13) is there a difference setting up as local business vs organization, don't remember seeing an organization

Jen Schureman: (11:13) How would you handle your administrations resistance because you cannot control the content of response?

Mary Jo Jennings: (11:13) on Facebook, sorry

Jane Sawyer: (11:14) A colleague of mine wrote a code to allow a catalogue search function app from the fb page- it's cool!

Leanna Povilaitis: (11:15) Is there no difference between what you should post on Facebook versus Twitter? Should they both have all the same content?

Barbara Laynor: (11:15) How often do you post to your facebook page at GSU? How many staff members post? Does one librarian manage the page?

john Sitnik: (11:17) Cliff, where are these options found?

john Sitnik: (11:18) options for type of FB pages?

Barbara Laynor: (11:19) How do you delete posts?

Jessica: (11:22) Should I assume no comments means they aren't interested or that I'm not posting user-friendly content?

Margaret Rose O'Keefe: (11:23) Did you already have a facebook account and then

simply set up a limited profile of sorts to create your library's page, or did you set up a new personal account for yourself to set up the library page?

Cliff Landis: (11:23) <http://www.facebook.com/pages/>

Jennifer: (11:25) i lost audio

Barbara Laynor: (11:25) How frequently do you post to the GSU blog?

Barbara Laynor: (11:26) Do you repeat posts every semester?

Joanne Roukens: (11:28) <http://www.facebook.com/LibraryLinkNJ>

Barbara Laynor: (11:28) Are you willing to share the GSU social media policies and procedures? Are you willing to share your social media strategic plan?

Cliff Landis: (11:28) <http://www.facebook.com/georgiastateulibrary>

Cliff Landis: (11:30) Barbara: [http://library.gsu.edu/Library\\_Social\\_Software\\_Policy.pdf](http://library.gsu.edu/Library_Social_Software_Policy.pdf)

Gina Allewelt: (11:30) thank you

Jane Sawyer: (11:30) Thank you!

Jennifer Schulze: (11:30) Excellent job Cliff!

Joanne Halloran 2: (11:30) thanks cliff and joanne

Jessica: (11:30) Thanks Cliff.

Maryellen Liddy: (11:31) Thank you!

Alka Patel: (11:31) tahk you

Don Latham: (11:31) Thanks Cliff

Donna Perkosky: (11:31) Fabulous Job, Cliff! Thank you!

Kathy Mulholland: (11:31) THANKS! gleaned some nice tips!

Pam Brooks: (11:31) Thank you!

Rosemary Donoghue: (11:31) Thank you

Roberta Trotter: (11:31) Thanks, Cliff. It was great!

Kelly Fitzgerald: (11:31) Thank you.

Susan Pober: (11:31) Can we get intouch with cliff if we have any more questions?

Susanne Benanti: (11:31) Thanks Cliff

Jennifer Schulze: (11:31) Can you post the eval link again

Irene: (11:31) !Thank you

andy pober: (11:32) great presentation!

Cliff Landis: (11:32) <http://clifflandis.net/> if you have more questions for me

Cliff Landis: (11:32) YAY SOPHIE AND JOANNE!!!! THANKS!!! \*APPLAUSE\*

Sophie Brookover: (11:32) Thank YOU, Cliff!

Cliff Landis: (11:33) <http://www.slideshare.net/clifflandis>