Let's talk about you:
Tech tools for telling the users about themselves
Bee Bornheimer | October 27, 2010 | Internet Librarian 2010
About Qualcomm Library

Supports Fortune 500 wireless telecommunications company – global population of >16,000 employees

Library structured in 3 areas:
- Research and analysis
- Content licensing
- Technical

Average annual “usage rate” among employees is ~70%.
“Telling them about themselves” (pre-social media)

- Analyzing Library usage data and feeding it back
- Getting the attention of upper management
  “Here’s how your group uses the Library…”
  “Here are popular downloads in your dept…”
- People like talking (and hearing) about themselves!
• Internal versions of social media tools

• Social media policy -> Cross-functional effort - learning, IT, legal

• Library asks: How can we leverage these tools?
A Library-branded “Wiki widget” that can be embedded into users’ workspace
Benefits to clientele:
• Embedded in their workspace
• Customized to their needs
• Highly relevant resources
• Allows them to see what peers are doing

Benefits to us:
• Connect more people to our resources
• Strengthen partnerships with other groups
• More opportunities to learn about our users’ needs
• Easy to do!
Questions?

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