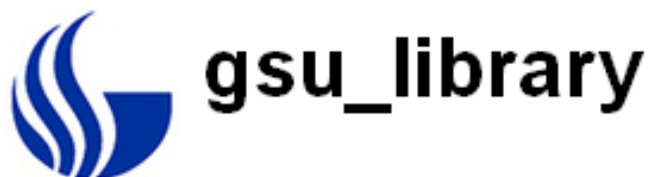


**Get the Word Out:
Using Facebook and Twitter for
Outreach and Community Building**

Cliff Landis

Web Services Librarian

Georgia State University



Name GSU Library
Location Atlanta, GA
Web <http://www.librar...>
Bio Georgia State University Library

9 following 216 followers 22 listed

New post: Call for Applications - 2011 Reed Fink Award in Southern Labor Studies <http://bit.ly/9yx7DU>

12:59 PM Oct 29th via gsu_library_blog

New post: Faculty Research on Social Control and Restorative Justice <http://bit.ly/cBF61z>

8:50 AM Oct 29th via gsu_library_blog

New post: Gordon Pavy visit to Southern Labor Archives <http://bit.ly/a6gORy>

8:38 AM Oct 29th via gsu_library_blog

Tweets 258

Favorites

Following



[RSS feed of gsu_library's tweets](#)



[Natalie Lavelle](#): The folks over at the [@gsu_library](#) are TOTALLY awesome! They just placed my order for **Ten Men**! Special thx to [@librarianjason](#) for his help!

Twitter - Aug 9, 2010



[Natalie Lavelle](#): Please explain why [@gsu_library](#) doesn't have **Ten Men** You Meet in the Huddle...I'm a little perturbed by that. [@coachbillcurry](#)

Twitter - Aug 6, 2010

New post: Photo of the week: Childanana Resort Hotel <http://bit.ly/9yx7DU>

Why this stuff matters





Who?

- Web Services Librarian @ Georgia State University
- Author, *A Social Networking Primer for Librarians*
- Blogger, clifflandis.net

Today you will learn how to...

- Craft a Facebook page and Twitter account that will represent your library online;
- Save time and energy by updating multiple services at the same time;
- Reach new library users by building social web connections with existing users;
- Build community by advertising events and programs through the social web.



THE BIG PICTURE

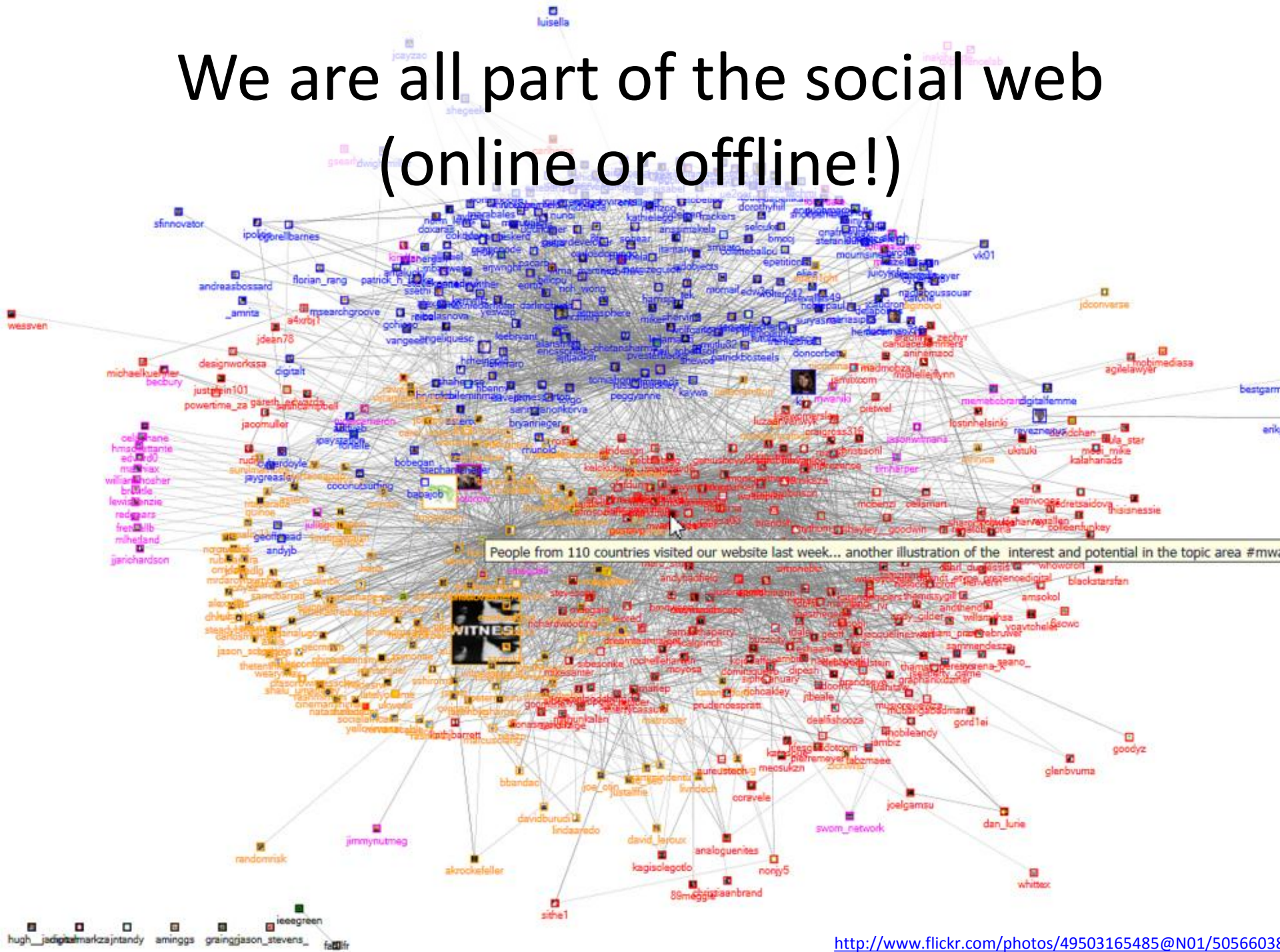


Humans are Social Creatures

Libraries are social networks for ideas

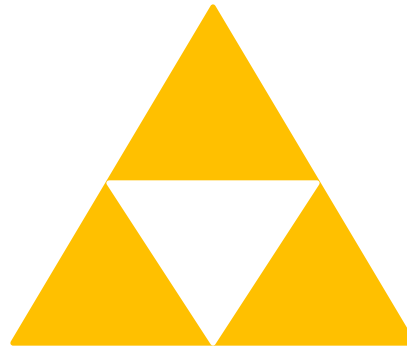


We are all part of the social web (online or offline!)



The Triforce of Social Media Awesomeness

Social Connection

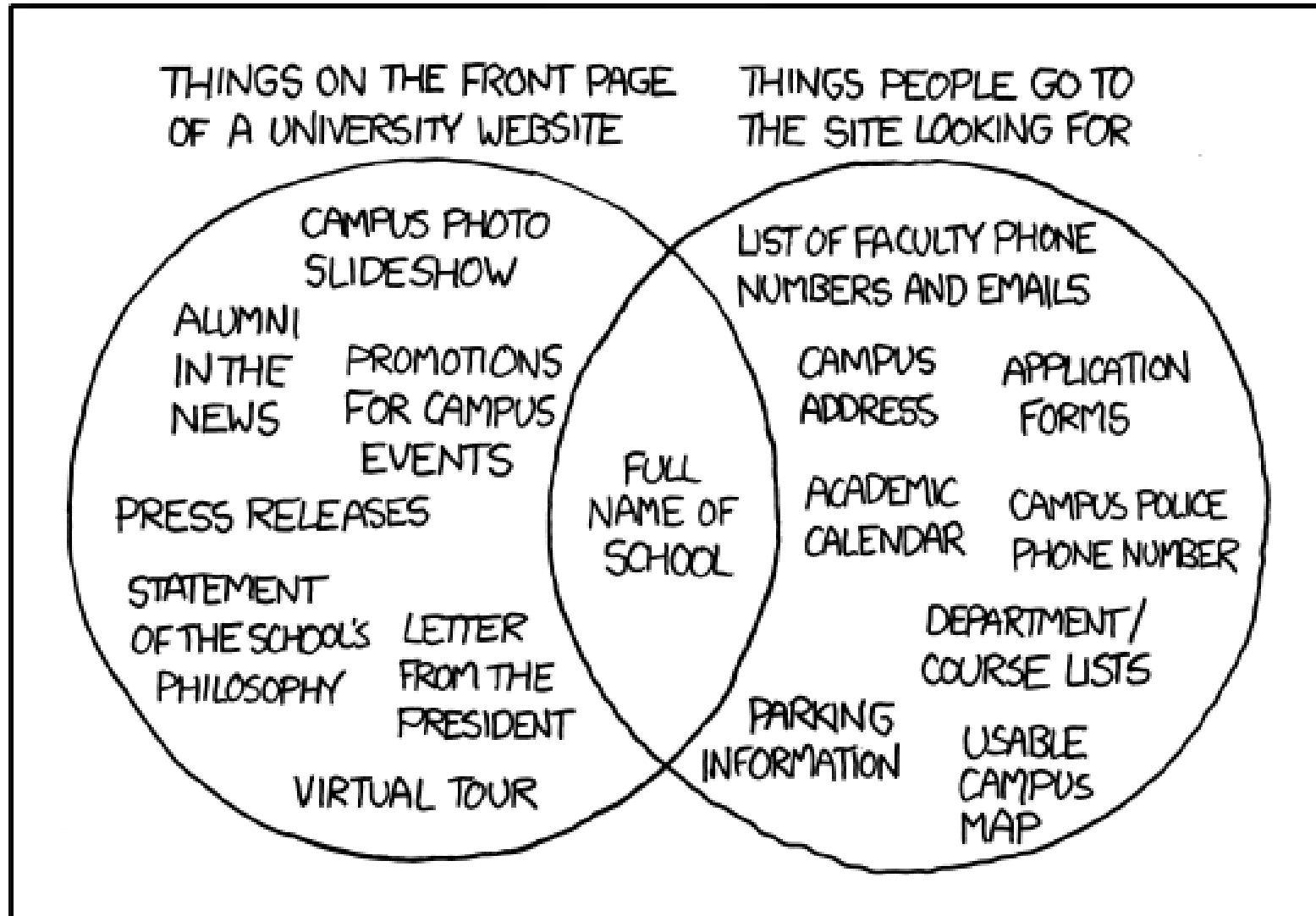


Long Form
Communication



Short Form
Communication

The most important thing: KEEP IT USER-CENTRIC



BLOGS



AJC Newspaper Photograph Exhibit in Library North

Posted on [April 5, 2011](#) by [Peter J. Roberts](#)



David Duke, Grand Wizard of the Knights of the Ku Klux Klan, salutes a fiery cross at an annual Stone Mountain gathering ca. 1975. Atlanta Journal-Constitution Photographic Archive.

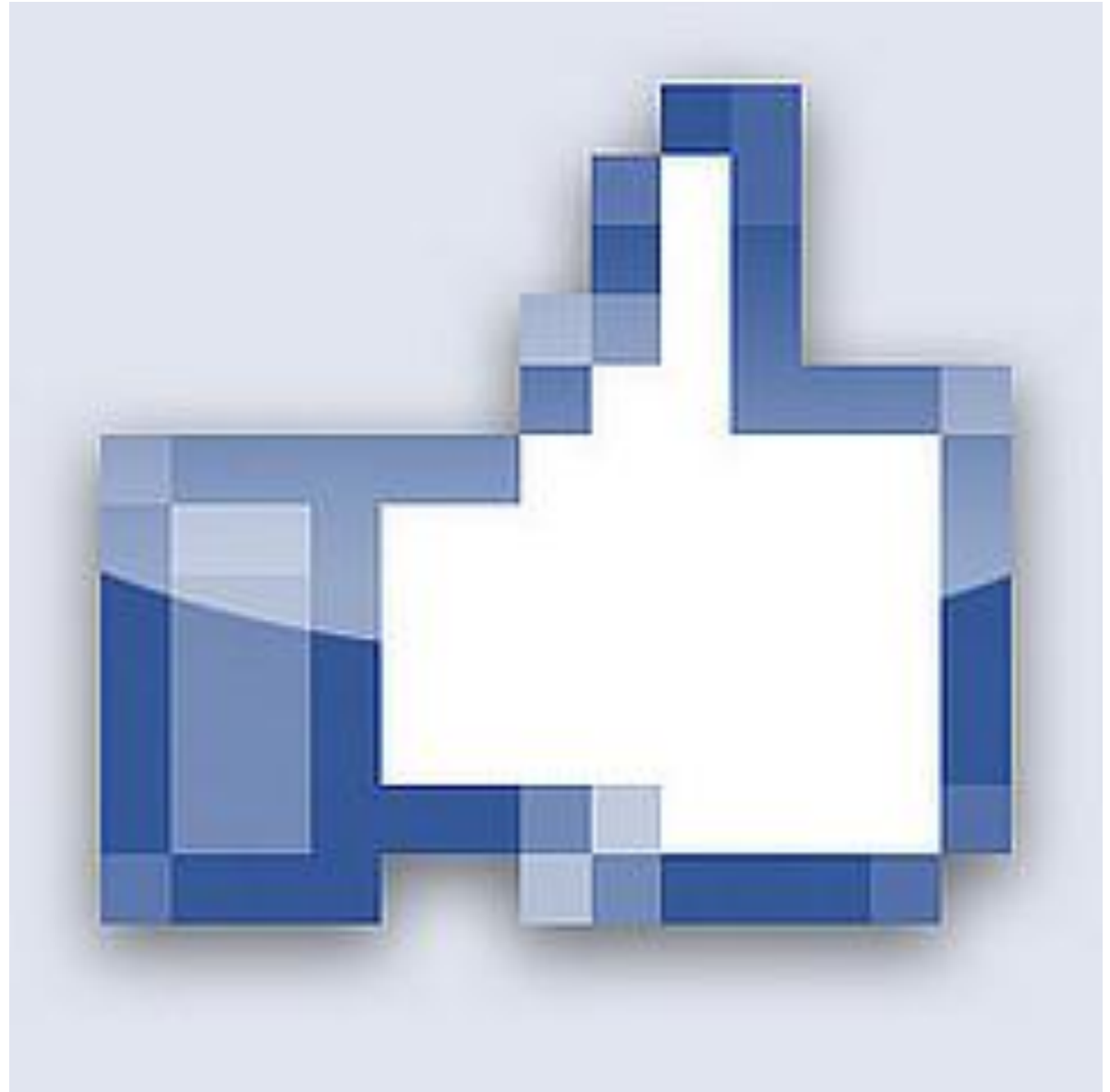
SOUTHERN LIGHT: Selections from *The Atlanta Journal – Constitution* Newspaper Photographic Archives is on display until April 29th, 2011, on the first floor of Georgia State University’s Library North building. The exhibit helps publicize the new database in [Special Collections](#) which is searchable by GSU students, faculty and others and which consists of over 76,400 terms representing about 300,000 prints recently donated by the *AJC* to the Georgia State University Library. Included in this gift are an additional 7 million negatives which will be indexed within the next few years.

The topics displayed (politics, civil rights, buildings, transportation, and sports) represent subjects popular with researchers and newspaper readers.

Categories

- [For Faculty](#) (301)
- [For Graduate Students](#) (299)
- [For Students](#) (290)
- [General News](#) (719)
- [Instruction](#) (24)
- [Podcasts](#) (9)
- [Publications and Research](#) (40)
 - [Faculty Publications and Research](#) (28)
 - [Graduate Student Publications and Research](#) (11)
- [Resources](#) (536)
 - [Books](#) (174)
 - [Databases](#) (268)
 - [Ejournals](#) (47)
 - [New Resources](#) (108)
- [Services](#) (17)
- [Software](#) (41)
- [Special Collections & Archives](#) (129)
- [Subject Areas](#) (345)
 - [African American Studies](#) (34)
 - [Anthropology](#) (13)

FACEBOOK



The personal Profile: public view

facebook

Email

Keep me logged in

Password

[Forgot your password?](#)

Login

Sign Up

Facebook helps you connect and share with the people in your life.

Cliff Landis

[+1 Add as Friend](#)

[Send Message](#)

Contact Information

Facebook facebook.com/clifflandis

Facebook Directory

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Cliff Landis
is on Facebook.

To connect with Cliff, sign up for Facebook today.

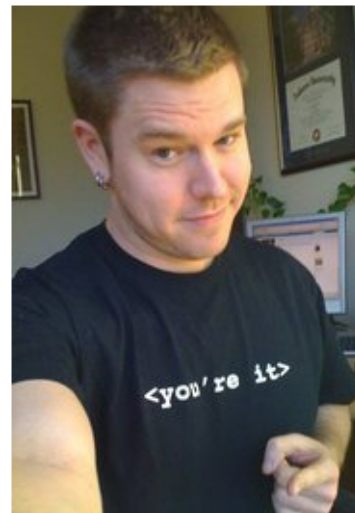
[Sign Up](#)

It's free and anyone can join. Already a member? [Log in](#).

Wrong Cliff?

Try again:

[Search](#)



[Wall](#)

Info

[Photos](#)

[Notes](#)

[Friends](#)

The personal Profile: friend view

facebook 👤 🗨️ 🌐

Search 🔍

Home Profile Account ▾



Cliff Landis

📍 Web Services Librarian at Georgia State University ➕ Add your education information 📍 Add your current city ✎ Edit Profile

Share: 🗨️ Status 📄 Question 📷 Photo 🔗 Link 📺 Video

What's on your mind?

 **Jeremy Bright**

TMZ.com
www.t TMZ.com

Celebrity Gossip and Entertainment News, Covering Celebrity News and Hollywood Rumors. Get All The Latest Gossip at TMZ - Thirty Mile Zone

📅 Sunday at 11:07am · 👍 Unlike · 🗨️ Comment · 🔗 Share · 👤 See Friendship

👍 You like this.

Write a comment...

RECENT ACTIVITY

🗨️ "Happy Happy Happy!" on Jeff Young's Wall. · 👤 See Friendship

4 more similar stories

📅 Cliff posted a link to Mary Landis's Wall. · 👤 See Friendship

Edit Profile

Find More Friends

Cliff, More Friends Are Waiting

These 10 friends found their friends using the friend finder. Have you found all of your friends? Give it a try.

Your Email

Email Password

Find Friends

🔒 Facebook won't store your password.

Sponsored ➕ Create an Ad

Atlanta Bucket List
livingsocial.com

 365 things to do in Atlanta!

Bucket List
groupon.com

 100 Things to do in Atlanta!

The organizational Page: public view

facebook

Email

Keep me logged in

Password

[Forgot your password?](#)

Login

Sign Up

Facebook helps you connect and share with the people in your life.



Georgia State University Library



Organization · Atlanta, Georgia



Wall

Georgia State University... · [Top Posts](#)



Georgia State University Library



AJC Newspaper Photograph Exhibit in Library North

David Duke, Grand Wizard of the Knights of the Ku Klux Klan, salutes a fiery cross at an annual Stone Mountain gathering ca. 1975. Atlanta Journal-Constitution Photographic Archive. SOUTHERN LIGHT: Selections from The Atlanta Journal – Constitution Newspaper Photographic Archives is on display until April 29th, 2011, on the first floor of Georgia State University's Library North building. The exhibit helps publicize the new database in Special Collections which is searchable by...
Source: [Georgia State University Library Blog](#)
Published: 2011-04-05 14:42:26 GMT

about an hour ago via RSS Graffiti · [Like](#) · [Comment](#) · [Share](#)



Georgia State University Library



Public Health Week – Safety is NO Accident

Each year, nearly 150,000 people die from injuries, and

Wall

- Info
- Notes
- Events
- Photos (1)
- Wall Paper
- Discussions

629

people like this

Likes

[See All](#)



GSU Library Search



Georgia State

The organizational Page: admin view

facebook Home Profile Account ▾

Georgia State University Library Like Edit Page

Organization · Atlanta, Georgia [Edit Info](#)



Wall Georgia State University... · Most Recent

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Georgia State University Library



AJC Newspaper Photograph Exhibit in Library North

David Duke, Grand Wizard of the Knights of the Ku Klux Klan, salutes a fiery cross at an annual Stone Mountain gathering ca. 1975. Atlanta Journal-Constitution Photographic Archive. SOUTHERN LIGHT: Selections from The Atlanta Journal – Constitution Newspaper Photographic Archives is on display until April 29th, 2011, on the first floor of Georgia State University's Library North building. The exhibit helps publicize the new database in Special Collections which is searchable by... Source: [Georgia State University Library Blog](#) Published: 2011-04-05 14:42:26 GMT

 about an hour ago via RSS Graffiti · [Like](#) · [Comment](#) · [Share](#)

Georgia State University Library



Public Health Week – Safety is NO Accident

Each year, nearly 150,000 people die from injuries, and

Admins (4) [?] [See All](#)



[Use Facebook as Georgia State University Library](#)

[Promote with an Ad](#)

[View Insights](#)

[Suggest to Friends](#)

You and Georgia State University Library



[18 friends like this.](#)

Quick Tips

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)

Sample Ad: Georgia State...



The text of your ad will go here.

629 people like this

Likes [See All](#)

Georgia State University Recreational

Georgia State University

TWITTER



Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish signup now.](#)

Full name

 → enter your first and last name

Your full name will appear on your public profile

Username

Your public profile: <http://twitter.com/> USERNAME

Password

Email

Let others find me by my email address

Note: Email will not be publicly displayed

Terms of Service [Printable version](#)

Terms of Service

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

By clicking on "Create my account" below, you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

Create my account

I want the inside scoop—please send me email updates!

What's happening?

Timeline

- [@Mentions](#)
[Retweets](#)
[Searches](#)
[Lists](#)



Rudibrarian Rudy

I spoke on this topic in 2008. Curious to see why still relevant and interesting from this pov

1 minute ago



PIH Partners In Health

@PIH's team goes #withoutshoes! We work in villages where many go w/o shoes; thx @TOMShoes for helping to change this <http://ow.ly/i/9Zhr>

2 minutes ago



weelibrarian Krista Godfrey

winter, it's time to move over and let spring start already!

7 minutes ago



mickfortune Mick Fortune

Hope @Anne_Kail and @peterciuffetti are sparking at #UKSG. Still some wine left back at the apartment guys... :-)

8 minutes ago



Rudibrarian Rudy

Excited to be at @eszter talk, w/ @franceyharris and @morganmundum (who actually came to a talk with 'digital native' in title!)

10 minutes ago



elloyd74 Emily Lloyd

:)

10 minutes ago

Your Tweets 1,300

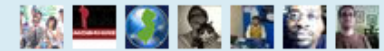


1 Apr: Wait a minute, this just positively smacks of an April Fools joke.... <http://icsm.gatech.edu/>

Following 247



Followers 511



Favorites 4

★ [ALA_JobLIST](#) JobLIST top link RT: "Advice for librarian job applicants" clifflandi...

Listed 74

Recently listed in: [Influential Librarians](#), [Libraries](#), [Higher Education](#), [libs](#), [Librar*](#)

Trends

- Atlanta · [change](#)
- #whycantyoujust
- #withoutshoes
- #lovewhen
- TOMS
- Kurt Cobain
- Dariel
- Sandra Rose
- Cinderella
- Benz
- ATL

Who to follow

Suggestions for you · [view all](#)



libraryfuture · Follow
Joe Murphy



librarywebchic · Follow
Karen Coombs



libpunk · Follow
LibPunk Collective



rachel_w · Follow
Rachel Walden

[Refresh suggestions](#)

[Browse interests](#) · [Find friends](#)

Twitter for BlackBerry

n. the official Twitter app for BlackBerry.

Apps Apps Apps!!!





gsu_library

Classroom One is now open! It's a busy day in the library, so if you need a computer check in there.

about 1 hour ago via TweetDeck

New post: AJC Newspaper Photograph Exhibit in Library North <http://bit.ly/gICxlm>

about 2 hours ago via gsu_library_blog

New post: Public Health Week - Safety is NO Accident <http://bit.ly/eeBcJA>

2:00 AM Apr 4th via gsu_library_blog

New post: French Film Festival @ The Rialto <http://bit.ly/eizbXQ>

11:01 AM Apr 1st via gsu_library_blog

@strixus And creating space for grad students is a specific measure we're working on. Thanks for your feedback!

12:09 PM Mar 31st via TweetDeck in reply to strixus

@strixus Actually, our annual goal this year is to "improve the research and teaching experience of faculty & graduate students."

Name **GSU Library**

Location **Atlanta, GA**

Web <http://www.librar...>

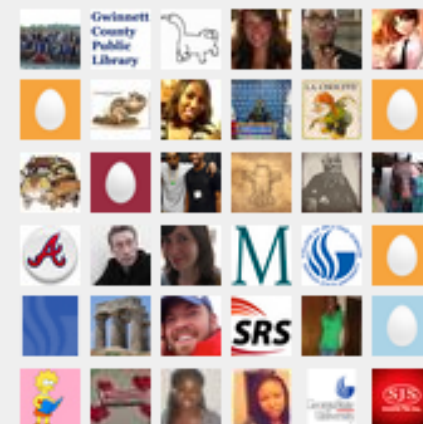
Bio **Georgia State University Library**

145 following **377** followers **32** listed

Tweets **444**

Favorites

Following



[View all...](#)

[RSS feed of gsu_library's tweets](#)

Tweet and ReTweet were sitting on a fence...



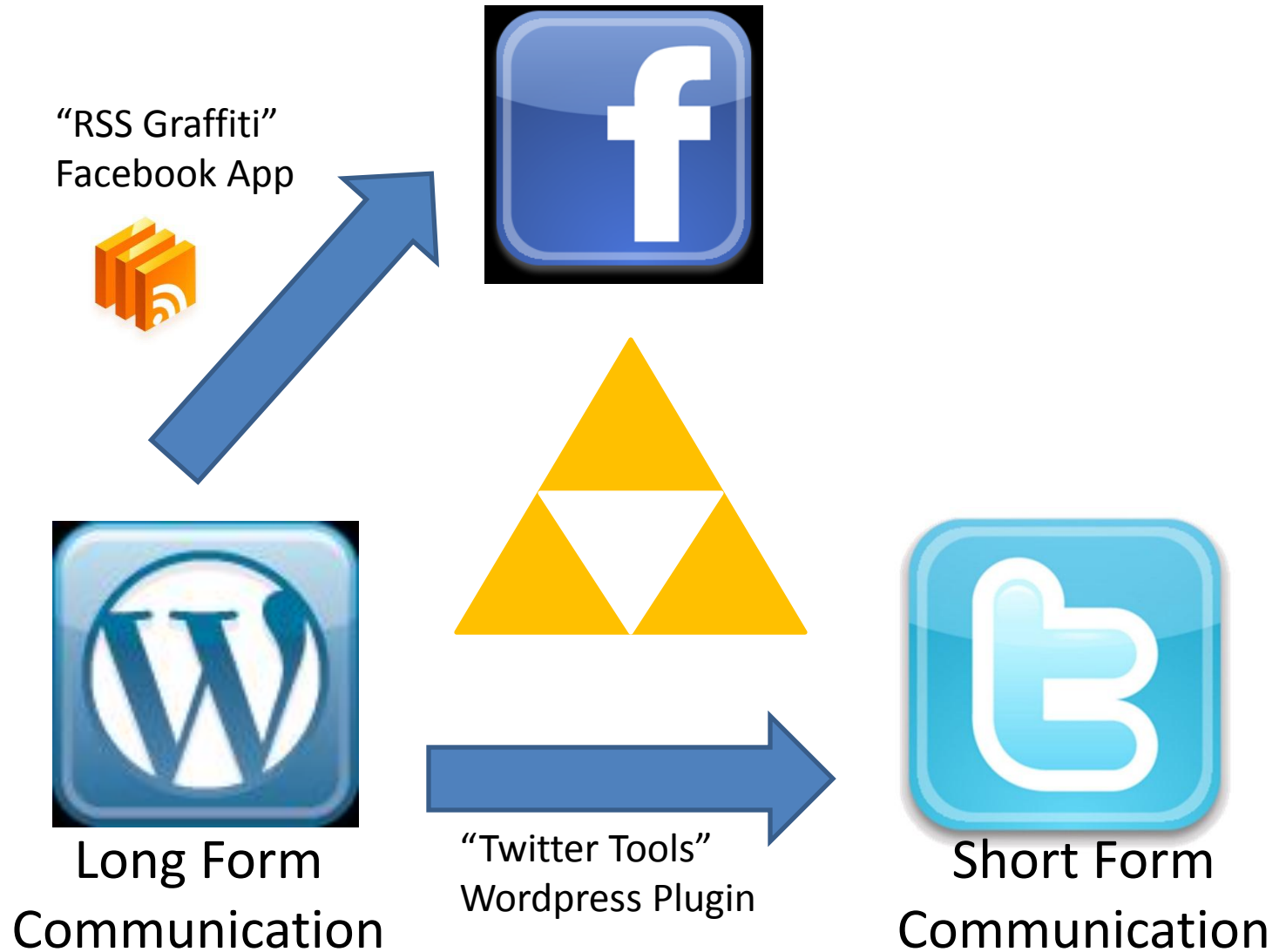
Can haz we follow u?



MANAGING YOUR LIBRARY'S SOCIAL LIFE

The Triforce of Social Media Awesomeness

Social Connection



Personal vs. Professional



BOOK

SPEAKING

POLICIES

Policies

ABOUT

Policy Database

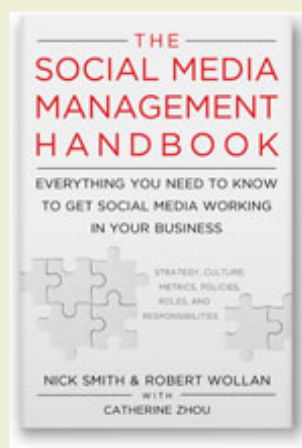
164 policies in this database

© Copyright 2009, 2010 by Chris Boudreaux.

Google™ Custom Search

Search x

Free Chapters



View free chapters of The Social Media Management Handbook.

Get Email Updates

Get email updates of new policies or features.

View by industry:

All Industries

Organization	Title
About.com	Template: Blogging and Social Media Policy
About.com	Template: Internet and Email Policy
American Institute of Architects	Policy on Staff Use of Social Media
American Red Cross	Social Media Handbook for Local Red Cross Units
American Red Cross	Online Communications Guidelines
amp3 Public Relations	Social Media Guidelines
Astonish Results	Social Media Policy (for Insurers)
Australian Government: Department of Finance and Deregulation	Social Media 101: A Beginner's Guide for Finance Employees
Australian National Botanic Gardens	Social Media Policy
Australian Public Service Commission	Interim Protocols for Online Media Participation
Baker & Daniels	Social Media Policy
Ball State University	Social Media Policy

Procedures



Strategic Planning



Marketing

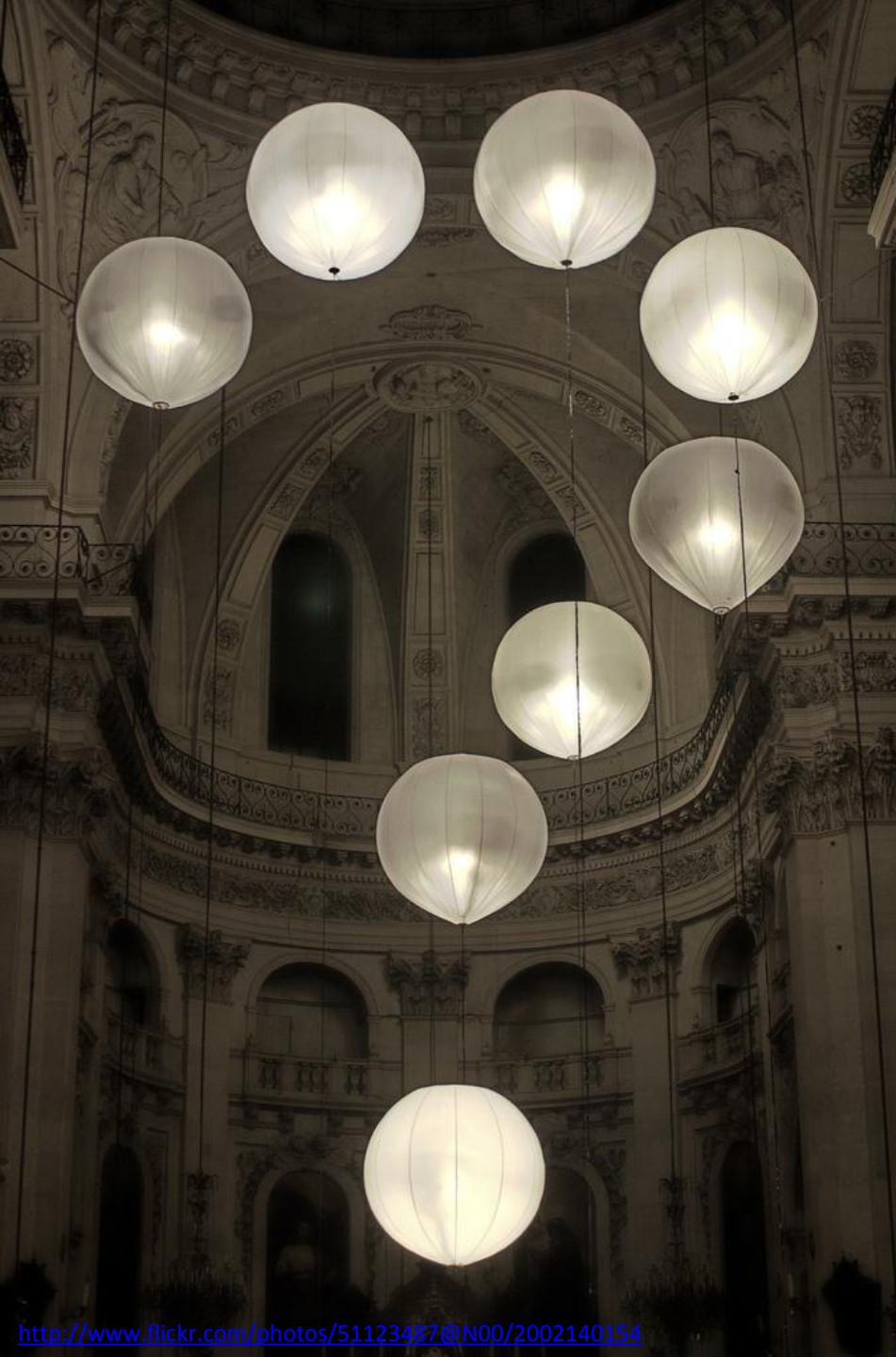


Other questions you asked...

- How should we deal with information overload?
- How should we handle photo privacy/copyright?
- How much should we post?
- How can we use these tools for professional development?
- What if these services are blocked at my institution?

Even more questions!

- Assessment of the impact of the tools beyond number of friend/hits? Can these tools be assessed in terms of learning?
- How can we embed a chat box into our Facebook page?
- Why doesn't our Facebook page come up when a non-fan searches for it using the search tool?
- Is there an easier way to create new tabs other than adding the FBML tab and building your own?



Thanks!

Any questions?

Cliff Landis

<http://clifflandis.net/>

See presentation notes at:

<http://www.slideshare.net/clifflandis>