

Annual Meeting Chicago 2013 → University Club, Hosted by Dominican University

July 2, 2013

Notes from Roundtable Discussions

Social Networking Discussion

- Pinterest because it is graphical -- especially for digital and visual information
- Feed Pins directly to the twitter account
- Direct link to the resource itself
- May appeal to visual learners
- Put the link to "pin it" on the collection
- Invert the thinking -- instead of point to Pinterest, make Pinterest point to them
- ebooks could be repinned -- link to then Facebook account
- Feeding into Facebook works better because the image is captured as well
- Once you start getting participants, being picked up by other organizations like DPLA would help promote
- Moving toward having non-librarians become ambassadors
- Social media may be a way to feed information to other scholars
- Don't think about things, but focus on what people want to do
- What group are you trying to appeal to?
- Who would write the social media messages?
- We could go the the scholars group to see what those scholars use
- All of the centers could promote through their social media
- How can you craft a message? is it better just to put everything out there and have people selectively view what they want?
- Scholars may be less visually oriented
- How you tag things is important
- You want to lead people to the portal instead of making them go to it

Rob Behary, MLS, MBA
Systems Librarian
Gumberg Library
Duquesne University
(412)396-1085