



south dakota
STATE LIBRARY
Leadership. Innovation. Excellence.

Tune In, Turn On, and Get Social!

Presented by Stacia McGourty

Stacia.mcgourty@state.sd.us



Stacia McGourty
Presenter



Wynne Nafus Sayer
Tech Support
Twitter @LibrarySD



Kathleen Slocum
Producer



***6 to mute or
unmute your phone**



south dakota
STATE LIBRARY
Leadership. Innovation. Excellence.

Twitter hash tag **#RACEwebinar**

Tweet us @LibrarySD

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+

I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.



What do you use?

Personally



What do you use?

Professionally

Social Media Bookmarking Icon Set

64 PX



32 PX



DESIGNMODO.COM



ROCKABLETHEMES.COM

32 PX



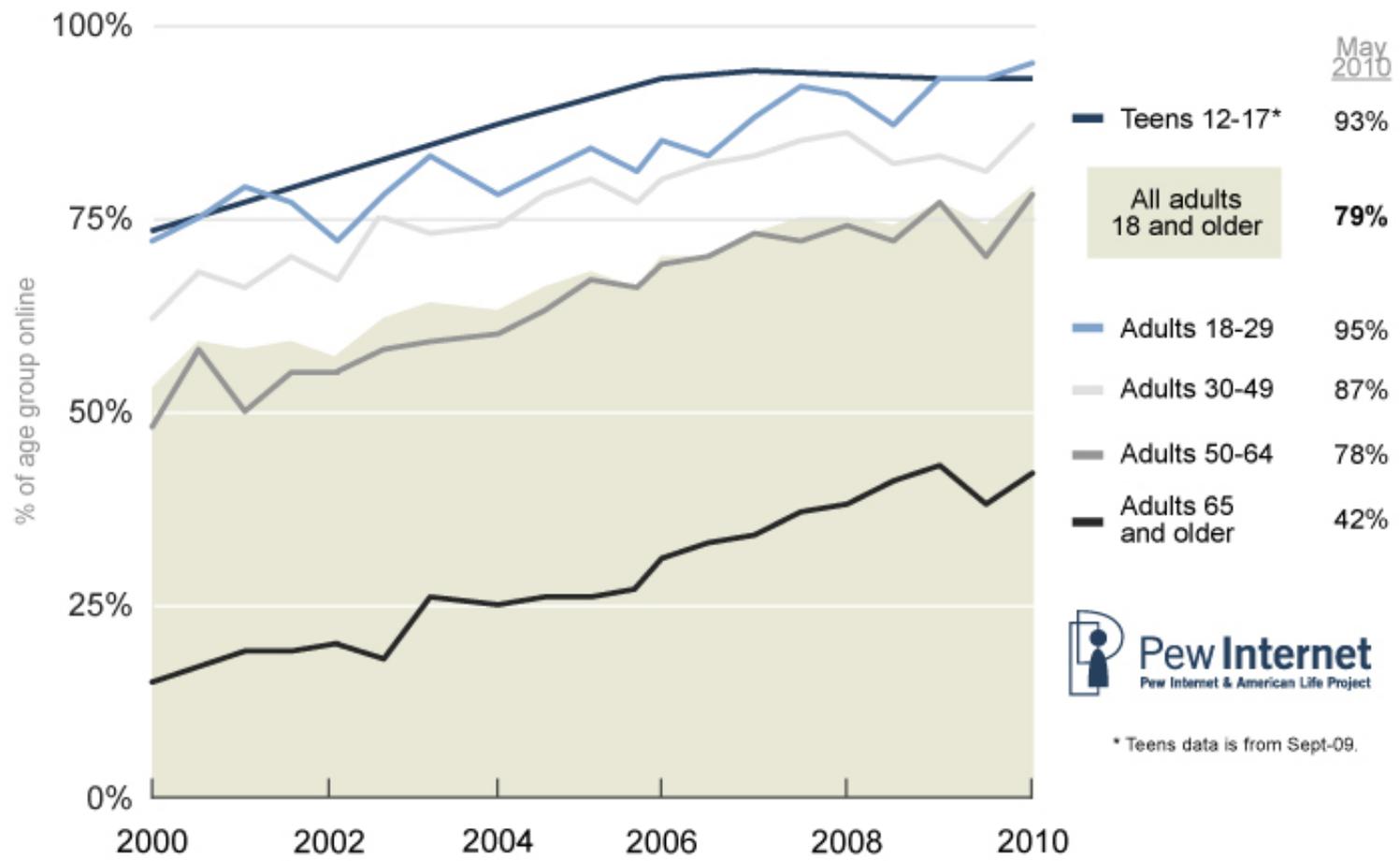
64 PX







Change in internet use by age, 2000-2010



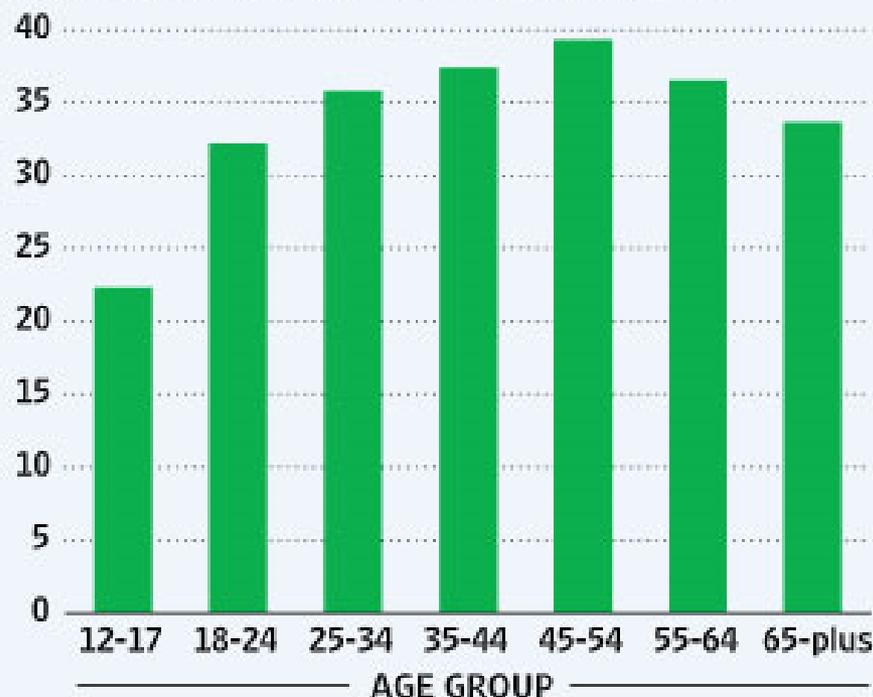


"The most powerful force convincing them to take the plunge...is their families. Especially when it comes to their grandchildren, they do not want to be left out of the loop."



Screen Time

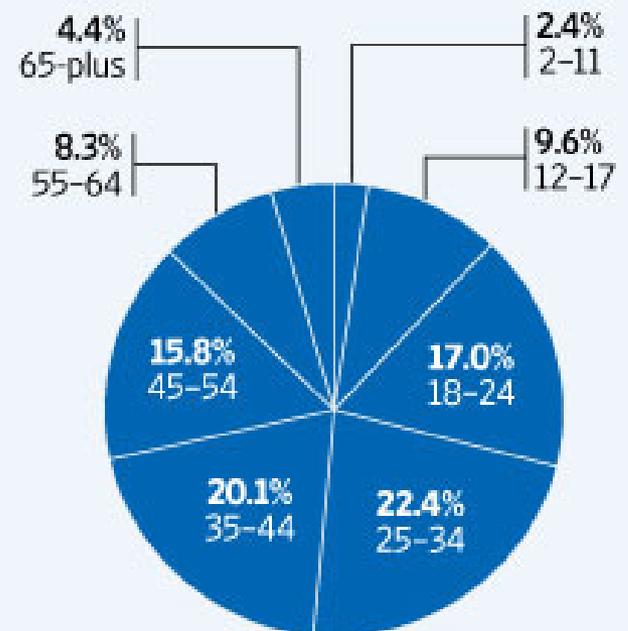
Older adults spend more time online than younger people.
Monthly average hours online per visitor in 2010:



Source: comScore Media Metrix

Are You There?

People age 55-plus account for a slightly larger share of Facebook users than those 17 and under



Source: comScore Media Metrix



Questions?





CLASS *of* 2011

What if social media were a highschool?

FROM THE JOCKS TO THE GEEKS, EVEN THE VAST WORLD OF SOCIAL MEDIA COMES WITH ITS OWN STEREOTYPES AND TEENAGE ANGST.

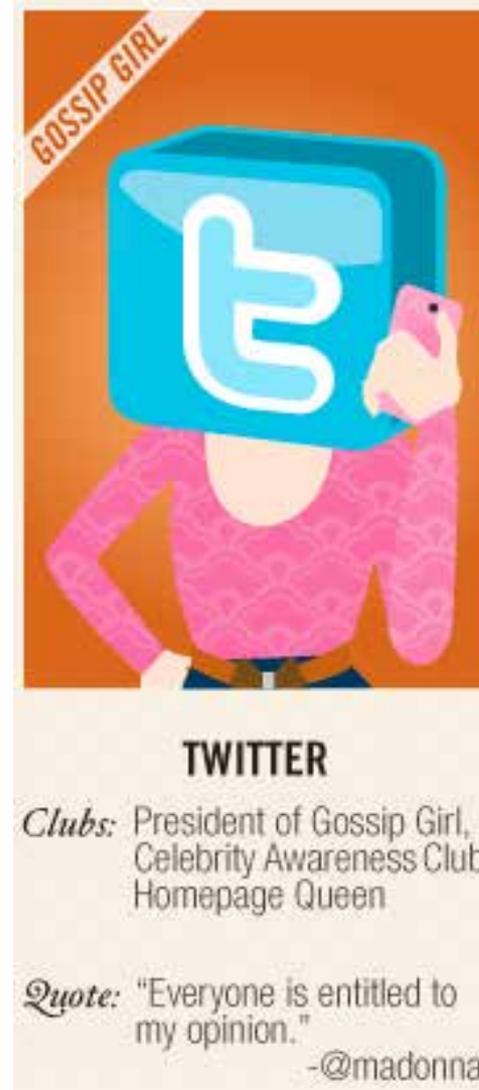
Facebook

- Over 400 million users
- Deeper connections with people you already know
- Better for local news/events
- Better for things that are not time sensitive



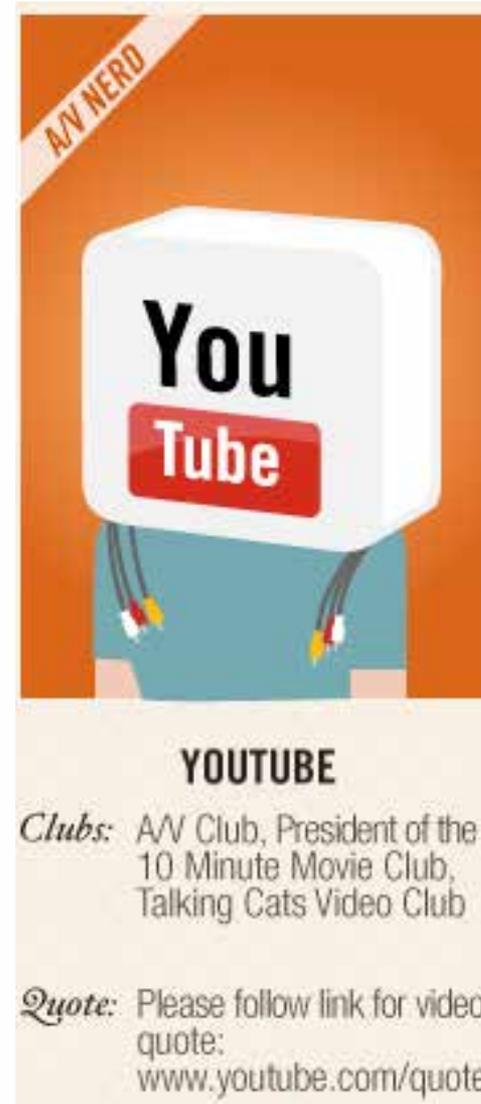
Twitter

- Over 75 million users
- 140 character limit
- Better for connecting with people you don't know
- Better for time sensitive material
- Real time conversations



YouTube

- Over 17 million people have connected to YouTube through other social networking sites.
- 100 million people take social action on YouTube each week.
- Excellent for posting videos.
- YouTube takes copyright very seriously, videos found to be violating copyright laws are removed.
- YouTube is often blocked by educational institutions.





Google Plus

- 13% of adults are signed up for Google Plus
- Still in early adoption phase.
- Integrated into other Google applications, like Gmail and Blogger.



Quora

- Q&A community
- Members are able to follow topics, people, and individual questions.
- Substantive contributions to the community are needed to gain followers.



TEACHER'S PET

QUORA

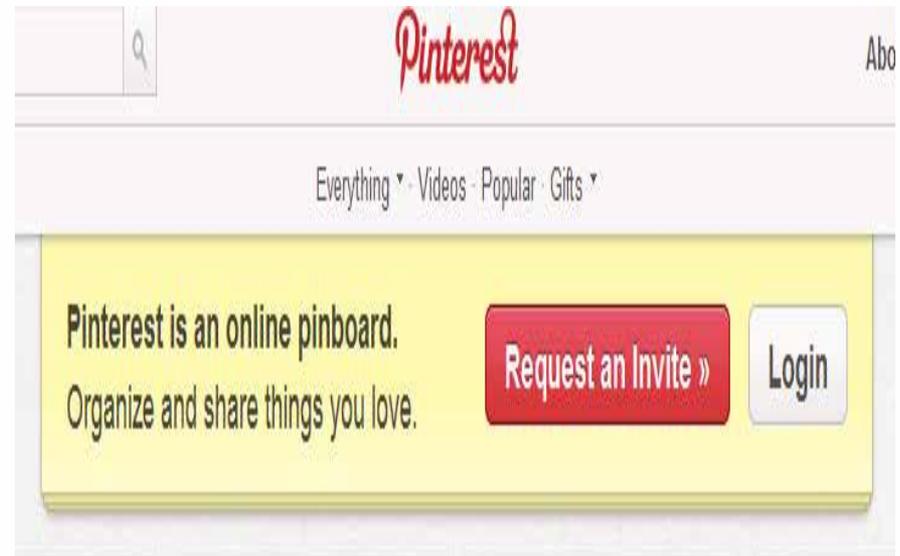
Clubs: Q&A Club, Knowledge Seekers United

Quote: "He who asks a question is a fool for five minutes; he who does not ask remains a fool forever."
-Chinese Proverb

The image shows a vertical card with an orange background. At the top left, a white banner with the text 'TEACHER'S PET' is slanted. Below this, a stylized illustration of a person with a large red square head containing a white letter 'Q' is shown. The person is holding a red apple in their right hand. The card has a white section at the bottom containing text.

Pinterest

- Invitation only
- Social cataloging site
- Boards are created on any topic
- Pins should be described and linked back to the originating site





Favorite Places & Spaces



Reading the Oscars



Patron Picks





Questions?



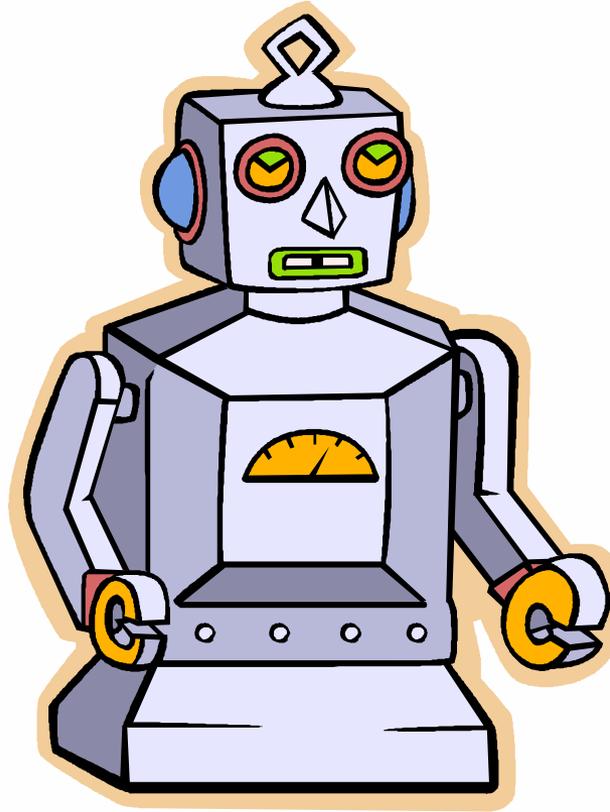


Content, Content, Content

If you don't have anything to say....



Be Human





Engage Your Followers



Open 24/7 No Waiting





Friends and Followers

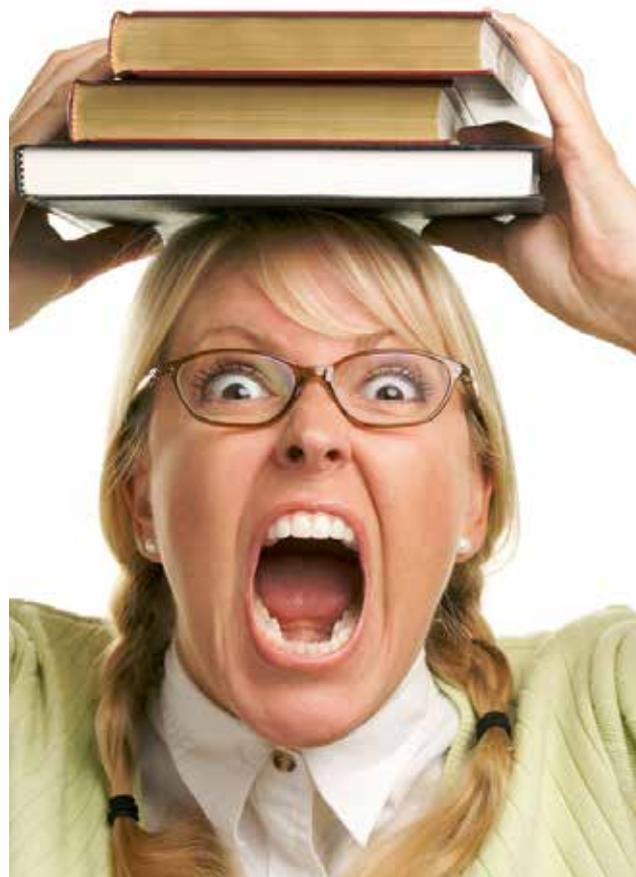


Quality vs. Quantity





Professional vs. Personal





Have Fun!





Questions?





Resources

- Doing Social Media So It Matters: A Librarian's Guide by Laura Solomon
- Flowtown.com
- The Social Media Librarian
- David Lee King
- Pew Research Center
- Missoula Public Library



south dakota
STATE LIBRARY
Leadership. Innovation. Excellence.

Thank You!

Stacia McGourty

Collection Services Librarian

Stacia.mcgourty@state.sd.us