Help Us Out Here!

Adapting Library programming to other audiences
Nathan Flinchum (Justnathan)
Just another step toward world domination!
City Government Needs Help

New social media policy - allowing depts to use social media

Decision is met with:
Excitement

flickr.com/photos/andrec
Fear

flickr.com/photos/spengler
No

Staff

Time

Resources
Every Request is an Opportunity!

Support the community in a new way.

Look at our programs through different eyes.

Find new and innovate things to use later.
Just another step toward world domination!
Identify Clear Goals

Hint: Theirs are not the same as yours!
Library Social Media Training (Staff)

Goals:
know what their patrons are talking about!
better assist patrons.
share skills and collaborate across branches.
City Goals

Training Program to Help Ensure Content that is:

- Current
- Relevant
- Appropriate
- Consistent
City Goals

What is Web 2.0?
Good Uses and Basic How-Tos of Suggested Tools
Building a Plan

Personal Touch
Carry Over What Works

Private site (Wetpaint) for content and practice

Mixture of synchronous (classroom) and asynchronous (DimDim) training

Write-ups, outlines, and other written materials
Make It New

Programs outside the library ≈ Program 1.1

Added many more examples of sites

Focused on the process of making a social media plan

Plan templates and examples
Encourage Cooperation and Collaboration

Provides stability and support after you leave

Small Cohorts

Posting and Commenting on Wetpaint

Sharing Projects
Bring It Back!

Evaluate

Reassess your current programs
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