Web 2.0 for Small or Unique Libraries

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Links related to this Presentation

- Slideshare
  - http://www.slideshare.net/mschaff

- Wiki for this session
  - http://speciallibraries.wetpaint.com
Web 2.0 A Shared Definition

• Sites that have a primary function of enabling user-generated content
• Colorful, quirky, oddly named
• Personal in tone
• Distinctive features
  – Tagging
  – Friends
  – Subscription (RSS)
Why Libraries Love Web 2.0

• Marketing and outreach
  – Different (frequently younger) audiences
  – Display library content in new ways
  – Pulls new users towards existing resources

• New ways of organizing information

• Humanizes the library

• Monitor what’s being said about your library

• Easy and fun to use

• Price
Libraries Using Web 2.0

Get inspired!
Blogging

- Wordpress, Blogger, LiveJournal
- Hosted on or offsite
- Becoming more integrated with “official” websites
- Wide variety of uses
  - Events
  - New books/reviews
  - Library director
Mapping

- Google Maps, Platial, Picasa etc.
- Create original maps unique to your library (sites nearby)
- Reimage print maps in your collection digitally
- Create mashups by combining geographic tagging with photos
Wikis

- PBWiki, Wetpaint
- Library staff only or open to the public
  - Desk manuals
  - Topic guides
  - Local history

Washington History Day Topic Guide

History Day is a contest that encourages you to use primary sources to get an up-close and personal view of an historical event. More than finding a summary in an encyclopedia or locating some pictures on the web, primary sources work to illustrate your topic from a first person point of view. And while you can find primary sources online, the real thrill of historical research comes from holding actual documents from that time in your hands!

Use this online Topic Guide to search for subjects within Pacific Northwest history that are of interest to you and locate primary source documents on these topics in nearby archives or libraries. You can browse for subjects in the following ways:

- **Browse by Subject**
  Look at general topics in PNW History and then find specific issues you can investigate further

- **Browse by Time Period**
  Find specific topics broken down by era (examples: 1800s, 1940s)

- **Browse by Library or Archives**
  Use this method if you want to find out what collections are available at a specific archives or library.

You'll also want to make sure that any topic you select really reflects this year's theme.

Remember: time spent using the primary and secondary research sources in these collections will be rewarded by the firsthand experience of historical discovery and reflected in the historical quality that judges will be looking for in your History Day project.

Questions? Try asking around on our **Discussion Forum** or you can Ask a Librarian at the Washington State Library.
Social Cataloging

- LibraryThing, IRead, Shelfari.
- Collection highlights, new books
- Tag browsing versus LOC or Dewey
- Making connections between users
Social Indexing
Social Networking
Event Promotion & Marketing

Eventful
Other Popular Examples

- Instant messaging (Meebo)
- Twitter
- Videos (YouTube)
- Podcasting
- PageFlakes
- Zotero
- Second Life
Looking for More Inspiration?

- Subscribe to library tech blogs
  - Information Wants to Be Free
  - Tame the Web
  - iLibrarian
  - Librarian in Black

- Library Success Wiki
- Ellyssa Kroski’s new book
Obstacles Blocking the Way to Web 2.0 Implementation

Inspiration then Perspiration
Obstacle #1: Poor Planning

• Lack of clear goals
• Focus on the technology rather than content
• Unclear audience
• Wrong collection or focus
• Unrealistic time expectations
• Minimal staff training
Obstacle #2: Who’s the Boss?

• Who will make the pitch?
• Who will approve the project?
• Who will write or edit?
• Who will train the staff?
• How will staff support the project?
Obstacle #3: IT Objections

• Third party website
  – Other people’s content
  – System backup

• “Security”
  – Java fears
  – Privacy concerns

• Time constraints
  – No one has time
  – Relationship to other projects
Obstacle #4: Poor Follow-Through

- Inconsistent updates
- Inappropriate content
- Impersonal/overly personal tone
- Infrequent monitoring
- Staff fatigue
15 Objections to Using Social Learning

- Socialize!
- What does this have to do with training?
- Control of information
- Posting anything, including bonobos
- How do you know it’s accurate?
- Mixing things up
- The information is wrong!
- Out of date information

- They aren’t technical
- Wasting time
- Too much info
- How will you measure it’s working?
- How do you measure ROI?
- Prove it!
- The silent yet deadly

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Preplanning Your Web 2.0 Project

SWOT Analysis
Using SWOT to Plan Your Project

- Tool used in a marketing context
- Use before implementation
- Can be useful when used in combination with other planning tools
<table>
<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Direct communication with our users</td>
<td>• Possibility of reaching new audience</td>
</tr>
<tr>
<td>• Rapid communication</td>
<td>• Might lead to website redesign</td>
</tr>
<tr>
<td>• Ability to get new feedback</td>
<td>• Might lead to other web 2.0 projects</td>
</tr>
<tr>
<td>• Chance to tell new stories</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Requires constant monitoring</td>
<td>• Users might leave inappropriate comments or no comments</td>
</tr>
<tr>
<td>• Requires consistent updating</td>
<td>• There might be conflict over “who’s in charge”</td>
</tr>
<tr>
<td>• Scope of content needs to focused and interesting</td>
<td>• There might be rules from outside our agency that apply</td>
</tr>
</tbody>
</table>
WSL Lessons Learned from SWOT

• Appeal frequently to all team members for interesting content
• Establish alerts for new comments and make sure the spam filter is effective
• Create a blogging and commenting policy
• Make the link between the new blog and the library’s mission obvious to all staff
The Action Plan
Good Idea?  Bad Idea?
Is your idea convincing?

Will management like it?

Have you planned it all out?
The Plan…

What is the activity? Be exact

What need are you addressing?

Who is your audience? Or user group?

Any potential partnerships? Local groups, non profits, etc?

Define the exact steps and who is responsible for each step

Determine a marketing plan – how and what!

How will you evaluate? Make it doable!
Treat Your Web 2.0 Like Any Other Outreach Program You Want To Start
Meebo – A Case Study
Special Users

- Special Needs
- Unique Resources
- Sometimes no online catalog
- Need to walk in the door to get help

Meebo can change how they find/receive/gather information
“We don’t do that in Idaho”

“I don’t trust that web site, and I don’t know what it does”

“We don’t need that”

“Ewww. I hate kids”
Developed

Criteria

Training

Action Plan

Staffing: Staffing will be done by those on the reference desk.

Responding: Answer as soon as possible, and leave note if you will be away from the desk. Respond with short, quick responses.

Training: Show how to type, how to copy and paste transcripts, and how to change your name so you can be a person, rather than an unidentified “staff”.

Time limit: Time limit for query should be very short and brief and the
Exactly what and how it needs to happen

It’s free

It’s part of our job anyway

Our IT person thought it was a good idea as she wanted to address the **2000 visitors** as well....
Mission: This activity supports the strategic plan because by providing this access to reference staff online, we are promoting Idaho’s cultural heritage, thereby supporting the mission, because we are directly speaking with the 2,000 online visitors per day who come to our website looking for historical information. Currently, of that 2,000, less than one percent email or call us for information help.

Compare that with the 8-12 people who come in the door every day.
Biggest Seller

Would we ignore 2000 people if they were standing in the library?
Adding more web services brings more people in.

Our numbers of people walking in the door are skyrocketing.

Maybe it is rocket science.

2.0 is a form of outreach.
We tested out the product and used everyone’s feedback to determine what to do next.

- Put Meebo on a hidden page
  - Only sent the page to a hidden user group
  - Evaluated qualitatively with quotes!

Problems?

- Flash player is necessary
  - Can’t post a link in the chat window that’s live – copy and paste
“I love the instant response and I think patrons will too.”

“It worked fine.”

“Very easily!”

“I am not a big fan of instant messaging but I will try it.”

“Good, fast.”
Plan

**Desired results:**
Increased use and understanding of the Idaho State Historical Society. Customer understanding of the services we provide. These are measurable in a qualitative manner by compiling quotes from Meebo conversations.

**Evaluation plan:**
Compile transaction reports from Meebo conversations to analyze what worked and what did not work. Each Meebo staffer will compile the transactions of each chat to be analyzed after trial period ends.
Action Steps

**Action steps:**
- Train reference staff on chat tool (half hour) (Amy, Tobie, Steve)
- Show staff standards and how to change names.
- Upload Meebo chat window onto PARL website (Chris Brady).
- Staff Meebo chat window while on the reference desk and answer questions as they arrive.
- Be flexible and willing to learn.

**Marketing steps:**
- Since this is a trial program, and also supports the 2,000 unique visitors to the website daily, no marketing is needed at this time until a use plan has been determined.
Success!

• Everyone uses it – every age
• People love it
• Teens leave me notes in l33t speak on the meebo widget when we’re not open
• On average used 10 times per week
• The Board says, “It’s music to my ears!”
Summary

• One beta run with select group of staff and friends
• Provided convincing data
• Free service
• Serves our mission
• Provided exact steps to success
• Used simple evaluation terms – people say that they like it!
Results
Tips for Overcoming Obstacles

You can be inspiring too!
Tip #1: Make Your Pitch Sing

• Come prepared
  – Bring statistics, survey results, journal articles

• Make sure your project has strong ties to your mission and values (library and program)

• Have concrete and realistic goals

• Don’t obsess over Captain Bringdown

• Chris Brogran’s 12 Ways!
Tip #2: Walk the Walk

• Assign and train for specific duties
• Consistently advocate for your project as a team
• Address concerns and be willing to compromise
• Get everyone involved
Tip #3: Evaluate Your Project

• Ask the Hard Questions
  – Is it working?
  – Why/why not?
  – Can it be improved?
  – What’s the response?
  – Would something else work better?
  – Should you pull the plug?
What’s a wiki?

http://commoncraft.com/video-wikis-plain-english
PNLA 2008:

Web 2.0 for
Small or Unique Libraries

Thanks for attending
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http://speciallibraries.wetpaint.com/