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Web 2.0 and Depository Web Sites: A Winning Combination

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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



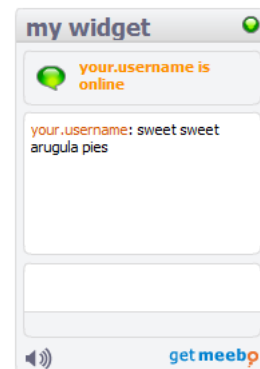
Web 2.0 Tools and Services - Which ones did I decide to use?

- 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)



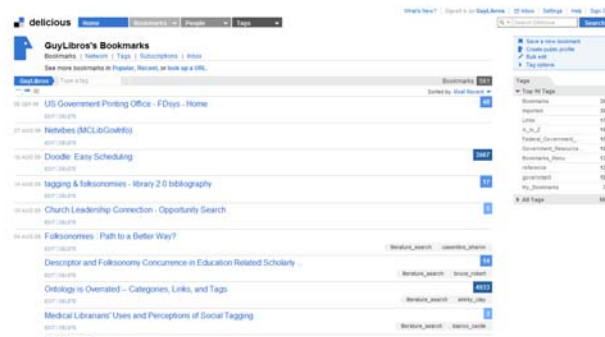
Web 2.0 Tools and Services – Google Custom Search



- 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

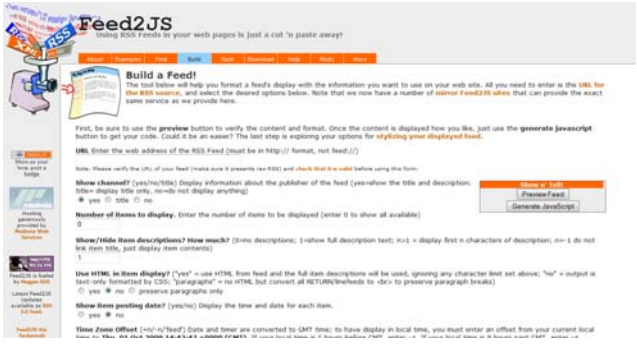


Web 2.0 Tools and Services – Delicious.com


- 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



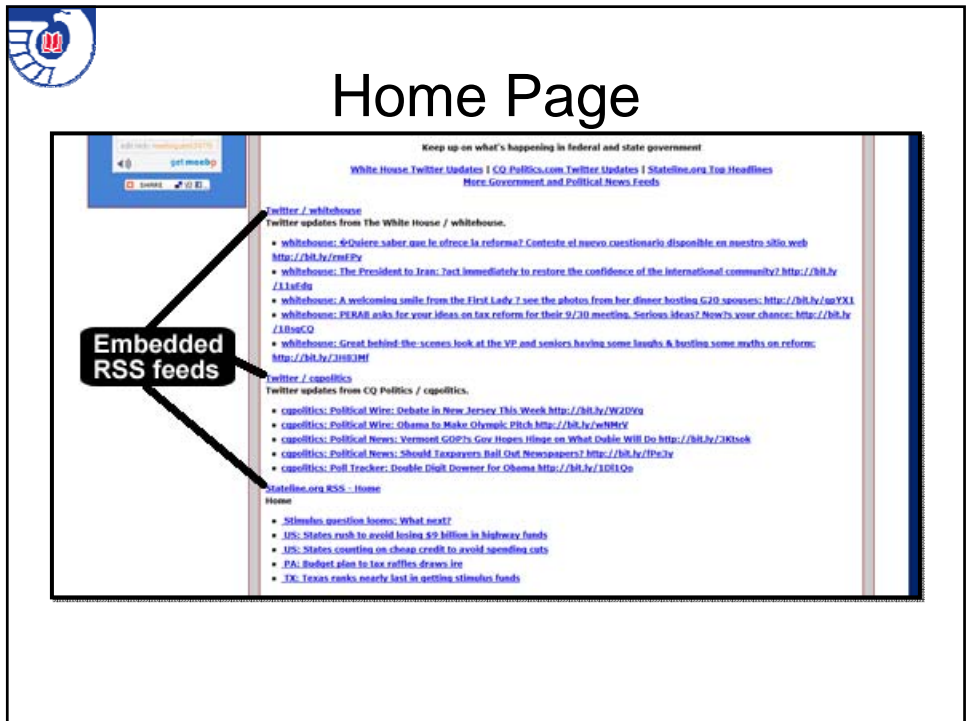
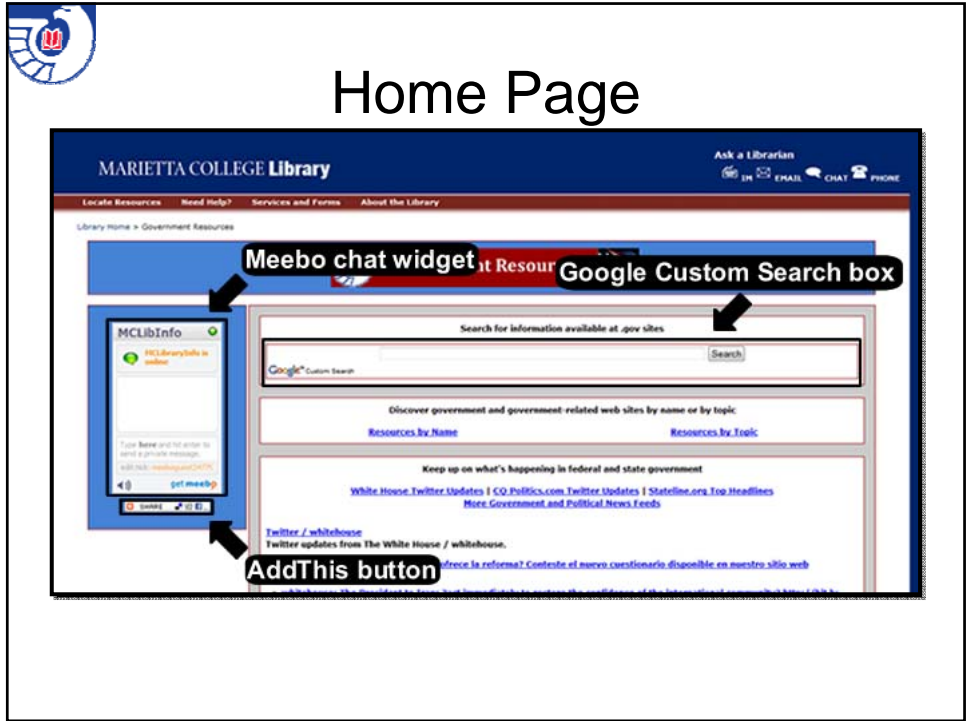
By going Web 2.0, I was able to...

- 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>



Resources by Name

Library Home > Government Resources > Resources by Name A-D

Government Resources

Resources by Name: [A-D](#) | [E-H](#) | [I-L](#) | [M-P](#) | [Q-T](#) | [U-Z](#)

Government Resources - A

- [A-Z Index of U.S. Government Departments and Agencies](#)
- [Administrative Notes](#)
- [Administrative Notes Technical Supplement \(ANTS\)](#)
- [Aeronautics and Space Report of the President](#)
- [Agricultural Statistics](#)
- [Agricultural Statistics \(Print Resource at Leavac Library\)](#)
- [ALNizon](#)
- [Alternative Fuels and Advanced Vehicles Data Center](#)
- [Amber Waves](#)
- [America - Engaging the World - America.gov](#)
- [America's Children - Key National Indicators of Well-Being \(Print Resource at Leavac Library\)](#)
- [American FactFinder](#)
- [American Housing Survey](#)
- [American Memory from the Library of Congress](#)
- [American Presidency Project](#)
- [Annual Energy Review - Energy Information Administration \(EIA\)](#)
- [Annual Survey of Manufactures \(ASM\)](#)
- [At a Glance Tables](#)
- [ATSDR - ToxFAQs™: Hazardous Substance Fact Sheets](#)

← **Delicious.com linkroll**

Resources by Topic

Library Home > Government Resources > Resources by Topic

Delicious.com tag cloud

Government Resources

Resources By Topic

• **A** agencies agriculture air_pollution air_quality airports alcohol alcoholism alternative_fuels american_history appalachia **B** banking botany budgets business **C** campaign_finance campus_safety cancer careers census children cities citag_government_publications climate colleges_s_universities companies **congress** congressional_districts conservation constitution consumer_safety consumers copyright countries courts crime criminal_justice **D** data depository_management diabetes diesel_fuel diet digestive_diseases directories drug_abuse drugs **E** e-commerce economy education elderly elections electricity employee_benefits employee_wages **employment** endangered_species energy engineering environment executive_orders exports **F** fauna families fdip federal_depository_library_program federal_government_resources financial_aid fire_safety firearms flight_delays food_safety forecasts foreign_policy forms fuel fuel_prices **G** gas_prices gasoline geography geology global_warming government_funding **government_related_resources** governors grants greenhouse_gases **H** hazardous_substances health health_care highways historical_data historical_documents historical_statistics hospitals housing human_services immigration imports income_taxen industries international_marketing invasive_species jobs jobs_money_diseases **L** lanes legislation lesson_plans loans **M** manufacturing maps market_research mars media medicine mental_health morbidity mortality motor_vehicles motor_vehicles_multimedia **N** nacs natural_resources news_notices nursing_nurses nutrition **O** occupations ohio **P** passports patients periodicals pharmaceuticals politics population president press_releases **print_resources** proclamations product recalls public_policy **Q** quick_facts **R** regulations research rules **S** safety scholarships schools science search_tools sci_104 forms small_business soil space speeches state_government_resources state_legislatures **states_statistics** students substance_abuse supreme_court **T** taxes teaching_resources time_zones trade transportation travel treaties **U** unlogic_diseases visas **W** waste_management water_quality weather wetlands wildlife women youth **Z** zip_codes 2010log

• I am multidimensionally on Delicious
• Add me to your network



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



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