



A Little Bird Told Me


How Twitter can be used to
Promote Government Information

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DLC 2011


[@feddocs](#)

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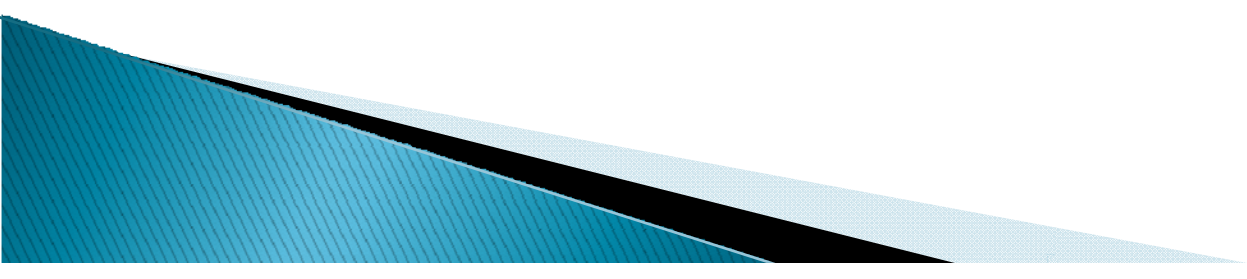
Federal Documents Department Earl K. Long Library University of New Orleans

- ▶ UNO opened in 1958; located in New Orleans
 - ▶ Became a depository in 1963 and began receiving documents in 1964
 - ▶ 91% selection
 - ▶ We began tweeting in March 2009
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What is this “Twitter” you speak of?

- ▶ Twitter is a microblogging tool—a site that gives you 140 characters to express yourself
 - ▶ It is perfect for sending out succinct comments and even links
 - ▶ “Twitter is a real-time information network that connects you to the latest information about what you find interesting.”
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And you're doing what with it?

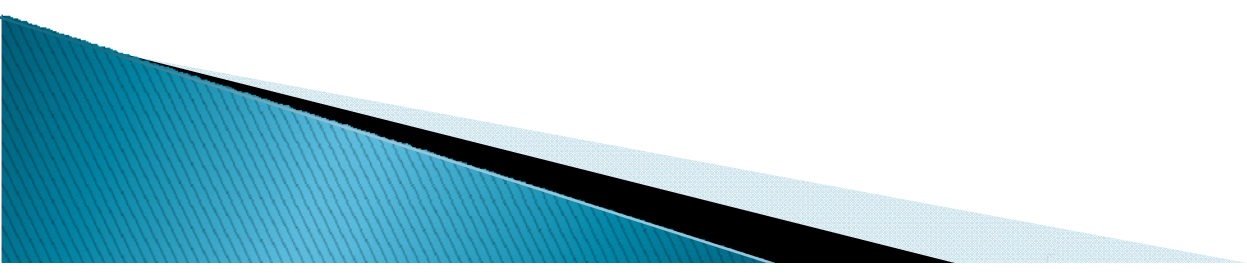
- ▶ We are tweeting digital government documents
 - ▶ Between the hours of 8am and 8pm Central, a tweet goes out every 2 hours with the name of a document and the link to it
 - ▶ That's seven documents a day; 49 a week
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Why?

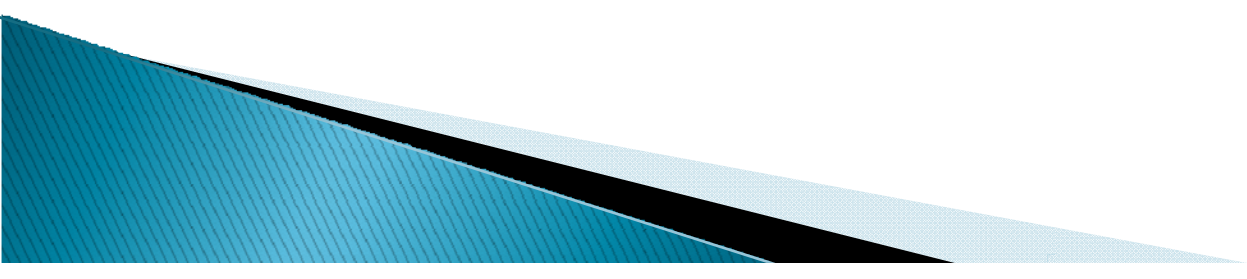
- ▶ To spread the information around
 - ▶ Our account reaches over 300 followers; when one of those followers retweets or “favorites” a tweet, it then spreads to all of their followers, and so on
 - ▶ With millions of users on Twitter, we are greatly expanding our impact
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How do you have time for this?

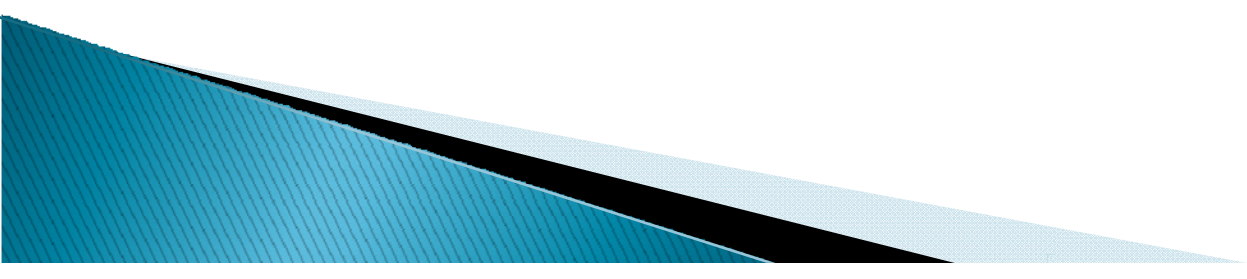
- ▶ Once a week, sometimes once every other week or so, we go to the GPO catalog and find new digital documents to share.
- ▶ We log in to SocialOomph and get several weeks worth of tweets out in about an hour



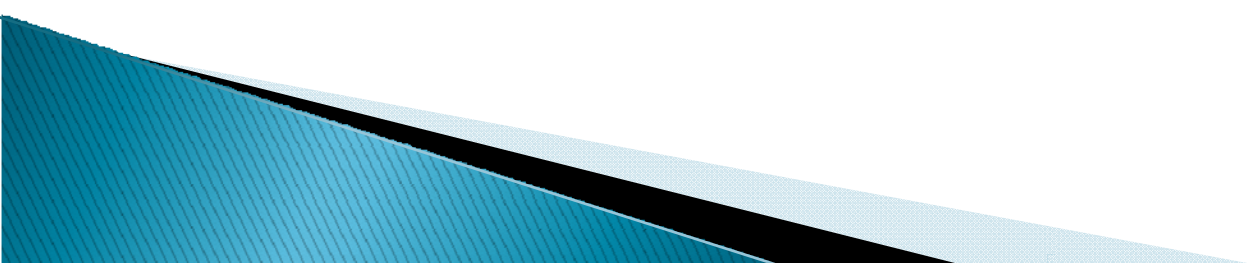
Step 1: Getting the Links

- ▶ Go to catalog.gpo.gov
 - ▶ Click on New Titles
 - ▶ Scroll down to New Electronic Titles
 - ▶ Click on the time span you want
 - ▶ Then begin the process of copying/pasting
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Step 2: Scheduling the Tweets

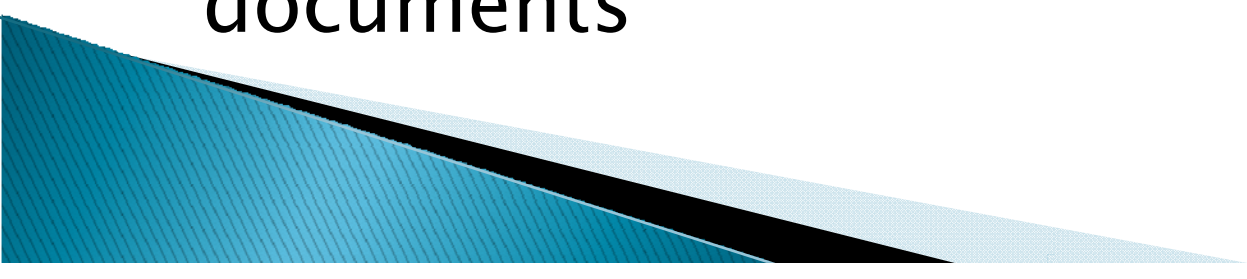
- ▶ Log on to SocialOomph.com
(create an account if you don't have one...it's free)
 - ▶ Click on Schedule New Update
 - ▶ Paste the title, then paste the link
 - ▶ Check the length and shorten the title and/or url if necessary
 - ▶ Set the date and time and click Submit
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Demonstration



Do I have to do *this* with Twitter?

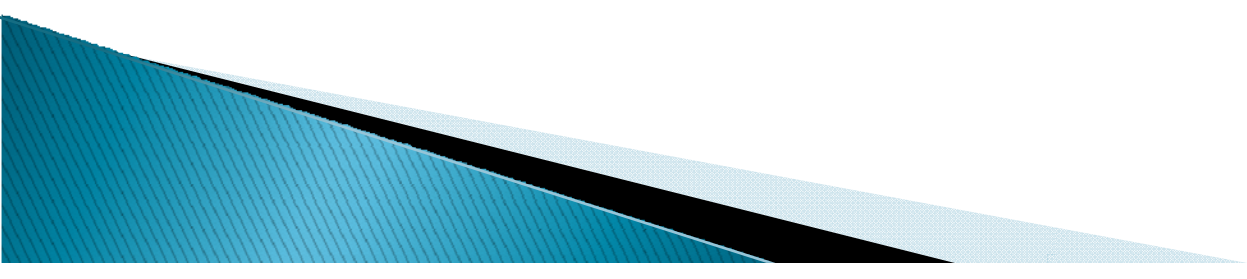
Not at all! You can use Twitter to...

- ▶ Promote physical documents and resources in the library
 - ▶ Promote a blog about government information
 - ▶ Spread awareness about endangered documents
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Seriously...does anyone even notice?

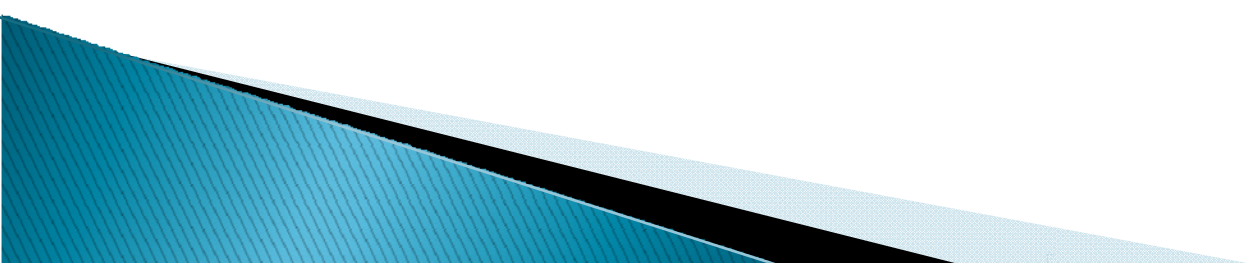
Actually, yes. Quite a few of our tweets have been marked as favorites or retweeted by other librarians and libraries.

We've even received this honor from the American Library Association (@ALALibrary) and the Law Library of Congress (@LawLibCongress).



What else are you doing with Twitter?

- ▶ We have also launched Tweet-a-Librarian at UNO; we basically answer reference questions via Twitter.
- ▶ We also use Twitter to promote blog posts and library events



Questions?

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<http://www.linkedin.com/in/sonnet>

<http://twitter.com/feddocs>

Sites that are useful...

GovTwit <http://govtwit.com>

US Government on the Twitter Fan Wiki <http://twitter.pbworks.com/USGovernment>

Tweet Congress <http://classic.tweetcongress.org/>

Tools for Twitter...

Twitter <http://twitter.com>

SocialOomph <http://www.socialoomph.com>

TweetDeck (this is a free program that requires installation on a computer)

Programs that our department uses with Twitter...

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

Blogger <http://www.blogger.com>