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Web 2.0 and Depository Web Sites: A Winning Combination

J. Peter Thayer
Reference & Access Services Librarian / Assistant Professor
Legacy Library
Marietta College
Marietta, OH

Marietta College Library

- Selective depository since 1884
- Only depository in the Parkersburg-Marietta-Vienna, WV-OH MSA
- Legacy Library, the current facility, opened January 2009

Depository Web Site - History

- **Web 1.0 Era : 2002-2007**
  - 2002 – Site goes online
  - 2004 – Changed design; edited and added content
- **> Web 1.0 but < Web 2.0 Era : 2007- early Sep. 2009**
  - Changed design
  - Edited and added content
  - Provided access to selected political and government rss news feeds
  - Provided ability to search .gov and .state.us sites via a Google custom search box
- **Web 2.0 Era : Late Sept. 2009 –**
  - Changed design
  - Incorporated several Web 2.0 features

Why did I go 2.0?

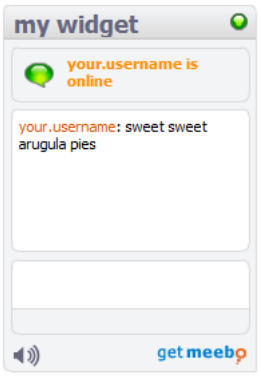
- Wanted to enhance site content while minimizing file space on the library's web server
- Wanted to offer interactive opportunities to users, not just a bunch of static web pages
- Wanted a better vehicle for promoting depository resources and services to users, namely students and faculty
- Like to keep up with technology trends and implement new technology where practical and feasible
- Many Web 2.0 tools are web-based, simple to learn and use, and FREE

Web 2.0 Tools and Services - Which ones did I decide to use?

- Meebo Me widget – instant messaging
- AddThis button – sharing and bookmarking
- Google Custom Search – customized searching
- Delicious.com – social bookmarking
- Feed2JS – RSS feed conversion

Web 2.0 Tools & Services – Meebo Chat Widget

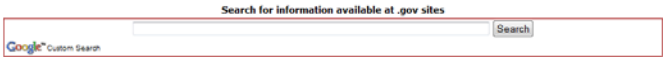
- Available at http://www.meebome.com
- Lets patrons access your IM service without leaving your site
- Benefits
  - FREE
  - Easy to incorporate into any web page
  - You can customize widget's display colors, title, and size
- Implementation requirements
  - Meebo.com account
  - Some HTML knowledge



Web 2.0 Tools and Services – AddThis Button

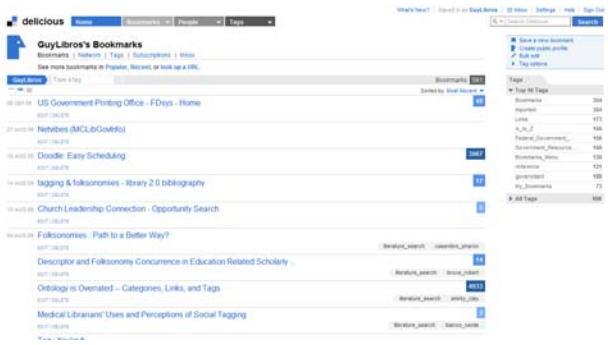
- Available at http://www.addthis.com
- Lets your patrons bookmark your page and share it with others
- Benefits
  - FREE
  - Easy to implement
  - Effective promotion tool
- Implementation requirements
  - Some HTML knowledge
  - An account for a service that partners with AddThis (Delicious, Facebook, Gmail)

Web 2.0 Tools and Services – Google Custom Search



- Available at: http://www.google.com/cse
- Lets patrons search for information in sites or domains chosen by YOU
- Benefits
  - FREE
  - Easy to implement
  - You can take advantage of several customization options (search engine name, look and feel, included sites, excluded sites)
  - You can set up your search box to search an entire domain (.gov), a specific site (whitehouse.gov), or a collection of related sites
- Implementation requirements
  - Google account
  - Some HTML knowledge

Web 2.0 Tools and Services – Delicious.com



- Available at: http://www.delicious.com
- Lets you store, manage, tag, and share links from a centralized source

Web 2.0 Tools and Services – Delicious.com

- Benefits
  - FREE
  - You can search for and add bookmarks from others' Delicious.com collections
  - You can add annotations to your bookmarks
  - You can assign your own tags to your bookmarks
  - You can utilize tools that allow you to display your bookmarks (linkrolls) and your tags (tag clouds) on your web site
- Implementation requirements
  - Delicious.com account
  - Some html and CSS knowledge if you want to incorporate linkrolls and tag clouds into your site

Web 2.0 Tools and Services – Feed2JS

- Available at: http://feed2js.org
- Converts RSS feeds into Javascript so you can display them on your web site

Web 2.0 Tools and Services – Feed2JS

- Benefits
  - FREE
  - Easy to implement
  - You have flexibility in terms of feed display (number of feed items, posting dates)
  - You can preview the feed before you incorporate it into your web site
- Implementation requirements
  - Some html knowledge
  - NO account requirement

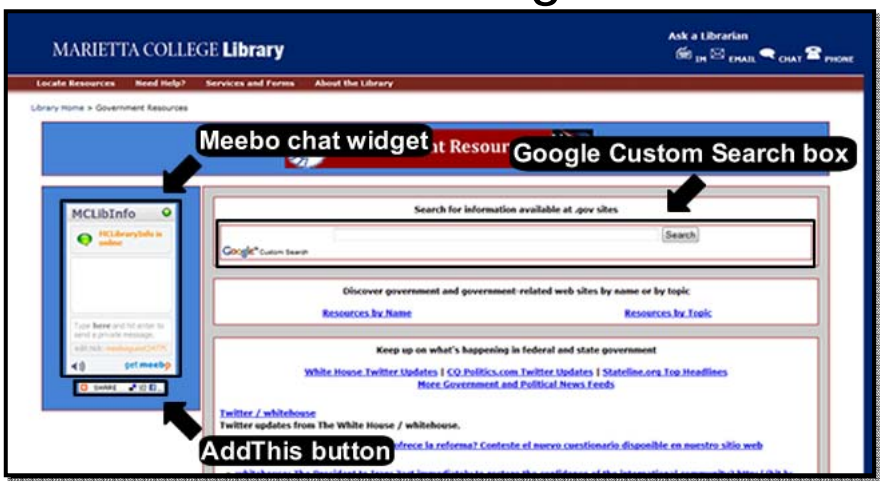
By going Web 2.0, I was able to…

- Decrease the number of pages within the site (2007 – 39; 2009 – 8)
- Increase the number of unique links to external content (2007 – 59; 2009 – 276)
- Focus more time on finding content and less on site design
- Implement a more efficient means of managing web site content
- Implement tools that will hopefully promote our government resources and services in a more effective manner

Marietta College Library Government Resources Web Site

http://library.marietta.edu/government/index.html

Home Page



Home Page

Resources by Name

Resources by Topic

Possible future Web 2.0 initiatives

- Include government resource information and tools within our Facebook site (in progress)
- Utilize Twitter as a promotion and alert tool
- Create mashups using Yahoo! Pipes (e.g. feed of news releases from different federal agencies)

How do you incorporate all this stuff into a web site?

- Go to http://www.slideshare.net/GuyLibros/ for instructions on how to work with the tools and services discussed in this presentation

Delicious.com Demo

For further information…

Snail Mail: J. Peter Thayer
Legacy Library, Marietta College
220 Fifth Street
Marietta, OH 45750

Email: thayerp@marietta.edu

GoogleTalk IM: dawesman97