

2012

Google+ Hangouts, Pinterest and Twitter @ the Library

Robin Ashford

George Fox University, rashford@georgefox.edu

Follow this and additional works at: http://digitalcommons.georgefox.edu/libraries_fac



Part of the [Higher Education Commons](#), and the [Online and Distance Education Commons](#)

Recommended Citation

Ashford, Robin, "Google+ Hangouts, Pinterest and Twitter @ the Library" (2012). *Faculty Publications - George Fox University Libraries*. Paper 1.

http://digitalcommons.georgefox.edu/libraries_fac/1

This Conference Proceeding is brought to you for free and open access by the George Fox University Libraries at Digital Commons @ George Fox University. It has been accepted for inclusion in Faculty Publications - George Fox University Libraries by an authorized administrator of Digital Commons @ George Fox University. For more information, please contact arolfe@georgefox.edu.



Google+ Hangouts Pinterest and Twitter @ The Library

Handheld Librarian 7, August 15, 2012
Robin M. Ashford, MSLIS - George Fox University
[@rashford](#)

21st Century Library Tools

Meeting

Social & Mobile

Needs

Social

"As of February 2012, 66% of online adults use social networking sites"

- pew internet

<http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx>

Mobile

"In March 2012, a majority (50.4%) of U.S. mobile subscribers owned smartphones, up from 47.8 percent in December 2011."

- nielsen wire

- <http://blog.nielsen.com/nielsenwire/?p=31688%20US%20smartphones>

Today



Pinterest



Twitter



Google
Hangouts

"Pinterest is a virtual pinboard.

Pinterest allows you to organize and share all the beautiful things you find on the web."

The Pinterest logo is displayed in a large, red, cursive script font. The word "Pinterest" is written in a fluid, handwritten style, with the 'P' being particularly large and stylized.

<http://pinterest.com/about/help/>

The Pinterest logo was designed by Michael Deal and Juan Carlos Pagan

Why pin?



The numbers

“Pinterest has grown from roughly 1 million users in July 2011 to more than 20 million today.”

“According to statistics released by ComScore In February 2012, Pinterest has more than 10 million monthly unique visitors and is now the third most popular social networking site behind Facebook and Twitter.”



Rice Library

Your home for information at the University of Southern Indiana.

📍 Evansville, IN

Repins from



USI Pins



Manchester Public Library



Somerset Learning Co...

17 Boards

239 Pins

0 Likes

Activity

Follow All

169 Followers

20 Following

Summer Reads

20 pins



Follow

New Fiction

9 pins



Follow

New Non-Fiction

19 pins



Follow

New E Books

20 pins



Follow

LibGuides

6 pins



Follow

Books by USI Faculty

17 pins



Follow

Staff Picks

33 pins



Follow

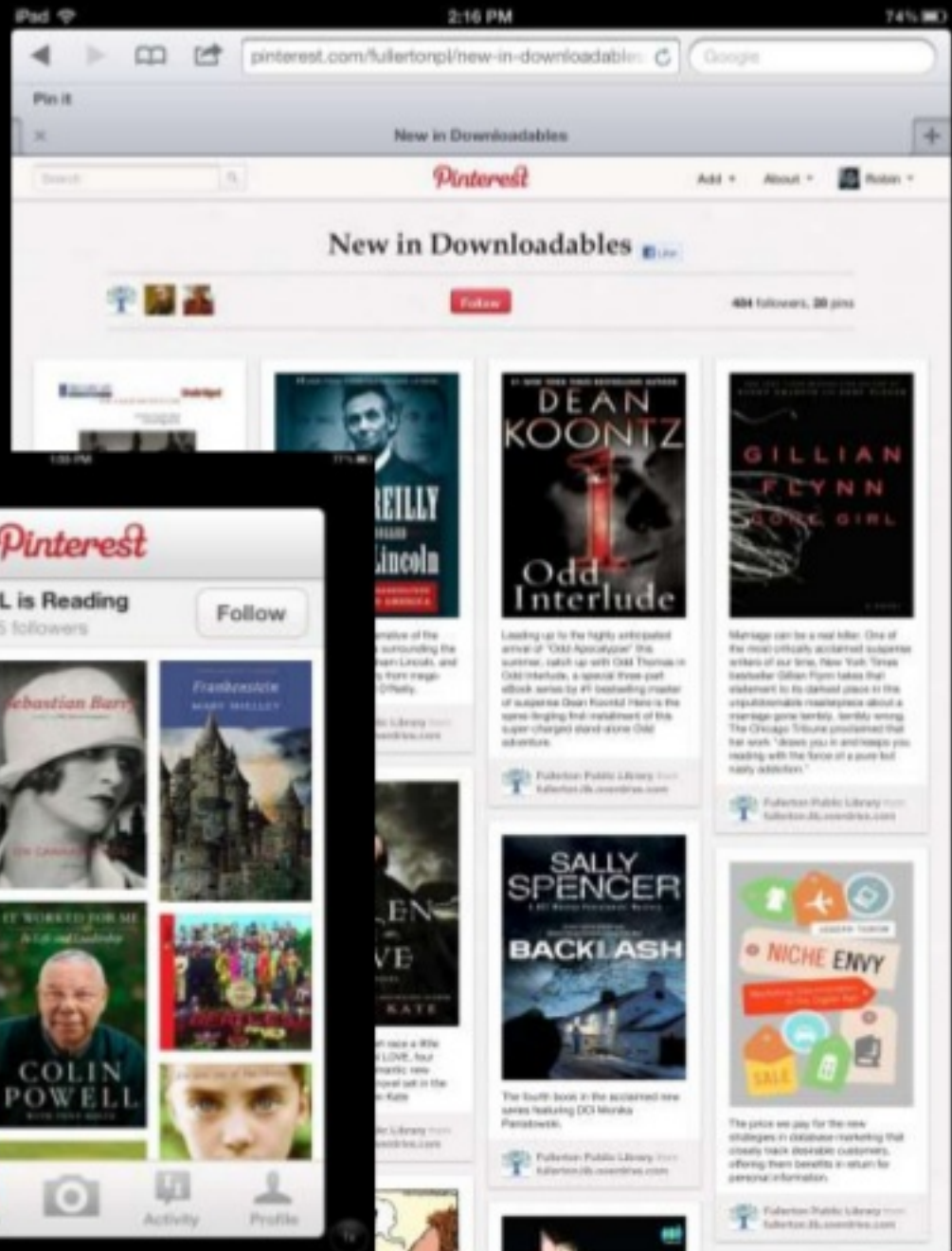
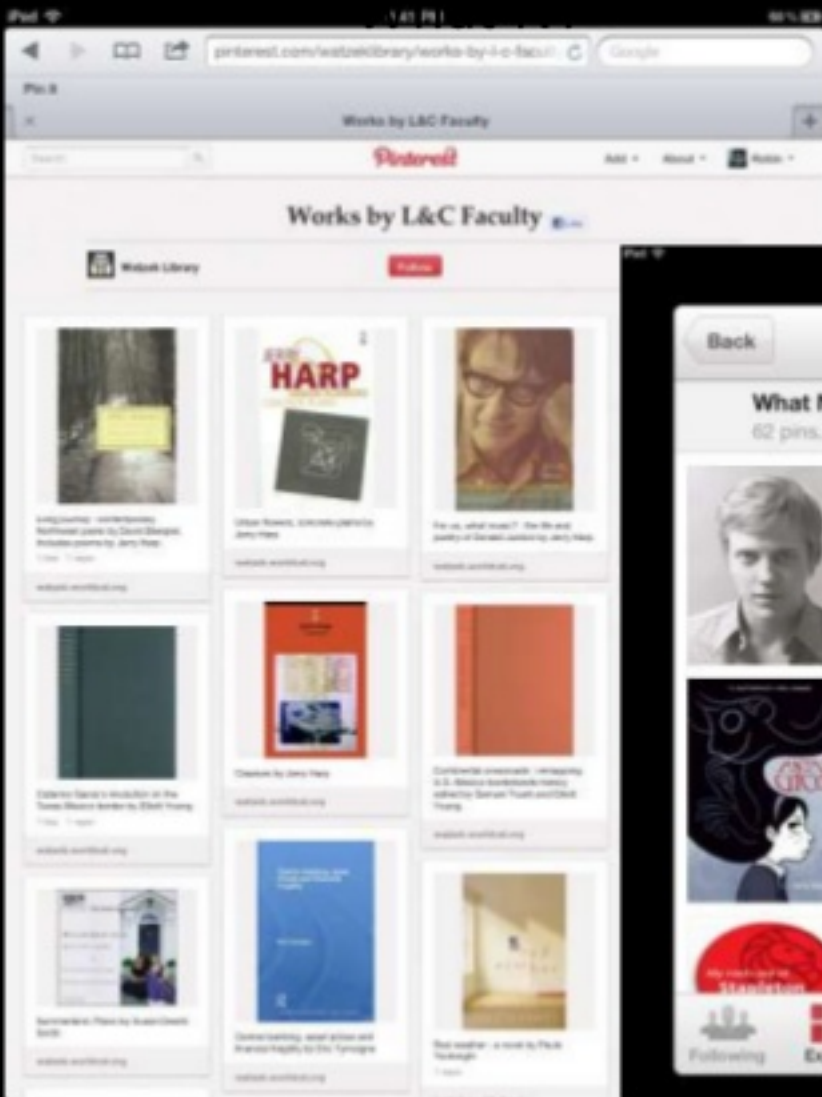
Rice Library Photos

7 pins



Follow

Library Boards



Collaboration & Research

Pinterest Tips

- Read Pinning 101, take a look at how libraries are pinning, and jump in – It's one of the easiest social networks in which to get started

<http://pinterest.com/about/help/>

- Note: Terms of use, copyright, and pinequette – pin from original sources

<http://pinterest.com/about/etiquette/>

- Pin content valued by your library users
- Be mindful of time on site – can be addictive!

“Welcome to Twitter.

Find out what’s happening, right now, with the people and organizations you care about.”



<https://twitter.com/>

Twitter for Libraries

15 pins

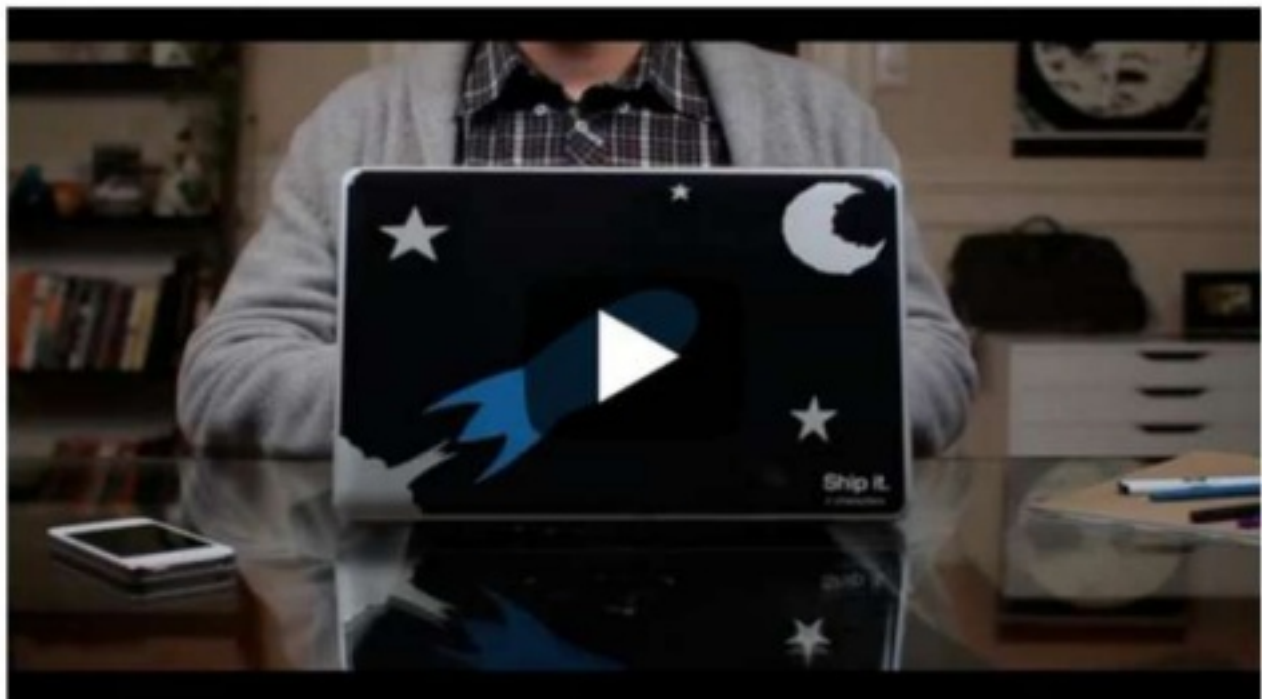


Link to video:
<http://fly.twitter.com/>

Link to pinterest page:
<http://pinterest.com/robinashford/twitter-for-libraries/>

📌 Repin Edit

From fly.twitter.com



Twitter: Yours to discover - Good starting place if new to #twitter , explains how everything works, includes downloads for iPhone and Android twitter apps (scroll)

Pinned via [pinmarklet](#)

Follow



Engagement



A Great

Twitter

Engagement Story...

“It all started with a tweet.”

-Andy Burkhardt [@vonburkhardt](https://twitter.com/vonburkhardt)

<http://andyburkhardt.com/2012/04/25/puppies-in-the-library-and-social-media/>



Marc Rizzi @MarcRizzi

1 Apr

I think @champlib should rent out puppies to students to help you study and deal with stress. Everyones GPA would increase #campchamp #btv

In reply to Marc Rizzi



Champlain Library

@champlib



Your wish is granted!
bit.ly/JkN8hp RT @MarcRizzi: I think @champlib should rent out puppies to help you deal with stress. #campchamp

9:01am - 21 Apr 12



Puppies In The Library And Social Media

Posted by [Andy Burkhardt](#) April 25, 2012



Photo by Stephen Mease



Marc Rizzi

@MarcRizzi

Follow

I think @champlib should rent out puppies to students to help you study and deal with stress. Everyones GPA would increase #campchamp #btv

1 Apr 12

Reply

Retweet

Favorite

It all started with a tweet. At the start of the month a student made an off-hand comment on Twitter about renting puppies to deal with stress. Last week several of

“...Everyone had a smile on their face...A news crew even ended up covering the story!”

- [@vonburkhardt](#)



<http://www.wcax.com/video?clipId=7034431&autostart=false>

“There were plenty more tweets from students either asking about the dogs, posting pictures, talking about how Champlain is the best school ever, or posting our news video.”

Read the full story: <http://andyburkhardt.com/2012/04/25/puppies-in-the-library-and-social-media/>

Huge amount of good-will was generated, great
PR, free marketing, and

...it all started with a tweet...

Can libraries afford not to be engaged
with their users?

Professional Development





Listen. Learn.

Twitter Tips

- Take the twitter tour: <http://bit.ly/MZ8ZbJ>
Read Twitter 101: <http://bit.ly/Nv2IGQ>
- Your profile matters! If tweeting for your library include logo, link to library website
- Find and follow people you know and interesting accounts sharing content you value
- Libraries should have a strategy – build your voice—retweet, reply, react, share what's valued, connect and engage

Twitter @ The Library – Examples

@nypl <https://twitter.com/nypl>

@champlib <https://twitter.com/champlib>

@hclib <https://twitter.com/hclib>

@houstonlibrary <http://twitter.com/houstonlibrary>

@Harvard_Library http://twitter.com/Harvard_Library

@librarycongress <http://twitter.com/librarycongress>

@britishlibrary <http://twitter.com/britishlibrary>

@ASULibraries <http://twitter.com/ASULibraries>

@cincylibrary <https://twitter.com/cincylibrar>

@KCLibrary <http://twitter.com/KCLibrary>

@mitlibraries <http://twitter.com/mitlibraries>

Google+ and Google+ Hangouts



Google
Hangouts

Yet another social-media platform?
Yes, with some differences...



“New Ways of Sharing
Across All of Google”

Get started with Google+ in 5 steps:

<http://www.google.com/+learnmore/>

Go Mobile:

<http://www.google.com/+learnmore/mobile/>

Search



Pinterest

Add +

About ▾



Robin ▾

Google+ Hangouts

10 pins



Edit

Link to Google+ Hangouts
Pinterest resources:

<http://pinterest.com/robinashford/google-hangouts/>



Robin Ashford

Pinned 9 days ago via pinmarklet

Repin

Edit

From google.com



Catch up in a hangout (and more!) - Google+ #Hangouts - Chat face to face wherever you are
- Host virtual meetings - Broadcast your conversation to the world - And get the Android or
iPhone app here!

Pinned via pinmarklet

What I find especially useful
about Google+ Hangouts,
and how it meets a real need
for this Librarian...



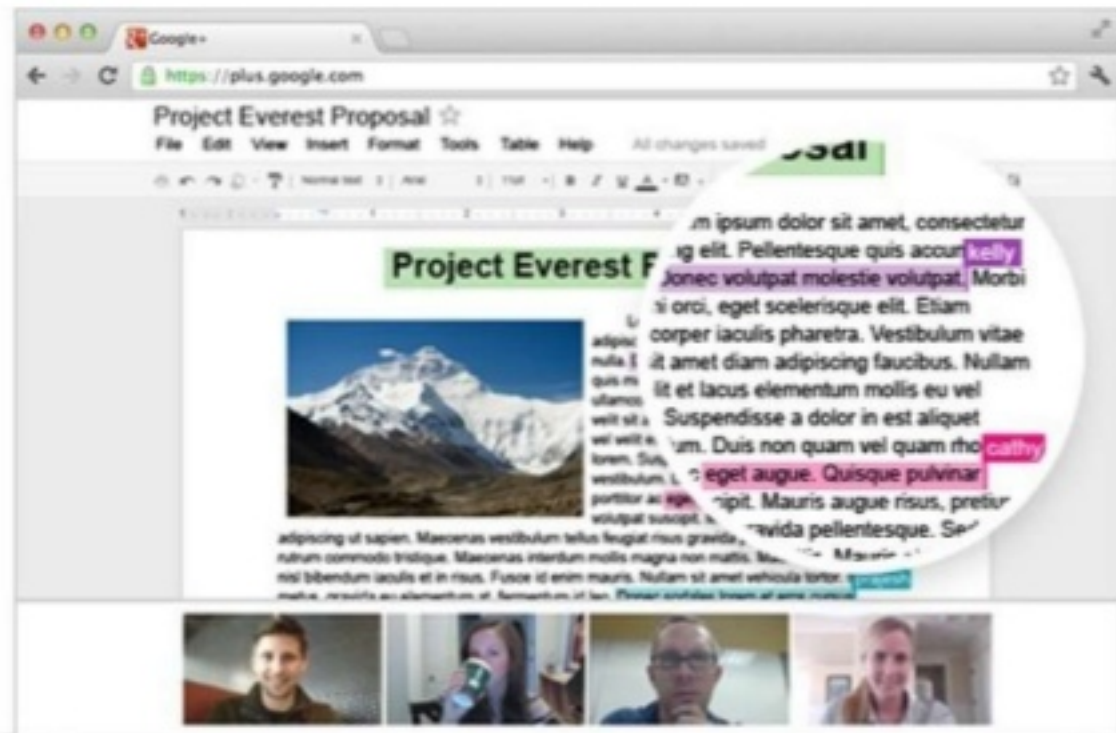
Robin Ashford

Pinned 9 days ago via pinmarklet

Repin

Edit

From google.com



Scroll down the page to section on "Free video conferencing for up to 10 people" - "Hangouts offers a suite of productivity apps that let you share what's on your screen, collaborate in Google Docs, view presentations and diagram together. To access these, simply click the "Add app" button inside your hangout to browse and add new apps" by Google

Pinned via pinmarklet

Online Research Assistance – Screen share with students in Hangout - iPad Google+ App

iPad 7:33 PM 84%
http://catalog.georgefox.edu/search/X?SEARCH=(botany)&m=8
FoxTrax the George Fox University libraries' catalog
Start Over Modify Search Another Search Search Saved (Search History)
KEYWORD botany Search
☐ Limit search to available items
Limited to: Material Type "E-BOOK" 90 results found. Sorted by **relevance** | [date](#) | [title](#) .
Result Page 1 2 Next
Save All On Page
KEYWORDS (1-50 of 90)
Most relevant titles entries 1-20
1  Request [Progress in botany. 73](#)
Berlin ; New York : Springer, c2012.
[View E-book online](#)
2  Request [Forensic botany a practical guide](#)
Hall, David W. (David Walter), 1940-
Chichester, West Sussex, UK ; Hoboken, NJ : John Wiley & Sons, 2012.
[botany. 72](#)
erg : Springer, c2011.
[ing](#)

Teaching with Google+

-The post linked below explains how I was able to save time and money by teaching a library research class to MBA students in another state using Google+ Hangouts in the early days (known then as Hangouts with Extras). Scroll down in the post to watch President Obama's historic Hangout on the same day.



Robin Ashford

Pinned 2 days ago from epicenterlanguages.com.mx



Teaching with Google+ Hangouts by Aaron Nelson, August 2, 2012

Link to my G+ Post:

<https://plus.google.com/102235501682571581092/posts/LWhsGe9jwUw>

Pinterest link to article:

<http://pinterest.com/pin/51369251970551879/>

Warning: Collaborating with colleagues can be distracting 😊

Google+ Testing youtube hangouts

Chat Invite Screenshare YouTube Google Effects Google Docs + Add app

Group chat

Alexander Rolfe joined group chat.
Alexander Rolfe invited people into the hangout.

me 2:56 PM
<http://www.youtube.com/watch?v=ERnJIOa-LIU>
see the doggie?
nice

Alexander Rolfe 2:57 PM
not anymore
yeah
not a poodle

People

Apps



Google+ Hangouts - Considerations/Challenges

- All gmail accts include Google+, anyone can get a free acct - Hangouts were recently integrated in gmail
- Rapidly developing/evolving, difficult to keep up – follow Google official sites for updates -
<http://support.google.com/plus/bin/answer.py?hl=en&answer=1215275>
- Regular Hangouts currently work well on mobile (iOS and Android devices - tablets are best to view screen sharing) - Hangouts on Air for mobile coming soon

Thank You!

The following slides include resources
and image credits

Questions? - feel free to contact me:

<http://about.me/robinashford>



Resources shared and more can be found in my individual pinterest boards linked below:

Twitter for Libraries:

<http://pinterest.com/robinashford/twitter-for-libraries/>

Google+ Hangouts:

<http://pinterest.com/robinashford/google-hangouts/>

Pinterest:

<http://pinterest.com/robinashford/pinterest/>

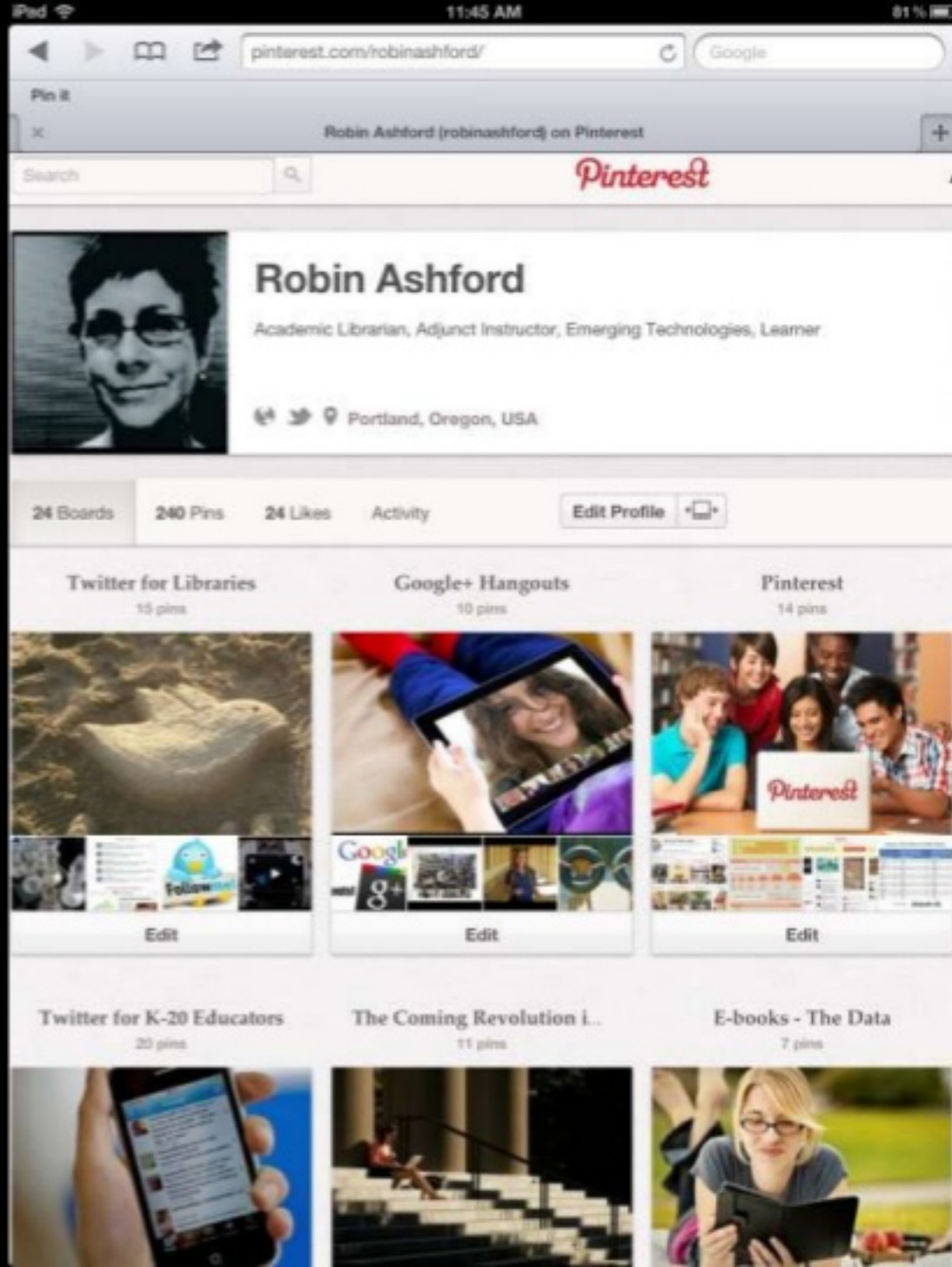


Image credits

<http://www.flickr.com/photos/publicenergy/416618113/sizes/l/> - title slide

<http://www.flickr.com/photos/lostmodern/694922765/sizes/l/in/photostream/> - black and white grid

<http://www.flickr.com/photos/booleansplit/2376359338/sizes/l/> - toolbox

<http://www.flickr.com/photos/zzpza/3269784239/sizes/o/> - new tools

<http://www.flickr.com/photos/52502823@N00/3261450212/sizes/l/> - pins

<http://pinterest.com/ricelibrary/> Rice Library

<http://pinterest.com/fullertonpl/new-in-downloadables/> Fullerton Public Library

<http://pinterest.com/watzeklibrary/works-by-l-c-faculty/> Watzek Library L&C

<http://pinterest.com/nypl/what-nypl-is-reading/> New York Public Library

<http://www.flickr.com/photos/pinksherbet/2162778538/sizes/l/> - nested dolls

<http://www.flickr.com/photos/jul3sg33/4199662501/sizes/z/> ring

<http://www.flickr.com/photos/leonem/4504526887/sizes/l/> film development

<http://www.flickr.com/photos/patricil/3071992336/sizes/o/> baby headphones

<http://www.flickr.com/photos/16230215@N08/6984394425/> last slide



Bye now...

h.koppdelaney