





**Using Twitter and other
Forms of Social Media to
Promote a Federal
Depository Library**



**Who? What? Where? When? Why?
How?**

Who?	Who are we doing this for? Who is going to be involved?
What?	What steps can we take to let the public know about our FDLP Library?
Where?	Where can we start reaching out?
When?	When do we need to start?
Why?	Why do we need to reach out?
How?	How are we going to fit this into our very busy schedule?

Paula L. Webb, University of South Alabama

Question 1: Who?

Who are we doing this for? Who is going to be involved? We have to consider who is going to use what we provide.

- **Our Patrons/Clients/Friends/Followers**

Professors, Faculty, Doctorial Students, Master's Students, Ungraduates, Community Learner, District Representative, etc.

- **Other Professionals/Librarians/Depositories**

Other Depository Librarians, Reference Librarians, Legal Librarians, Science Librarians, etc.

Paula L. Webb, University of South Alabama



What FDLP Users Say...

FDLP Users Speak: The Value and Performance of Libraries Participating in the Federal Depository Library Program, July 28, 2011

Thanks for putting the survey together, the FDLP is a valued program and it's not advertised at all in our library.

What is the problem?

This survey response reflects that I was unaware of the FDLP, yet have been using aspects of it for years.

What is the problem?

I think the Federal Depository model is obsolete and should be discontinued in favor of a totally online environment.

What is the problem?

I would also allow those libraries to reassign librarians in those areas to other service-areas of the library.

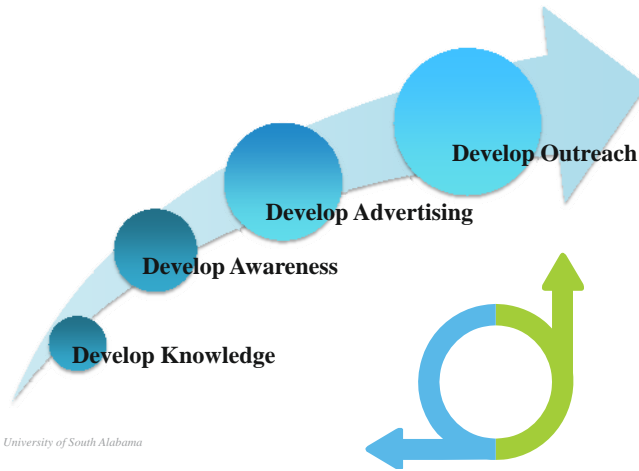
What is the problem?

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Question 2: What?

What steps can we take to let the public know about our FDLP Library?



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Developing Knowledge...

What do you need to change in your government documents department?

1 "The place to begin is to move from passively receiving government information to actively developing collections, including government information, for the needs of subject-based research."

Government Information Collections and Services in the Social Sciences: The Subject Specialist Integration Model by Debora Cheney (Journal of Academic Librarianship)

2 "FDLP's primary goal is to ensure that government information is always available for public access – regardless of past or future technological choices."

Implications of harmonizing the future of the federal depository library program within e-government principles and policies by John A. Shuler, Paul T. Jaeger, John Carlo Bertot (Government Information Quarterly)

3 "The decline in the use of government information is not a matter of finding tool, format, location or classification. It is a matter of training and education – of both academic librarians and of social science researchers."

Government Information Collections and Services in the Social Sciences: The Subject Specialist Integration Model by Debora Cheney (Journal of Academic Librarianship)

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Develop Awareness...

Let them know who you are, where you got it and where they can get more.



“Government information librarians, after nearly 15 years changing in this digital world, are much more proficient in reaching out to patrons and helping them find, use, and understand government information online.”

Implications of harmonizing the future of the federal depository Library program within e-government principles and policies by John A. Shuler, Paul T. Jaeger, John Carlo Bertot (Government Information Quarterly)

“By promoting interactivity through social networking, e-mail, and other tools, librarians can create more open and transparent public institutions and empower citizens to connect directly with each other, legislators, and government agencies.”

Academic Libraries As Hubs for Deliberative Democracy by Nancy C. Kranich (Journal of Public Deliberation)

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Develop Advertising...

How can you let the community know you exist?

“Using social media – such as blogs, wikis, social networking sites, RSS feeds, cloud applications, and virtual worlds – to make government information available and to provide means of direct contact with the government. These same tools have been used to encourage citizens to generate content for the government, such as the Department of Health and Human Services...”

Transparency and technological change: Ensuring equal and sustained public access to government information by Paul T. Jaeger and John Carlo Bertot (Government Information Quarterly)

...instead of becoming islands of paper and print, depositories and GPO can seek to build from the organizational advantages of other electronic government initiatives that seek transparency, openness, and e-government. By harmonizing the program’s public service and national collection responsibilities with other government information and technology laws and regulations, the FDLP could act as a conduit to broader context of digital government services that provide enhanced user services.

The Federal Depository Library Program (FDLP), Academic Libraries, and Access to Government Information by Paul T. Jaeger, John Carlo Bertot and John A. Shuler (Journal of Academic Librarianship)

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Question 3: Where?

Where can we start reaching out?

On Campus (small groups)

1 “As the source of e-government, academic libraries are delivering services ranging from assistance with filling out job applications and filing unemployment claims, to registering to vote and interacting with government agencies and officials.
Academic Libraries as hubs for deliberative democracy
Nancy C. Kranich
(Journal of Public Deliberation)

Community (medium groups)

2 “...many people with no other access, with insufficient access, and who need assistance using e-government, go to public libraries to access e-government.”
User Centered e-government: Challenges and Benefits for Government Websites
J.C. Bertot and P.T. Jaeger
(Government Information Quarterly)

Conference (large groups)

3 Academic libraries can transform their roles from citizen access to becoming “hubs” for improved access to and input into government information and services, thereby transforming governance and renewing democracy in the 21st century.
Academic Libraries as hubs for deliberative democracy
Nancy C. Kranich
(Journal of Public Deliberation)

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Question 4: When?

When do we need to start?



President Barack Obama issued his
Open Government Directive in December of 2009

Transparency

Participation

Collaboration

We can help agencies connect with our community.

Paula L. Webb, University of South Alabama



Question 5: Why? Why do we need reach out to the public?

“As GPO grapples with shifts in its technologies – evolving from a traditional printing plant to something else in the world of the internet – FDLP’s participating libraries must deal with their own local pressures that demand rapid shifts in resources (funding, space, staff)...”

Implications of harmonizing the future of the federal depository library program within e-government principles and policies, John A. Shuler, Paul T. Jaeger, John Carlo Bertot (Government Information Quarterly)

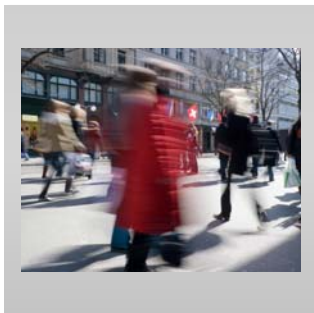
“The importance of widely distributed and accessible government information in a democratic society, along with an informed citizenry who actively contribute to their civic obligations – voting, running for office, working for social, economic, and political change – remains the foundation of the American constitutional republic.

Reconciling government documents and e-government: Government information in policy, librarianship, and education John Carlo Bertot, Paul T. Jaeger, Shannon N. Simmons, John A. Shuler (Government Information Quarterly)

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Question 6: How? How are we going to fit this into our very busy schedule?



There are tons of guides out there for how to use the various forms of social media. This is not the “real” problem.

**My real problem –
I DO NOT HAVE THE TIME!**

My guess is you are in the same situation. How can we work research, social media and all the other online types into our schedule?

Paula L. Webb, University of South Alabama



Searching the Web

Google Alerts

1. Google Alerts - <http://www.google.com/alerts>
 - Still in beta
 - Enter your search term
 - Choose which format you want an alert. (Everything, news, blogs, video, discussions)
 - Choose how often you want alerts (as-it-happens, once a day, once a week)
 - Choose volume (only the best results)
 - Where you want it to deliver (can only be a gmail address)
 - You can manage your alerts.



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How can we keep track of our social media sites?

Yoono

- A free add-on for Firefox and Chrome
- Also a desktop app.
- It places an information bar on the left side of your screen.
- You connect your supported services to Yoono and it streams the information to the bar.
- Quick, easy viewing without having to sign into a lot of different accounts.



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Other media monitoring tools

Other resources to try out:

- 1 TweetDeck - <http://www.tweetdeck.com/> - Updates Twitter, Facebook, MySpace, LinkedIn, Google Buzz and Foursquare
- 2 Hootsuite - <http://hootsuite.com/> - Updates multiple networks in one step, including Twitter, Facebook, LinkedIn, Wordpress.com, and Ping.fm
- 3 Meebo - <http://www.meebo.com/> - Updates Facebook, AIM, Yahoo, Twitter
- 4 eBuddy - <http://www.ebuddy.com/> - MSN, Yahoo, AIM, Gtalk, Facebook, ICQ, Myspace
- 5 Digsby - <http://www.digsby.com/> - Updates your Facebook, Twitter, MySpace and LinkedIn accounts
- 6 Flipboard - <http://flipboard.com/> - Updates your Facebook, Twitter and other various feeds. A magazine-like format.
Apple only

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THANK YOU!

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Reference and Electronic Resources
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