Chat Transcript
Get The Word Out: Using Facebook & Twitter for Outreach
and Community-Building, with Cliff Landis
LibraryLinkNJ Webinar: May 12, 2011

Cliff Landis: (5/12/2011 09:19) G'morning folks!
  Rena Blakeslee: (09:19) Good morning!
  Sophie Brookover: (09:20) Good morning, all!
  Rena Blakeslee: (09:20) Yes, loud and clear!
  Cliff Landis: (09:20) Please pardon me and Sophie while we get my mic set up...
  Cliff Landis: (09:21) Give me a few minutes, and we'll see!
  Rena Blakeslee: (09:21) We won't be using a mic so I think we are ready to go
  Rena Blakeslee: (09:21) Ok, will do! Thanks
  ladawna HARRINGTON: (09:22) i can hear thanks
  Cliff Landis: (09:23) We have the lovely chirping birds in the background! :)
  ladawna HARRINGTON: (09:23) our wake up call :)
  Rena Blakeslee: (09:24) yes, loud and clear.
  ladawna HARRINGTON: (09:24) I can hear
  ladawna HARRINGTON: (09:31) I am the HS librarian at Millburn HS in NJ
  Dennis Purves: (09:32) Good morning. I'm from the Linden Public Library.
  Joanne Roukens: (09:34) Good Morning everyone! I am providing tech support this morning.
If you have any problems with you audio/video during the program, we find that exiting and re-
entering the meeting room fixes most things. If your problem persists or you are having
another tech issue, please call me at 201-874-6885
  Cliff Landis: (09:36) http://www.freepdfconvert.com/
  ladawna HARRINGTON: (09:37) yes
  Sophie Brookover: (09:43) For anyone who plans to tweet this session, please use the
following hashtag: #LLNJ_word
  Sophie Brookover: (09:44) We invite those of you who are on twitter to follow us at
@librarylinknj
  Sophie Brookover: (09:44) And to Like us on Facebook: www.facebook.com/librarylinknj/
  Cliff Landis: (09:53) Twitter hashtag: #LibraryLinkNJWordOut
  Sophie Brookover: (09:54) #LLNJ_word
  Cliff Landis: (09:54) Oh, sweet!
  Cliff Landis: (09:54) MUCH BETTER!
  Cliff Landis: (09:54) true true!
  Nancy Madacsi: (09:55) Thank you, how are you today, we hear you
  Judi Pecoraro: (09:55) yes can hear you judi pecoraro from springfield public
  Rena Blakeslee: (09:55) Hello everyone! Glad to be joining you from Talbott Library in
Princeton, NJ
  Jeanine Dattolico: (09:56) Good morning, Jeanine & Catherine from Hasbrouck Heights
  Rena Blakeslee: (09:56) No, we are a part of Rider University
  Rena Blakeslee: (09:56) Westminster College of the Arts

Rena Blakeslee: (09:56) Yes, this is the Westminster Choir College

Ranjna Das: (09:57) Hi Sophie. I'm from Burlington County Library.

Rena Blakeslee: (09:57) which is part of the College of Arts

Rena Blakeslee: (09:57) etc

april kane: (09:57) Hi, I'm april from Woodbridge Public Library! Good Morning

maryann branciforti: (09:57) Hello from Linwood Library aka the Jersey Shore :-)

Elizabeth Egan: (09:58) Hello from Gloucester City

maryann branciforti: (09:58) Yes

Shannon Belden: (09:58) Hello from Ocean City Public Library

Janice P: (09:58) Hi everyone, Janice Painter from Princeton Pl here.

Jaime Fauver: (09:59) Good morning! I am one of the media specialists at Lenape HS in Medford, NJ

Jaime Fauver: (09:59) Yes, that was great! Thanks!

Rena Blakeslee: (09:59) did you mention that you were going to make the chat box bigger somehow?

Rena Blakeslee: (09:59) no

Beata Barrasso: (09:59) no

Barbara Weber: (10:00) Good morning from Wyckoff

Rena Blakeslee: (10:00) there we go

mary kearns-kaplan: (10:00) yes, that worked

Rena Blakeslee: (10:00) =)

Sam Pharo: (10:00) Good morning, I'm Sam from Boonton Holmes Library in Morris County

Sam Pharo: (10:00) Thanks!

Lisa Mihal: (10:00) Good Morning from Upper Saddle River Library

Ranjna Das: (10:00) I'm really liking Adobe Connect!

Lanora Melillo: (10:02) Morning. I'm from Secaucus

Lisa Bogart: (10:02) Hi from Somerset County Library System

John Malar: (10:04) John Malar, Cranford Public Library

Susan Briant: (10:05) Susan Briant Haddonfield PL

Sophie Brookover: (10:05) Welcome, John & Susan!

Sophie Brookover: (10:06) Our Assistant Director Joanne Roukens is here with us for technical support. Here's how she can help you today: Good Morning everyone! I am providing tech support this morning. If you have any problems with you audio/video during the program, we find that exiting and re-entering the meeting room fixes most things. If your problem persists or you are having another tech issue, please call me at 201-874-6885

Sophie Brookover: (10:07) If you are tweeting this session yourself, please use the #LLNJ_word hashtag.

Nancy Madacsi: (10:07) How much monitoring of the Twitter feed is needed?

Sophie Brookover: (10:07) And we would love for you to follow us on Twitter. We're @librarylinknj.

Sophie Brookover: (10:08) Nancy, I'll have Cliff address your question at the end. Please do re-post it at the end of the presentation so I don't leave it out! :-)

Nancy Madacsi: (10:16) not loading

Cliff Landis: (10:16) You may have to hit "play". If it does not load for you, go to: http://www.commoncraft.com/social-media-workplace-video

Sam Pharo: (10:19) I like it.

Sophie Brookover: (10:19) I'm so glad!

Sophie Brookover: (10:20) I think it does a great job of explaining how an organization can use social media intelligently, for better customer service.

Sophie Brookover: (10:21) Gary Vaynerchuk (author of The Thank You Economy & is That Guy From Wine Library) calls it "extreme customer care".

Elizabeth Egan: (10:22) lost audio

Elizabeth Egan: (10:23) looks like it is corrected

Sam Pharo: (10:23) I think it can be hard to admit you don't know what your customers want.

Sam Pharo: (10:23) Feels like you're out of touch, right?

Sophie Brookover: (10:23) The audio may come in & out at times -- it will catch up eventually.

Sophie Brookover: (10:24) If it gets really bad, we recommend exiting hte room & re-entering.

Cliff Landis: (10:24) http://www.facebook.com/help/?guide=set_up_profile

Cliff Landis: (10:27) http://www.facebook.com/help/?page=904

Sophie Brookover: (10:28) We here at LLNJ use HootSuite!

Sophie Brookover: (10:31) For those who may not be familiar w/it, http://bit.ly is a link-shortener, like tinyurl. It's used especially often on Twitter, along with ow.ly.

Lanora Melillo: (10:34) I have two accounts.

Sophie Brookover: (10:35) I have a number of friends who do that, too.

Sophie Brookover: (10:36) Can you shoot us the URL, Cliff?

Cliff Landis: (10:36) http://socialmediagovernance.com/policies.php

Cliff Landis: (10:37) http://library.gsu.edu/Library_Social_Software_Policy.pdf

Sam Pharo: (10:38) Absolutely.

Jaime Fauver: (10:39) That would be very important in a school to have all of the procedures and policies in place.

Sophie Brookover: (10:39) Jaime -- absolutely!

Sophie Brookover: (10:39) Do you think that's a conversation you & other LMS in your district can have w/your administration?

Jaime Fauver: (10:40) Definitely

Sophie Brookover: (10:40) That is wonderful! Those conversations are so important.

Nancy Madacsi: (10:43) What would constitute engaging content?

Sophie Brookover: (10:44) I can think of some ideas -- events going on at the library, extra hours you may be open during finals, materials or online content recommendations for your students & faculty...

Sophie Brookover: (10:44) (You're at an academic library, right?)

Nancy Madacsi: (10:45) Yes, no programs

Nancy Madacsi: (10:45) No extra hours for finals

Sophie Brookover: (10:45) Definitely re-use ideas that other academic libraries use.

Nancy Madacsi: (10:45) Perhaps the academics could post some of these

Sophie Brookover: (10:45) Are there other special things you do at your library that students may not be aware of?

Sam Pharo: (10:46) How can we add pages to our library's Facebook page?

Lanora Melillo: (10:46) I am a youth services librarian, I see a lot of library facebook pages posting photos of children. Is that okay? We haven't done that yet.

Nancy Madacsi: (10:46) Program at VALE stated that academic library pages not sucessful

Sam Pharo: (10:46) As in, layering content

Sophie Brookover: (10:46) I also recommend checking out the twitter feeds of other academic libraries to get ideas from them.

Joanne Roukens: (10:46) What about highlighting databases andhow they can help students?

Nancy Madacsi: (10:46) Good idea

Kathleen Gruver: (10:47) Lanora, we use a photo/video release form at my library and have parents sign off on it. Did that when I put up videos from a Silent Library program on our teen page.

dena price: (10:47) At my library we open our large meeting room as a quiet study hall during most finals.

Kathy Memoli: (10:48) School libraries could post summer reading lists, any after hours programs, book fairs, etc.

Judi Pecoraro: (10:48) We always ask parent or guardian to sign a release before using a photo anywhere. It isn't always possible or easy to get such a release signed, since parent/guardian is not always in the library with the children.

Lanora Melillo: (10:48) Thanks Kathleen and Judi. A lot of my teen programs do not have parents present, so it is difficult

Sophie Brookover: (10:48) I like those ideas, Kathy!

Barbara Weber: (10:49) if the person in a photo is not identified, is there an issue?

Sophie Brookover: (10:49) You could also (if you work a day or so during the summer) post about new materials that have arrived, w/photos of book covers, gadgets, etc.

Jaime Fauver: (10:49) At our high school, students have to have parents sign a media release form in the beginning of the year and we are made aware of any students who do not have media release and whose photos cannot be used

Sophie Brookover: (10:49) Jaime, that's great.

Judi Pecoraro: (10:50) for barbara, as far as i know even if you don't list or identify a person by name, if they are identifiable in the photo, you need a release.

Sophie Brookover: (10:50) Everyone, as you're probably aware, we have a new website: http://librarylinknj.org, and we definitely encourage you to continue this lively discussion at our new forums.

Lanora Melillo: (10:50) Thanks Jaime- that's something to consider!

Sophie Brookover: (10:50) You'll need to set up user accounts to do this -- download the Guidelines from the homepage before setting up your account.

Cliff Landis: (10:51) http://developers.facebook.com/blog/post/462/

Elizabeth Gilmour: (10:51) how do you get in touch with facebook technical support...

Ranjna Das: (10:52) That was fantastic.

Rena Blakeslee: (10:52) great job Cliff!

Dennis Purves: (10:52) Thank you!

Pennsauken Library: (10:52) Thank you, Cliff. Best presentation I've attended on this topic for its clarity and organization.

Barbara Weber: (10:52) Thanks very much, Cliff.

Jeanine Dattolico: (10:52) Is parental permission required for minors to access a library's twitter or facebook?

Elizabeth Egan: (10:53) when will this program be rebroadcast for those who could not attend today?

Susan Briant: (10:54) Thanks so much- well done!

Nancy Madacsi: (10:54) Academic libraries need assessment in terms of student learning. Can these tool be used for learning assessment. Number of hits don't matter

Lanora Melillo: (10:54) Jeanine- if the information is public, then no.

Lanora Melillo: (10:54) As in no log in required.

Ranjna Das: (10:55) Is FBML anything like HTML?

Jaime Fauver: (10:55) Any tips for getting users to "friend" you or follow in twitter? How did you initially promote these with your students?

Kathy Memoli: (10:56) You are suppoed to be 13 years old to have a FB page.

Elizabeth Gilmour: (10:56) okay, thanks! I didn't know if there was some other type of tech support that Cliff was talking about

Sophie Brookover: (10:57) Elizabeth E. -- I will post the recording link at our webinars wiki today! http://slcwebinars.pbworks.com

Elizabeth Egan: (10:57) thanks

Sam Pharo: (10:57) If we want to use Meebo, do I need to create an im account for each service for the library first?

Susan Briant: (10:58) You mentioned the terms of service for agreement to use Twitter - can you outline them briefly?

Nancy Madacsi: (10:58) Thanks good idea

Janice P: (10:59) Have you built any social media statistical reporting into your organization's regular reporting cycles/data? If so, what do you report and what tools are good to pull data?

Rena Blakeslee: (11:00) I was wondering what she was referring to with thte VALE program

Dennis Purves: (11:01) I know libraries being on Facebook has become pretty common. Do you know how many are currently using Twitter?

Sophie Brookover: (11:01) Susan B: Twitter Terms of Service right here: http://twitter.com/tos

Elizabeth Egan: (11:01) we are!

Elizabeth Egan: (11:02) meaning Gloucester City Library tweets

mary kearns-kaplan: (11:02) have to sign off. Thank you so much! Very helpful.

Sam Pharo: (11:02) More like, accounts in AIM,

Sam Pharo: (11:02) yes, exactly

Sam Pharo: (11:03) gotcha

Beata Barrasso: (11:03) You mentioned RSS Graffiti to push content from blog (WordPress) to Facebook. Is there a way to puch content from our library's website to Facebook?

Sophie Brookover: (11:03) Elizabeth, I will follow you right now! :-)

Sam Pharo: (11:03) thanks!

Susan Briant: (11:03) Sophie, he said he would address and I wanted to hear his specific ideas on privacy and the agreement- please pose that question-thanks

Elizabeth Egan: (11:03) we have just gotten started so don't get too exited.

Cliff Landis: (11:03) http://www.tosback.org/timeline.php

Sophie Brookover: (11:04) Oh, sorry, Susan! I will re-pose.

Sophie Brookover: (11:04) :-)

scaria: (11:04) hi

Susan Briant: (11:05) what are we signing away - we don't really have a choice if we want to use it? Individually and for the institution.

Sophie Brookover: (11:06) Elizabeth, I won't go nuts, but we definitely want to follow our member libraries throughout NJ.

Sophie Brookover: (11:06) What's your handle?

Susan Briant: (11:07) Ok, thanks.

Nancy Madacsi: (11:07) It was at the VALE conference

Rena Blakeslee: (11:07) a presentation?

Elizabeth Egan: (11:07) I don't know! My tweeting librarian will let you know when she gets here at 1.

Nancy Madacsi: (11:07) It dealt with a survey of Facebook pages and NJ Academic libraries

Nancy Madacsi: (11:08) The program indicated that most had pages but they were not successful

Rena Blakeslee: (11:08) can I search for this content on VALE's site?

Nancy Madacsi: (11:09) I'm not sure if it was posted to the Vale web page

Cliff Landis: (11:09) http://www.libsuccess.org/index.php?title=Twitter

Beata Barrasso: (11:09) joomla

Rena Blakeslee: (11:09) ok thanks! I will look around and see what I can find

Sophie Brookover: (11:09) Thanks, Elizabeth!

Kathy Memoli: (11:10) I know school libraries often use wikis for class research projects. Does anyone use wikis in the public library forum or has twitter replaced that?

Beata Barrasso: (11:10) our content cahnges several times a week -- programs, etc

Dennis Purves: (11:10) Just followed LibraryLinkNJ on Twitter with my personal account.

Sophie Brookover: (11:11) Thanks, Dennis! Would you like us to follow you back?

Nancy Madacsi: (11:11) Here is a link to the VALE conference

Nancy Madacsi: (11:11) http://www.valenj.org/annual-conference/2011/program#pm1

Beata Barrasso: (11:11) thanks -- i'll look into this

Rena Blakeslee: (11:11) thank you, Nancy!

Rena Blakeslee: (11:11) interested to see what this report says

Cliff Landis: (11:11) http://www.libsuccess.org/index.php?title=Twitter

Dennis Purves: (11:12) You can follow me back, but I don't say much on Twitter. Our library doesn't have a Twitter account yet.

evelynfischel: (11:12) bernardsville library, too

Stefanie Gostautas: (11:12) Mount Laurel is mtlaurellibrary on twitter

Doug Baldwin: (11:12) we use Twitter in Cranbury

Elizabeth Egan: (11:12) don't forget Gloucester City has a twitter acct

Shannon Belden: (11:12) ocean city @ocfpl

Doug Baldwin: (11:12) @cranburypl

Sam Pharo: (11:12) we link our twitter to our facebook

Lynn Baltimore: (11:12) UMDNJ Newark

Sam Pharo: (11:13) boontonholmespl

Sam Pharo: (11:13) I'll take a look

Sam Pharo: (11:13) Definitely!

Doug Baldwin: (11:13) sure

Shannon Belden: (11:13) Sure!

Lynn Baltimore: (11:13) Yes

Stefanie Gostautas: (11:13) That's be great!

evelynfischel: (11:13) bernardsville @bvilletweets

Lanora Melillo: (11:13) @secaucuslibrary

Janice P: (11:14) @PrincetonPL

Nancy Madacsi: (11:14) Yeah Kitty Moment!

Elizabeth Egan: (11:14) #!/gloucstrcitylib is our twitter.

Joanne Roukens: (11:14) I can hear the purring/

Shannon Belden: (11:15) I can hear purring

Dennis Purves: (11:15) @LindenLibraryNJ

Cliff Landis: (11:15) Feel free to follow me too: @clifflandis

Sophie Brookover: (11:15) http://librarylinknj.org/forum

Dennis Purves: (11:15) I just made it, so it's bare.

Lanora Melillo: (11:15) It's okay Dennis, I haven't been given access to mine yet. Only my director has the password :)

Sophie Brookover: (11:16) http://librarylinknj.org/sites/default/files/pdfs/Guidelines%20and%20FAQs%20for%20Using%20the%20LibraryLinkNJ%20Website_0.pdf

Sophie Brookover: (11:16) @librarylinknj

Lanora Melillo: (11:18) I wish you could register for events via facebook without a facebook account. It's overwhelming sometimes to keep track of that.

Lynn Baltimore: (11:18) http://twitter.com/#!/umdnj_smith_lib

evelynfischel: (11:18) what is the best time of day to capture your audience on facebook - morning, noon or evening?

Rena Blakeslee: (11:18) Thanks for this webinar! Very informative and really enjoyed this format instead of using the speaker phone!

Lanora Melillo: (11:19) would that depend who you're trying to reach out to?

Janice P: (11:20) HootSuite allows you to schedule posts ahead of time, yes?

Sophie Brookover: (11:20) Yes, indeed!

Lanora Melillo: (11:20) No, library events

Lanora Melillo: (11:21) We use evitebrite right now.

Lanora Melillo: (11:21) Because you have to be at least 13. Most of my patrons are under 13 :)

Lanora Melillo: (11:22) Thank you.

Barbara Weber: (11:23) since we have no social networking at present, which would you suggest we start with: Twitter or Facebook?

Barbara Weber: (11:24) Thanks...our website is Wordpress based so it is a blog of sorts, no?

Barbara Weber: (11:24) Cool...thanks!

Dennis Purves: (11:25) Thank you.

Elizabeth Gilmour: (11:25) We recently created a facebook page for the Bergenfield Public Library and were unable to successfully link our "places" (which someone else created) to our "page" on Facebook. Any suggestsions?

Rena Blakeslee: (11:25) Thanks a lot Cliff and Sophie!

Jeanine Dattolico: (11:25) Thank you - this has been a great webinar

Jaime Fauver: (11:25) Thanks! This has been very informative

Gair Helfrich: (11:25) Thanks for some great informaiton.

Joanne Roukens: (11:25) Thanks everyone for being with us today!

Elizabeth Gilmour: (11:26) okay thanks!

Kathy Memoli: (11:26) Thanks! Looking forward to using all this!

Elizabeth Egan: (11:26) We love webinars!

evelynfischel: (11:26) very good program.

Barbara Weber: (11:26) RSS graffiti is what is used for moving from blog to twitter, right?

Joanne Roukens: (11:26) More webinars are on there way.

Joanne Roukens: (11:26) their

Cliff Landis: (11:26) clifflandis@clifflandis.net

Cliff Landis: (11:27) http://www.facebook.com/RSS.Graffiti

Joanne Roukens: (11:28) Jess is on maternity leave!

Janice P: (11:28) Thank you!

dena price: (11:28) thank you! alot of useful info presented!

Shannon Belden: (11:28) thank you

Judi Pecoraro: (11:28) Thanks

Stefanie Gostautas: (11:28) Thank you!

Barbara Weber: (11:29) Thanks for everything...we are so enlightened and excited about this.

Lynn Baltimore: (11:29) Thank You

Lisa Mihal: (11:29) Thank you, very informative!

scaria: (11:29) thank-you

nancy zaccagnino: (11:29) thank you!

evelynfischel: (11:29) ditto

Sophie Brookover: (11:29) thanks, everyone for attending! I'll send out your CE certificates tomorrow!

Lanora Melillo: (11:29) thanks, have a great day

Lisa Bogart: (11:29) LOVED learning about the apps to help postings since there are so mahy to wade through!

Madelyn English: (11:29) Thanks