Presented by LibraryLinkNJ, the New Jersey State Library and the New Jersey Library Association: Technology Speed Dating
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Social Media Basics: Facebook, Twitter & Tumblr

Table Talk with Sophie Brookover, sbrookover@librarylinknj.org

All of these tools have things in common: they are for sharing, connecting & networking with others. They learn & borrow from each other constantly & are also inter-operable. The handout below covers the basics of some Frequently Asked Questions about each service.

Please ask me to show you what you want to know more about! I will be happy to demonstrate!

Facebook

- What it's for: networking, sharing links & photos, and promoting conversation
- **Accounts** are for individuals, **Pages** are for organizations, **Groups** are for everyone
- If you run a Page, post a few times a day – morning, pre-lunch, and around 4 PM (8 PM, too, if you can swing it)
- Web-based, mobile app available (for Android & iOS)
- Find LibraryLinkNJ: http://facebook.com/librarylinknj

Twitter

- What it's for: networking, quick crowd-sourcing, live note-taking at events
- Username = "handle"
- Hashtags let you organize tweets by keyword (handy for events & live chat sessions)
- Great for building your PLN (Personal Learning Network)
- Web-based, mobile app available (for Android & iOS)
- Find LibraryLinkNJ: http://twitter.com/librarylinknj

Tumblr

- What it's for: sharing, especially images
- Conversation is handled primarily through reblogging because there's no native commenting feature built-in (you can add it)
- Lots of use of animated GIFs (an old-fashioned image file format), occasional all-caps, boisterous punctuation and trend-making slang.
- Especially useful for trend-spotting, as issues, topics and memes that flourish on Twitter & Facebook often build here.
- Find LibraryLinkNJ: http://librarylinknj.tumblr.com