




Welcome to the WebJunction/REFORMA webinar: Using Social Media to Make the Case for Supporting Library Services

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- **For closed captioning**
 - type **/cc** into the chat box
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- Select a receiver from **To:** list
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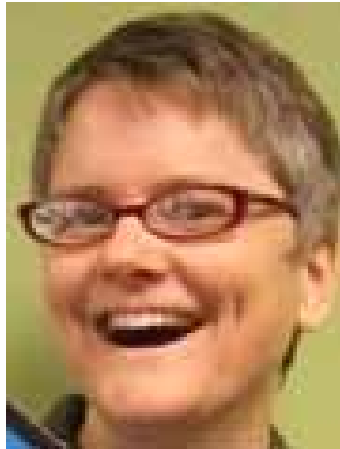
REFORMA



We would like to thank each of today's participants and attendees as well as our partners and customers for making our free events possible.



Today's Producers



Jennifer Peterson

wj_jenpeter



Sharon Streams

wj_streamss

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Today's Presenters

Loida Garcia-Febo
REFORMA President
Queens Library, New
Americans Program
and Special Services



Meredith Farkas
Norwich University
Head of
Instructional
Initiatives



Marci Merola
Director, ALA
Office for
Library
Advocacy



Fiona Bradley IFLA
Programme
Coordinator ALP
Action for
Development through
Libraries Programme

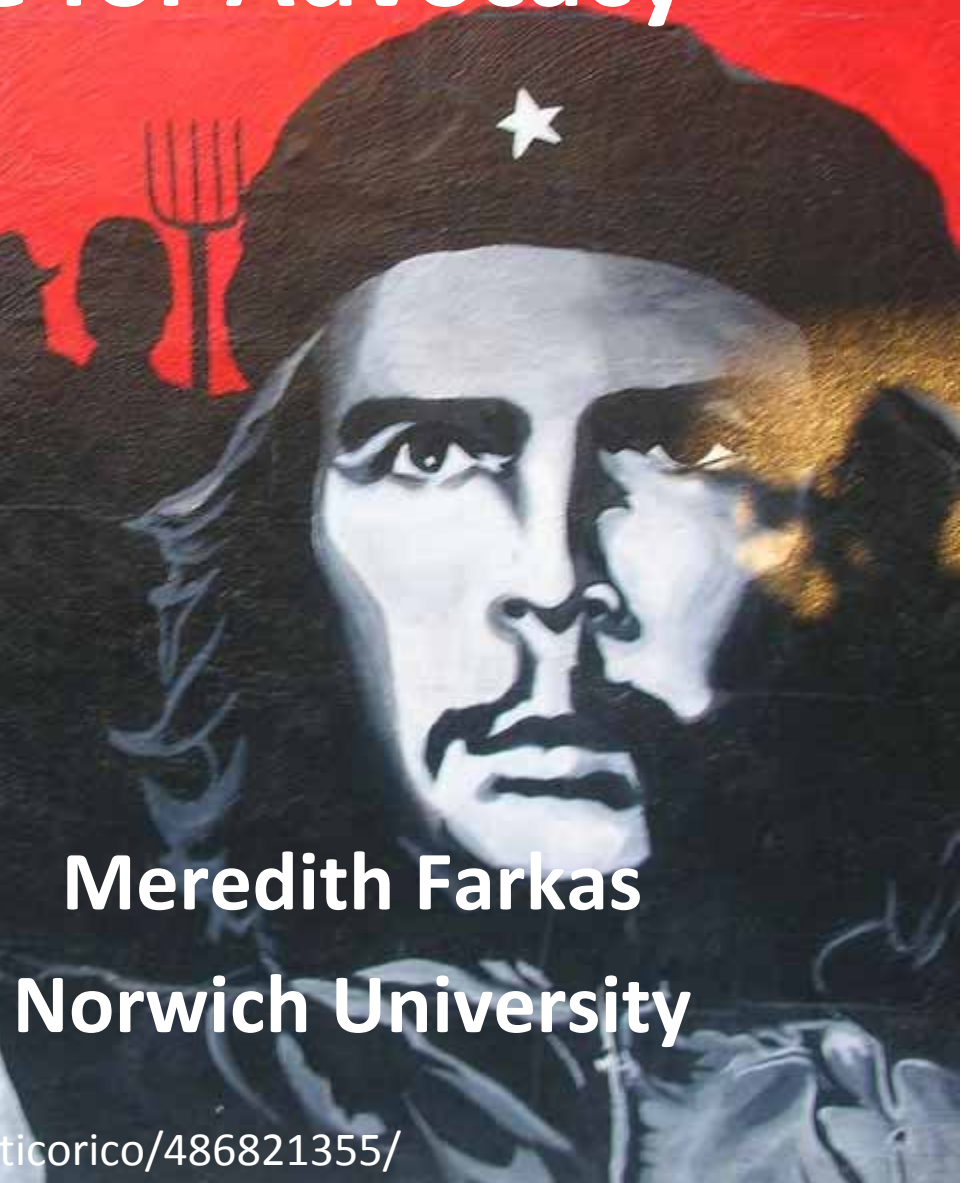
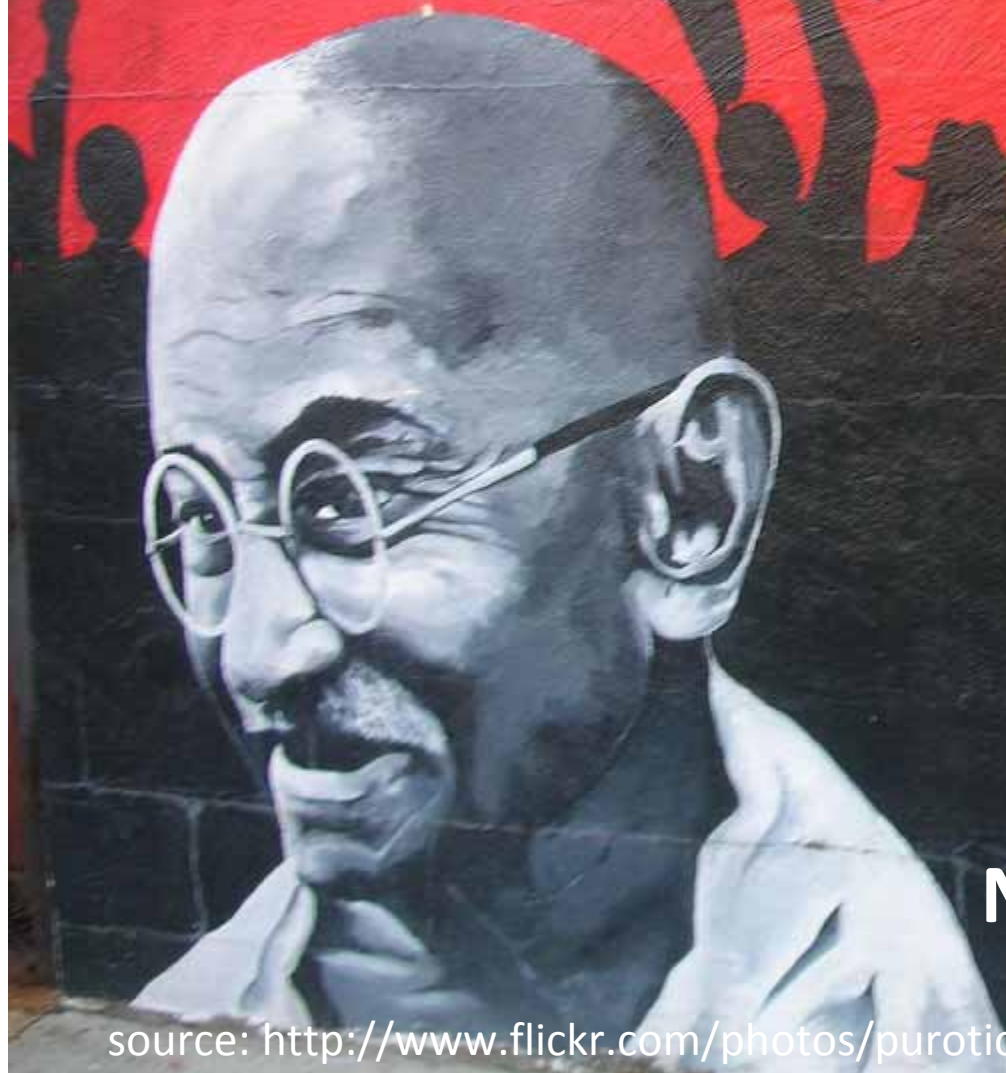


Max Macias
REFORMA
Webmaster
Portland Community
College, Serials
Technician



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Social Software for Advocacy



Meredith Farkas
Norwich University

source: <http://www.flickr.com/photos/puroticorico/486821355/>

What is social software?

- My definition:
 - Allows people to communicate, collaborate, and build community online
 - It can be syndicated, shared, reused or remixed, or it facilitates syndication
 - It allows people to easily learn from and capitalize on the behavior or knowledge of others

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Why Blog?

- Familiar medium
 - 133 million blogs indexed by Technorati
 - Used by all populations
- Informal medium
- Easy to create, free software
- Users can get the content in the format of their choosing
- SEO if blog is on your domain

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Blogs for advocacy

- Share news
- Highlight events
- Give the organization a human voice
- Tell stories
- Calls to action
- Facilitate conversations

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THE AMNESTY INTERNATIONAL USA WEB LOG. VISIT US @ AMNESTYUSA.ORG.

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Write-a-Thon Series: Aung San Suu Kyi

Asia, Individuals at Risk | Posted by: [Bryna Subherwal](#), November 3, 2009 at 9:47 AM

This posting is part of our Write-a-Thon Cases Series. For more information visit www.amnestyusa.org/writeathon/

19 tweets

retweet



Aung San Suu Kyi, © Chris Robinson

Democracy icon **Aung San Suu Kyi** has called for political change in Myanmar and has spent 14 of the last 20 years being punished for it. The military junta that has run the country since a 1962 coup has cracked down on political dissent, jailing thousands of reformists and activists. Aung San Suu Kyi, the primary face of the movement for democracy, has been kept under house arrest, unofficially detained, and subjected to other restrictions since the National League for Democracy (NLD), which she co-founded, won a 1990 general election. The NLD was immediately denied power by the ruling State Peace and Development Council.

Aung San Suu Kyi is one of Amnesty International's 10 priority cases who you can help free by participating in our Global Write-a-thon running from December 5-13. She has most recently been placed under 18 months' house arrest in August, a move that the international community has censured as a government pretext to prohibit her from participating in state elections scheduled for 2010.

Placing pressure on the Myanmar authorities to release Aung San Suu Kyi and allow the peaceful exercise of freedom of expression could be especially effective now. Addressing Asian state leaders on Saturday, General Thein Sein, Myanmar's prime minister, announced that the government would be [open to including Aung San Suu Kyi in reconciliation processes](#) before the elections. In addition, it may ease some restrictions

MOST READ

- [King of Horror's New Anti-Torture Ad](#)
- [Sri Lanka: are releases of displaced civilians genuine?](#)
- [Human Rights Flashpoints – October 13, 2009](#)
- [U.S. State Department Releases Sri Lanka War Crimes Report](#)
- [Getting \(even more\) Scary in Honduras](#)

MOST COMMENTS

- [Death threats for two Sri Lankan journalists](#)
- [Troubled Waters: Palestinians Denied Fair Access to Water](#)
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ABOUT US

Amnesty International works to protect human rights worldwide. We have more than 2.2 million supporters, activists and volunteers in over 150 countries, and are completely independent from government, corporate or national interests. [Learn more about us at AmnestyUSA.org >](#)

OUR CONTRIBUTORS

[Larry Cox](#) is Executive Director of Amnesty International USA. In assuming leadership of AIUSA, Larry's career has come full circle 30 years after joining the organization as its first press officer. [See all >](#)

GUEST CONTRIBUTORS

[Alice Eve](#)
[Anja Rudiger](#)
[Nazanin Boniadi](#)

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<http://blog.amnestyusa.org/>

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spark: empowering youth with real-world opportunities

897

SPARK IS A NON-PROFIT YOUTH EMPOWERMENT ORGANIZATION BASED IN SAN FRANCISCO, CALIFORNIA. USING A UNIQUE APPRENTICESHIP MODEL, SPARK INSPIRES MIDDLE-SCHOOL YOUTH TO PURSUE THEIR INTERESTS, CREATE BONDS WITH THEIR COMMUNITIES, AND DEVELOP A LIFELONG PASSION FOR LEARNING.

tuesday, august 11, 2009

Meet Gino, Spark's Future Willy Wonka

In honor of our upcoming **Ice Cream Social**, we thought you should get to know the budding brain behind Recchiuti Chocolates this summer...

Spark Student Gino!



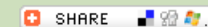
Gino is a rising 8th grade student who is passionate about two things: comedy and cooking! For that reason, his apprenticeship in the kitchen at **Recchiuti Confections**, is an ideal match. He is learning about the math involved in making perfect chocolate - including the exact weights and temperatures required. He been preparing mouth-watering delights such as bacon toffee and chocolate ganache, and has the chance to

spark online

Website
Twitter
Facebook
YouTube

GreatNonprofits.Org
Guidestar

share the spark!



blog archive

- ▼ 2009 (28)
 - ▶ October (3)
 - ▼ August (3)
 - Meet Gino, Spark's Future Willy Wonka
 - Last Discovery Nights of Summer '09
 - Spark & Recchiuti Host Ice Cream Social!
 - ▶ July (7)
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 - ▶ May (2)
 - ▶ April (3)
 - ▶ March (2)
 - ▶ February (1)
- ▶ 2008 (3)
- ▶ 2007 (20)
- ▶ 2006 (2)

<http://sparkprogram.blogspot.com/>

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Friday, October 16, 2009

Jeff Gordon Announces Commitment to CureSearch, Children's Oncology Group

On the 10th anniversary of The Jeff Gordon Foundation, NASCAR superstar Jeff Gordon, announced that his Foundation has awarded money to complete the funding to conduct a Phase I long-term follow-up study of pediatric cancer patients through CureSearch National Childhood Cancer Foundation and the Children's Oncology Group. The funding was part of a larger commitment by The Jeff Gordon Foundation to support pediatric cancer treatment and **research**.

CureSearch will provide further details in an upcoming press release.

Posted by CureSearch Webmaster at [2:39 PM](#) [0 comments](#)

Labels: [Be The Match Registry](#), [cancer research](#), [childhood cancer](#), [Children's Oncology Group](#), [CureSearch](#), [Jeff Gordon](#), [Jeff Gordon Foundation](#), [NASCAR](#), [National Marrow Donors Program](#), [pediatric cancer](#)

Wednesday, October 7, 2009

NEW Family Stories

CureSearch is proud to bring you a new series of online videos we're calling Family Stories. These videos will give everyone an opportunity to learn how a childhood cancer diagnosis changes the lives of tens of thousands of families in the US.

[View the videos now!](#)

Posted by CureSearch Webmaster at [4:37 PM](#) [0 comments](#)

Labels: [childhood cancer](#), [CureSearch](#), [family stories](#)

Wednesday, September 30, 2009

First MileStones Walk in DC - A Resounding Success



[Make a Donation](#)

Public Awareness



New CureSearch Store



New designs, products and customization options! [Visit today](#) and your purchases will go towards funding childhood cancer research.



<http://curesearchnccf.blogspot.com/>

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NEWS FROM

October 30, 2009

Women Blog for Health Care 2009 - Sign Up to Take Part!

by **Robin Reed**, Online Outreach Manager,
National Women's Law Center

As you know, we've designated **November 4th as the Women's Day of Action for Health Care Reform**. Across the country, women will be speaking out through a 24-hour blog-a-thon where women join forces to blog, tweet or post for fair, affordable and comprehensive health care coverage.



As part of NWLC's new campaign, "**Being a Woman is Not a Pre-existing Condition**," women and progressive activists across the web, bloggers, tweeters and Facebook users will make their voices heard and demand health care reform that works for women and families. We hope you'll participate in the blog-a-thon! **You can sign up to take part here.**

To find out more about the new campaign go to www.AWomanisNotaPreexistingCondition.com where women and men can send a letter to their Members of Congress and watch the campaign video. You can also get a widget to embed

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HIGHLIGHTS

[Against All Odds: Denying Domestic Violence Victims Health Insurance](#)

['Mad Men' Takes on Fair Pay](#)

[An Unstable Health Care System: A Girl's Best Friend?](#)

[Women's Poverty Increases; Insurance Decreases](#)

[Listening to Latinas: I am One of the Lucky Ones](#)

[Senator Kennedy: A Compassionate and Effective Champion for Women](#)

[Know the Facts About Health Reform](#)

[Health Care Reform Fortune Teller — Unable to Predict the Future, But Will Tell You Why Women Can't Wait for Health](#)

<http://www.womenstake.org/>

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What are you doing?

140

Latest: @djiander Oh you crazy Canadians and your pencils for Halloween! ;-) about 1 hour ago

update

Home



younglibrarian This may actually induce me to get a snuggie -- Weezer Snuggie Infomercial <http://bit.ly/2VXqT6>

3 minutes ago from web



brewinlibrarian RT @caseorganic: Progress isn't made by early risers. It's made by lazy people trying to find easier ways to do something.

3 minutes ago from Echofon



vielmetti 12 voters at the Michigan union

4 minutes ago from mobile web



PaulMiller RT @euan: I have lusted after Google Voice since it was Grand Central and can't have it. I want Ribbit NOW! [ditto]

5 minutes ago from Tweetie



cindi alas... they are out of business <http://flic.kr/p/7cVqV5>

5 minutes ago from Flickr



joshuamneff Clean Harry #unseenprequels

6 minutes ago from Echofon



Inorvig A trend I hate: Linking to a Facebook link to an article that is on the web. Please make it stop.



librarianmer

1,624 tweets

273

1,077

77

following followers listed

Fledgling Wine

n. a Twitter winemaking project for literacy around the world.

Home

@librarianmer

Direct Messages

97

Favorites

Search



Lists



Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending Topics



#losemynumber

#unseenprequels

Google Wave

Halloween

#VoteNoOn1

New Moon

Maine

Twitter Lists

Twitter

- Microblogging – sharing information in 140 characters or less
- People “follow” your Twitter feed and get updates of your news and that of their other friends chronologically
- Hugely popular
- Can use via web, cell phone, desktop apps, IM, etc.

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Twitter for Advocacy

- Share news quickly
- Share work they are doing/success stories/stories of need
- Get word out about needs
- Share info retweeted from other sources
- Engage with membership
- Blog post alerts

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Twitter for Advocacy (cont'd)

- Syndicate your tweets (blog, website, FB page, etc.)
- How to set up Twitter profile
 - Purely organizational
 - Organizational with personality (named tweeter)
 - Org members with own profiles

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Follow Lists [Settings icon]

Even a small donation helps! Help us win America's Giving Challenge today thru Facebook Causes! <http://bit.ly/2Zvflc>

10:31 AM Oct 30th from TweetDeck

Help us win the daily Giving Challenge on Facebook Causes!! Donate btwn 3PM today & tomorrow! <http://bit.ly/2Zvflc>

3:08 PM Oct 29th from TweetDeck

RT @LandonHall: No more excuses: A reporter gives blood and wonders why it took 17 years. <http://bit.ly/4yy2co>

10:47 AM Oct 29th from TweetDeck

Holiday Mail for Heroes is happening again this year! Learn how to participate on our blog: <http://bit.ly/4i5SVH>

4:27 PM Oct 27th from web

The American Red Cross is sending \$180,000 of relief items to help people affected by the worst flooding to hit India in a century.

11:00 AM Oct 27th from web

New poll results on flu preparedness! Did you know women are more likely to cover their sneezes than men? <http://bit.ly/2K5MS4>

12:10 PM Oct 21st from TweetDeck

80% of people in a new poll got info about H1N1 from TV, only 21% got it from blogs & websites. More poll results tomorrow...

1:13 PM Oct 20th from TweetDeck

Name American Red Cross

Location UT: 38.911452,-77.099041

Web <http://www.redcro...>

Bio Official twitter stream for the American Red Cross. Follow us for disaster and preparedness updates.

14,486 following 27,255 followers 440 listed

Tweets 788

Favorites

Actions

block RedCross report for spam

Following



View All...

RSS feed of RedCross's tweets

<http://twitter.com/RedCross>

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[+ Follow](#)[Lists](#)

More leaked details of secret IP enforcement treaty under negotiation this week from PC World:
<http://eff.org/r.4bh>

about 1 hour ago from API

Important vote in Congress on the [#PatriotAct](#) reform soon! If your Rep is on the list, contact them today! <http://eff.org/r.b9e>

about 2 hours ago from API

New details leaked on secret international IP enforcement pact. Plan includes 3rd party liability for infringement. <http://eff.org/r.5bg>

about 3 hours ago from API

More about the industry's about-face on DVRs: <http://eff.org/n/8915>

about 21 hours ago from API

DVR becomes latest case of the entertainment industry benefiting from a technology it once fought. <http://eff.org/r.b7c>

11:04 PM Nov 1st from API

Polling says heavy illegal downloaders spend more on music. <http://eff.org/r.b6b>

2:18 PM Nov 1st from API

This is not a good start for the Obama admin's new state secrets nolicv <http://eff.org/r.5ha>

Name EFF

Location San Francisco, CA

Web <http://www.eff.org>

Bio Defending your civil liberties in a digital world! Follow us to stay at the forefront of tech policy issues.

110 **11,194** **457**
following followers listed

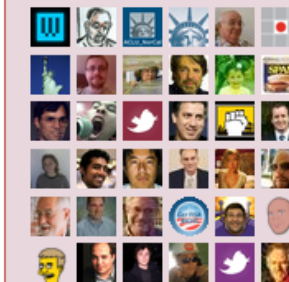
Tweets 318

Favorites

Actions

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[report for spam](#)

Following



[View All...](#)

[RSS feed of EFF's tweets](#)

<http://twitter.com/EFF>

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Meredith Farkas Feeling like a second grader with my lunch today. PB Sanwich, raisins and jello pudding. Now if I could only learn my multiplication tables. a moment ago clear

Wall Info Photos Boxes +

Post creation area with text input, attach options, and share button.

View Photos of Me (44)

View Videos of Me (1)

Edit My Profile

Write something about yourself.

Information

Networks: Norwich Faculty Wesleyan Alum '99

Relationship Status: Married to Adam Farkas

Birthday: May 23

Friends

581 friends See All



Anne-Marie Basso Brian Gray Rose Grayson



Meredith Farkas Feeling like a second grader with my lunch today. PB Sanwich, raisins and jello pudding. Now if I could only learn my multiplication tables.

2 seconds ago · Comment · Like

RECENT ACTIVITY

- Meredith joined the group Fans of Intellectual Freedom. · Comment · Like
Meredith became a fan of March of Dimes. · Comment · Like
Meredith commented on her own photo.
Meredith commented on Virginia Curran's status.
Meredith commented on Noelle Bartolini Julien's status.
Meredith became a fan of Library 101. · Comment · Like
Meredith and Dalia Samir are now friends. · Comment · Like
Meredith and Greg Tramel are now friends. · Comment · Like
3 more similar stories



Margaret Gross

In this photo: Meredith Farkas



Polaroid Photos

Make your Polaroid Photo now! http://sn.im/polaroid_photo

Create an Ad

Rich Dad Burlington



Rich Dad Education is coming to Burlington. Free financial workshops: Tues. Mon. 10t Uncover the secrets of Rich Dad Poor Dad.

Like

Bragging rights - \$39.95



Kim Kardashian and her stylists will match you with tl perfect shoes. \$39.95 a pair with free shipping. Visit ShoeDazzle.com today!

Like

Made Men Made Here



Facebook

- Social networking site
 - Allows people to publicly articulate their social network and make new connections
 - Centered around profiles, but also pages, groups
- Why use it?
 - Your users are on there (>300 million active users)
 - Easy to create and maintain
 - Can pull in content from other sites

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Pages

- Establish your brand on Facebook
- Can be seen by non-Facebook members
- Activity on your page makes you more visible to your fans
- Visitor statistics
- Can have applications on page, pull in RSS feeds, create “get involved” page

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Groups

- Existed before pages
- Can't have apps and RSS feeds on it
- Only Facebook users can see it
- Good for specific campaigns or causes – pages better for main org. presence

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Facebook Apps

- Little widgets that provide some functionality
- Causes application lets you raise money on FB
- App that puts your content on your fan's profiles
- Widget that advertises a person's support of your cause

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Suggest to Friends
Subscribe via SMS

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.

Information

Founded:
1938

Fans

6 of 21,612 fans See All



Mitchell King



Monica Hilderbrand



Amy Rae Chandler



Lenna Lupardus



Dave Francisco



Dani Smith

March of Dimes asks you to join the fight for preemies! This November, do something special for a baby you love. Create a virtual band in honor or memory of a baby in your life. Your gift funds research and programs that give premature babies a fighting chance. <http://bit.ly/1gfwUt> 3 hours ago

Wall Info Get Involved! YouTube RSS/Blog Notes >>

Write something...

Attach:

Share

Filters



March of Dimes

Fight for Preemies

It's Prematurity Awareness Month, when everyone's focused on premature birth and the families touched by it. In our country alone, more than half a million babies are born too soon each year, some very sick. Maybe you had a premature baby yourself. Or you may know someone who did. T...

2 hours ago · Comment · Like · Share

30 people like this.

View all 15 comments



Jennifer Sand Thank you March of Dimes. Two years ago our twins were born at 24wks. We are grateful to God for the dear folks at MOD-- putting research into prematurity... Thank you for all that you do!

13 minutes ago · Report



Nicole Bleau-Krueger Proud mama to a 26 week old son named Dominic. He was 1 pound 7 ounces and 12 1/2 inches long. We did 101 days in the NICU at Yale New Haven Hospital and Lawrence and Memorial Hospital. He has been home for 11 days and is 5 pounds 12.5 ounces and 18 1/2 inches long. So thankful for all that March if Dimes does for these little babies.

10 minutes ago · Report

Write a comment...



March of Dimes asks you to join the fight for preemies! This November, do something special for a baby you love. Create a virtual band in honor or memory of a baby in your life. Your gift funds research and programs that give premature babies a fighting chance. <http://bit.ly/1gfwUt>

3 hours ago · Comment · Like

33 people like this.

Create an Ad

Samsung's Four Seasons of Hope



Could your favorite school use part of \$1million in technology? Tell Samsung why in 100 words. Click for more information.

Become a Fan

The Original Mad Man



Newsweek, Forbes, and the BBC all call David Ogilvy the original "Mad Man". The King of Madison Avenue-in bookstores now.

Like

Self-Publish Your Book



New book design, editing & marketing programs available

Chat (Offline)

<http://www.facebook.com/marchofdimes>

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March of Dimes asks you to join the fight for preemies! This November, do something special for a baby you love. Create a virtual band in honor or memory of a baby in your life. Your gift funds research and programs that give premature babies a fighting chance.
<http://bit.ly/1gβWUt> 3 hours ago

Wall

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Notes



march of dimes

fight
for preemies

get involved!

Feeling inspired? There are plenty of ways you can help support the March of Dimes. Free and downloadable games, contests, partnerships with our sponsors--it will all be here!


hope arcade
play games. make a difference.

Play Games, Make a Difference! This is your place to enjoy all of your favorite free and paid, online and downloadable games, with one very big difference: 70 percent of all net profits from the Hope Arcade will be donated to the March of Dimes organization.



Support the March of Dimes without spending a dime. Now Citi® will donate \$50 to the charity of your choice for every person who is approved for a Citi credit card via your "Make a Difference" application. To learn more, visit Citi's profile page at makeadifference.citicards.com. Together, we can make a difference!



March of Dimes asks you to join the fight for preemies! This November, do something special for a baby you love. Create a virtual band in honor or memory of a baby in your life. Your gift funds research and programs that give premature babies a fighting chance.
<http://bit.ly/1gfWUt> 3 hours ago

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March for Babies 2009

It's America's favorite walking event! When you walk, you give hope to the families of babies born too soon or sick. The money you raise supports programs in your community that help moms have healthy, full-term pregnancies. And it funds research to ...

Rating: ★★★★★

Views: 33

Write a comment about this video...

Post Comments

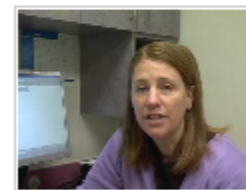
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Healthy Pregnancy, Healthy Baby: Prenatal Care

Dr. Siobhan Dolan walks you through a prenatal care exam and how to find good pr...

Views: 1



Prenatal Care: Early Pregnancy Visits

Curious about your first prenatal care exam? Learn about what your health provid...

Views: 0



Healthy Pregnancy, Healthy Baby: Healthy Food Choices

<http://www.marchofdimes.com/healthyeating>
 Dr. Siobhan Dolan goes food shoppin...

Views: 6



Healthy Pregnancy, Healthy Baby: Folic Acid for Women

Folic acid, a B vitamin, helps prevent birth defects of the brain and spinal cor...

Views: 1



2009 National Ambassador: Katelyn's Story



March of Dimes asks you to join the fight for preemies! This November, do something special for a baby you love. Create a virtual band in honor or memory of a baby in your life. Your gift funds research and programs that give premature babies a fighting chance.
<http://bit.ly/1gfWUt> 3 hours ago

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News Moms Need | [Subscribe](#) | [Report](#)

Growth charts

30 October 2009, 8:53 am

Pediatric growth charts are a standard part of any checkup. They have been used by health care providers and parents to track the growth of infants, children, and adolescents in the United States since 1977. They show us how kids are growing compared with other kids of the same age and sex. They also show [...]

[Read more >>](#)

SEND TO...

Share

Mom had cesarean deliveries. Does that mean I will?

29 October 2009, 9:12 am

Wordless Wednesday

28 October 2009, 7:24 am

How long does it take to get pregnant after stopping birth control?

27 October 2009, 7:39 am

Mommy police

26 October 2009, 7:16 am

March for Babies Blog | [Subscribe](#) | [Report](#)

Born Too Soon

27 Oct 2009, 8:18 am

One in eight babies is born too soon in America. But what about the rest of the world? The March of Dimes just published the results of the first-ever study into the global problem of premature birth. And the news is disturbing:

- Every year, 13 million babies worldwide are born prematurely, and more than one million die because they are born too soon.
- Rates of premature birth are increasing everywhere — in our country alone, the rate has gone up by 36 percent in the last 25 years.

There are more shocking stats, you can read them [here](#). But there's also good news to come out of this. The March of Dimes is meeting with world health leaders to create a plan for global action that will reduce the prematurity rate and give all babies a

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Suggest to Friends

Determined to make cancer a global priority, reduce stigma, improve support, increase access to care and make this disease HISTORY!

Information

Founded: 1997

Fans

6 of 673,899 fans See All



Darlin Jackson



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Alisa Nunnery Knudsen



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Cindi Trainor



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LIVESTRONG [Become a Fan](#)

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LIVESTRONG



LIVESTRONG Blog » Blog Archive » Auction Raises 1.3 million for LIVESTRONG

Source: livestrongblog.org

LIVESTRONG raised \$1.3 million for the global fight against cancer at the one-time-only auction, It's About the Bike, at Sotheby's in New York, NY on Sunday, November 1st.

3 minutes ago · Share

23 people like this.



Anika Ryder me 2 minutes ago · Report



Adrian Hunt Would have been cool to see this show. 2 minutes ago · Report



Rica Mendes TJ, a dear camp friend of mine is Growing a Mo for Men's Health in the UK! Drop him a line, sponsor his facial hair growing efforts and show him some love!

<http://uk.movember.com/mospace/175793/>

In the UK, proceeds go to The Prostate Cancer Charity. (Here, in the US, it goes to the Lance Armstrong Foundation and Prostate Cancer Foundation.)

31 minutes ago · Report



Craig Helmreich A friend just sent me this about 5-yr old Noah Biorkman who is in his last stages of a 2 1/2 year battle with Neuroblastoma cancer: "They are celebrating Christmas next weekend and he's requested Christmas cards. Anyone who would like can send a card to: Noah Biorkman, 1141 Fountain View Circle, South Lyon, M...[Read More](#)

4 hours ago · Report



LIVESTRONG WE'd be glad to send a words of encouragement and his way. Thanks so much for letting us know

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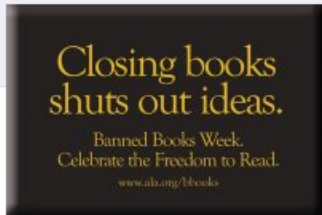


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<http://www.facebook.com/livestrong>

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Invite People to Join

Leave Group

Information

Category:

Common Interest - Politics

Description:

Intellectual freedom is the freedom to receive, consider, and transmit ideas, without restriction. It is the right to freely access information on every subject, to read and consider every opinion from across the spectrum of political thought - any idea a person wants or needs, including those fictions that entertain, uplift, intrigue, outrage, scare, teach, and inspire.

Privacy Type:

Open: All content is public.

Members

6 of 710 members

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Laura Glaser



Bobbi Newman



Alane Wilson



Anthony Auston



Jennifer Miller Howell



Angie DeNicholas

Fans of Intellectual Freedom

Wall

Info

Discussions

Photos

Write something... Share



JD Carruthers

Banned Books Week

"Where they have burned books, they will end in burning human beings." —Heinrich Heine, from his play Almansor (1821) The American Library Association is once again observing Banned Book Week during the week of September 27. As a way of celebrating the gift of literature, and the freedom of speech and press...Read More

September 19 at 10:24pm · Participate



Adam Lauder

An Ad Hoc Investigatory Committee has been struck by the Canadian Association of University Teachers (CAUT) to look into concerns that the academic freedom and other academic staff rights of McGill's academic librarians have been violated and to make any suitable recommendations. Please show your support for the a...Read More

July 24 at 10:05am · Report



Jen Hammond http://www.privacyrevolution.org/

March 27 at 4:19pm · Comment · Like · Report



Jen Hammond The application for the Gordon M. Conable Scholarship Application, sponsored by the Freedom to Read Foundation, is now available online. The scholarship provides all expenses to attend the 2009 Annual Conference to a library school student or new professional who is committed to Intellectual Freedom issues. Find the ...Read More

March 3 at 12:24pm · Comment · Like · Report



Peter James End Democracy and Socialism: Support Freedom! Join this group:

http://www.facebook.com/group.php?gid=131235240053#/group.php?gid=131235240053

February 4 at 7:30pm · Comment · Like · Report



Mark Perkins Sarah, Do you have details of the comments, as it is difficult to respond without the context Mark

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YouTube

- Video sharing site with social networking components

The screenshot shows a YouTube video player for the video "Building Academic Library 2.0". The video is from the channel "UC Berkeley Events" and was uploaded on November 19, 2007. The video features Meredith Farkas, a keynote speaker at the Academic Library 2.0 conference. The video player shows a woman speaking on a stage. Below the video player, there are 21 ratings (5 stars) and 15,843 views. The page includes social sharing options for MySpace, Facebook, and Twitter. There are also sections for "Statistics & Data", "Video Responses (0)", and "Text Comments (7)". A comment from user "eve6261979" is visible, dated 4 months ago, with the text: "Thanks for posting! I'm a Library Technician Student that is still learning about the profession.. I'm glad to have stumbled upon this conference...very informative". On the right side of the page, there is a sidebar with a "Berkeley University of California Events" banner, a "UC Berkeley Events" channel link, and a list of "More From: UC Berkeley Events" videos, including "Charles Giancarlo, Managing Director, Silver Lake", "Charles Huang, Co-Founder, RedOctane", "Politics and New Media in the Muslim World", "Conversations with History - T. V. Paul", and "Conversations with History - Leon M. Lederman". There is also a "Related Videos" section at the bottom right showing "Mr Bean - Library".

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YouTube for Advocacy

- Central space to collect your videos
 - PSAs
 - Events
- Behind-the-scenes videos
- Contests to let users create videos promoting organization/cause
- Can embed YouTube videos on your website
- “Call to Action” – clickable ads on top of videos

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hsus's Channel

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Undercover Investigation: IHOP's Egg Supplier

74 ratings ★★★★★

From: hsus | September 16, 2009 | 13,397 views

<http://www.humansociety.org/ihop>

Uploads (210)



Undercover Investigation: Veal Calves Abused at

1,084 views - 23 hours ago



Fashion to Help Fido

340 views - 5 days ago



Ben Stein Raises Awareness About Puppy Mills

305,283 views - 1 week ago

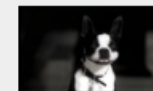
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Favorites (27)



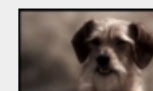
Ben Stein says: Stand up for animals for the chance to

YTVideoVo... - 39,308 views



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American Library Association

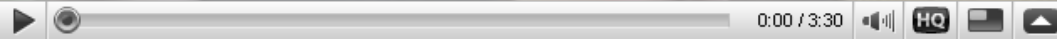
AmLibraryAssociation's Channel

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Maggie Stiefvater interview

1 ratings ★★★★★

From: AmLibraryAssociation | October 16, 2009 | 270 views

Maggie Stiefvater, author of "Shiver" and "Lament," sits down with Booklist to talk about the challenges of writing paranormal fiction, the strangeness of being called a romance writer, and who would win in a no-holds-barred cage match between homicidal faeries and love-struck werewolves. Also, she shows off the sketch book that has her in trouble with the Department of Homeland Security.

... (more info)

View comments, related videos, and more

Uploads (149)



Maggie Stiefvater interview

271 views - 2 weeks ago



Bill Ott's The Back Page - Book Release Party

76 views - 2 weeks ago



Wits & Wagers Game Tips for National Gaming Day

70 views - 2 weeks ago

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ALA Connect Promotional Video

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AmLibrary... - 349 views



Using ALA Connect with Your Existing Social Media

AmLibrary... - 136 views

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AmLibraryAssociation

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Your social media strategy

- Define your goals
- Figure out what tools your audience is using
 - Social media listening
- Choose tools that will best help you meet your goals
- Policy decisions
 - Who is responsible for what?
 - How do you want your brand represented?
 - Organizational voice or personal voice(s)?

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> Professional Ethics

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Resources, courses and tools to help library advocates make the case at the local level.

[Federal Legislation](#)

[State and Local Efforts](#)

[Know Your Stimulus](#)

A one-stop source with resources on how to make sure libraries benefit from the American Recovery and Reinvestment Act and the most up-to-date information on the stimulus.

[Legislative Action Center \(Capwiz\)](#)

The LAC features updates on all the important library-related legislation making its way through Congress and allows you to directly contact your Members of Congress!

[Public Awareness](#)

The Campaign for America's Libraries is the American Library Association's public awareness campaign about the value of libraries and librarians.

Latest Posts from the District Dispatch

- [USA Patriot Act Sunset Extension Act reform sections of security bill set to expire this year](#)
- [FCC announces plans to adopt new net neutrality principles](#)
- [House-passed bill highlights role of community college libraries](#)
- [OITP releases official "Fiber to the Library" paper](#)
- [ALA: JUSTICE Act would amend PATRIOT Act provisions eroding patron privacy](#)

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Resources, courses and tools to help library advocates make the case at the local level.

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> Intellectual Freedom

> International Issues



Resources, courses and tools to help library advocates make the case at the local level.

▪ [Advocating in a Tough Economy Toolkit](#)

The following resources and tools, including news clips, op-eds, and statistics to help library supporters make the case for libraries in these times.

▪ [Add It Up: Libraries Make the Difference in Youth Development and Education](#)

Research and statistics to help advocates make the case for libraries at every stage of youth development and education.

▪ [Coalition Building](#)

Best practices of successful library coalition building from around the country.

Coming Soon:

▪ Making Budget Presentations

▪ [Frontline Advocacy: An Initiative of 2009-2010 ALA President Camila Alire](#)



Association's [Office for Library Advocacy](#)

For questions and comments, please contact us at advocacy@ala.org. Advocacy University is brought to you by the American Library

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+ Working with Govt. Officials and Legislators

+ Staging a Rally

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> Tools for Advocacy

Advocating in a Tough Economy Toolkit

"During tough economic times, people turn to libraries for their incredible array of free resources, from computers to books, DVDs and CDs, for help with a job hunt or health information. The average annual cost to the taxpayer for access to this wide range of resources is about \$31, the cost of one hardcover book. In good times or bad, libraries are a great value!"

2008-2009 ALA President Jim Rettig



Libraries offer free relief from tough times

Related: Discuss this report on Newsvine

00:00 / 00:00

Contents:

Surviving in a Tough Economy: A Advocacy Institute Workshop



ALA Annual Conference, Chicago
Friday, July 10 from 2- 5 p.m.

[Learn More!](#)

American Recovery & Reinvestment Act 101



Libraries help America get back to work. **Know your stimulus.**

Slow Economy Fuels Surge in Library Use



Media coverage of libraries role during the current economic crisis. [View here.](#)

ACRL Advocacy Resources



Tools to help you articulate the value of academic and research libraries.

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Talking Points

Those in the library community know that the library is the solution to so many problems exacerbated by a tough economy, but sometimes it's difficult to articulate that message. The following talking points are filled with statistics and data to help make the case for your library quickly, concisely and accurately, whether you're talking to your neighbor, a school board, your mayor or the media.

- [Why Support your Local Library?](#)
- [Libraries and the Economy](#)
- [Library Funding](#)
- [Library Use](#)
- [Economic Value of Libraries](#)
- [Stimulus Funding for Public Libraries](#)

[Tough Economy Home](#)

Know Your Stimulus



Get applications, guidelines webinars and more. [Click here.](#)

Slow Economy Fuels Surge in Library Use



Media coverage of libraries' role during the current economic crisis. [View here.](#)

ACRL Advocacy Resources



Tools to help you articulate the value of academic and research libraries.

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Press Center



Information for the media on the role of libraries in tough economic times. [View press kit](#)

Share Your Advocacy Tips



How is your library

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- ★ Preschool ages 0-5
- ★ Kindergarten-Middle School ages 6-12
- ★ Teens: ages 13-18
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- ★ Share Your Story

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> Banned & Challenged Books

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Research and statistics to help advocates make the case for libraries at every stage of youth development and education.

Preschool



There is a positive and statistically significant relationship between children's services in public libraries and early reading success at school. [Public | School](#)

Kindergarten - Middle School



When the act of reading extends beyond the schoolroom and becomes part of daily life, ongoing literacy is on its way to becoming a reality. [Public | School](#)

Teens



In an increasingly global, technological economy... young people must also be able to work comfortably with people from other cultures, solve problems creatively, write and speak well, think in a multidisciplinary way, and evaluate information critically. [Public | School](#)

Add It Up: Libraries Make the Difference



Reliable data to support your advocacy messages. Select an age group.

- Preschool 0-5
- Kindergarten-Middle School 6-12
- Teens 13-18

About this Project



Making the Case The Library Ecosystem Project Partners

Share Your Story



How is your library advocating for children? **Tell us your story!**

We want to hear from you!



Send us your feedback. Tell us about other projects

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Frontline Advocacy

Coming Soon: An Initiative of 2009-2010 ALA President Camila Alire.



2009-2010 ALA President Camila Alire's Initiative is designed to motivate, encourage, provide content, train, and educate librarians and library workers in seizing opportunities— at all levels and especially from the frontlines - to promote the diverse professionals, resources and services of libraries serving schools, colleges and universities, cities, counties and corporate and government structures. Promoting and/or advocating for these core or basic and unique services, resources and expertise - while not typically everyone's job or passion - is essential to a healthy future for libraries in ALL communities – public, academic, school, and special. President Alire's initiative provides a vision, strategies and training materials on how to deliver messages that illustrate the incredible value of libraries including the library's role in the development of basic literacy skills, information literacy, research, economic development, life-long learning and the love of reading.

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+ Best Practices and Lessons

+ Getting Started

+ Coalitions Behaving Badly

+ Eleven Library Advocacy Myths Debunked

+ Where is the U.S. are Coalitions at Work?

+ National Survey Results

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> Library Ecosystem



Coalition Building

Search Coalition Building:

"The Power of Many"

JIM RETTIG,

2008-2009 American Library Association President

Welcome to Advocacy University's Coalition Building Website!



One of the themes I have stressed in my year as ALA's President is the power of the library ecosystem. This ecosystem is made up of the vast numbers of school, public, academic and special libraries that work alone and together to deliver learning opportunities from cradle to grave. In these challenging economic times, most libraries in the ecosystem will struggle to sustain public support - working together in coalition will strengthen advocacy efforts many times over and help libraries thrive rather than just survive. [Read more....](#)

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Advocacy tools and resources from ALA. [More...](#)

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LEGISLATIVE ACTION CENTER

Who can be a library advocate? **Anyone who cares about America's libraries!**

Library advocates play a key role in educating our communities about why libraries and librarians are essential in an information society. While the American Library Association is ably represented in Washington, the voices heard from around country make the difference in the success or failure of legislation.

Legislative Alerts and Updates

Urgent Action Needed: Call now to reform the PATRIOT Act!

Call your member in the House of Representatives and urge her/him to reform the USA PATRIOT Act now! **Please ask your representative to co-sponsor the USA PATRIOT Amendments Act of 2009 (H.R. 3845), introduced by Rep. Conyers (MI-14) and others on October 20, 2009.**

Call Now

Ask your Senator to demonstrate his/her support for S. 1373, the "Federal Research Public Access Act of 2009"

Request Senate support for the Federal Research Public Access Act of 2009

Take Action

Find Your Officials

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ACT NOW

Register Now for National Library Advocacy Day

For one year only, Library Advocacy Day will replace National Library Legislative Day (NLLD). On June 29, 2010, library advocates from all 50 states and Washington, D.C. will meet at Upper Senate Park on the U.S. Capitol grounds. The event, which will begin at 11 a.m., will feature guest speakers, photo ops, and a chance to cheer on libraries! After the rally, participants will meet with their elected officials and their staffs. [More details](#)

Exempt Books from the Consumer Product Safety Improvement Act!

Children's libraries across the country may have to close due to the unintended consequence of Congress' efforts to decrease the levels of lead in products intended for children 12 years of age!

Though books are a safe product, "The Consumer Product Safety Improvement Act of 2008 (CPSIA)" did not exempt books. Thankfully, U.S. Representative Jeff Fortenberry (R-Neb.) has introduced legislation to amend the CPSIA to exempt books. Please contact your Representative to cosponsor H.R. 1692. [Read more and take action.](#)

Libraries in the News [Aurora voters reject library funding](#)

Pennsylvania student selected Step Up to the Plate @ your library® grand-prize winner



Eleven-year-old Elizabeth Ann Bishop has a Baseball Hall of Fame connection - her neighbor is the widow of Hall of Famer and Chicago White Sox player Nellie Fox. But thanks to a trip to her school library, Bishop went to the Hall of Fame herself, as the winner of Step Up to the Plate @ your library.

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Booklist Review of the



Once Was Lost. Zarr (author). Oct. 2009. 2 Brown, hardcover, \$1 (9780316036047). G REVIEW. First published November 15, 2009 (the end of a long, hot and nothing is right.)

mother is in rehab, her father, a popular their small town, is always busy, too busy anyway, and then something shocking happens. Jody, a 13-year-old girl, a member of the disappears. As the days drag on, Sam is drawing away from her friends and her life has a secret she easily guesses, and it's spending time...

[Read more on Booklist Online...](#)

Digital Library of the

CORRAL (UK Colonial Registers and Records Logbooks) is an imaging and digitizing project funded by the Joint Information Systems. The project began October 1, 2008, and will digitize and publish online the records which

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Visit the I Love Libraries web site at <http://www.ilovelibraries.org>

Sign up for our newsletter <http://tinyurl.com/kpvs7d>

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0.9 Post Quality

74 Interactions This Week

Most Active Countries

United States 50

What's on your mind?

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I Love Libraries



Saturday is National Gaming Day at the Nation's Public Libraries - Media Decoder Blog - NYTimes.com

Source: mediadecoder.blogs.nytimes.com

Saturday is National Gaming Day at the nation's libraries.

13 minutes ago · Comment · Like · Share

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Revel: Celebrate your inner 'geek' at the library | savannahnow.com

Source: savannahnow.com

You may have seen some of the ads lately declaring, "I geek..." Or maybe you've seen people around town sporting black T-shirts that ask, "What do you geek?"

14 minutes ago · Comment · Like · Share



Bonnie Shipley Anderson I live in a tiny community in the high desert but due to the donations of a good man in our community we not only have a beautiful library but also the money gives us money each year for extras.

7 hours ago · Comment · Like · Report

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Chicago Almost Free



1 new insane coupon emailed to you each day. Up to 95% off the city's best restaurants, stores, events, & more.

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Designer Handbag Sale



Designer handbag sale at ideeli today. Prices range from \$39-\$119. Sale lasts only 36 hours or until items sell out. You're invited!

Like

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IFLA, Libraries on the Agenda, and social media

Fiona Bradley, Programme Coordinator ALP

WebJunction Webinar
19 November 2009

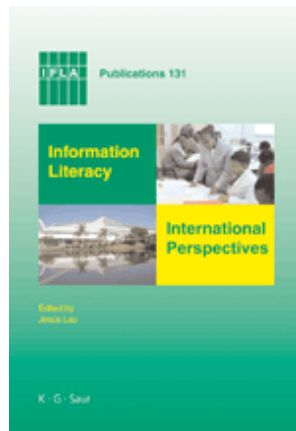
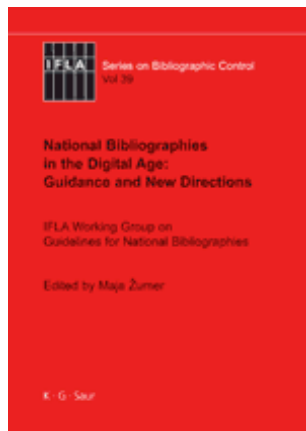


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About IFLA

- IFLA is the global voice of the library profession, with more than 1600 members in 150 countries.
- Global reach – regional offices and language centres around the world
- IFLA's activities include advocacy, training programmes, resource development and standards



Workshop on HIV/AIDS and the Role of the Librarian, Nigeria



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Advocacy: Making the case for libraries

- Advocacy is part of making the case for libraries, to put libraries on the agenda
- It is essentially about **action for change** – changes in attitudes, policies or practices
- It requires a **sustained effort** – from a campaign that may last a few months, to annual campaigns and programmes over several years (depending on the issue)
- It can happen at the local level, national and international level
- People are often supportive of what libraries do but not in a particularly active way. What will motivate them to become active?



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IFLA's Advocacy Framework

- IFLA has developed an **advocacy framework** which links representational advocacy with training and awareness raising.
- IFLA trains, raises awareness and builds capacity in professional development, public policy and community advocacy.
- In this way, members become the drivers of our advocacy activities.
- IFLA also helps libraries ensure equitable access to information to reduce poverty and increase quality of life for library users
- Monitors and responds to emerging and grassroots issues that affect libraries worldwide



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Capacity building

- IFLA takes a capacity building approach to development, and works with library associations and other institutions to help them advocate on behalf of libraries and their users
- Capacity building is more than training. It includes support to develop partnerships, mentoring, guidance on good practices, and advocacy.



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IFLA's advocacy activities

- Guidelines and best practice:
 - IFLA/UNESCO Public Library Manifesto
 - IFLA/UNESCO School Library Manifesto
 - Internet Manifesto
- Workshops:
 - Based on IFLA guidelines and manifestos
 - Transparency, Good Governance (based on IFLA manifesto)
 - Internet Manifesto
 - Access to HIV/AIDS Information
- IFLA Website and Success Stories database
- Capacity building through library associations



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IFLA Website

1 July 2009

IFLA Internet Manifesto Train the Trainers Workshop in St. Petersburg, Russia



On 12-14 May 2009 the National Library of Russia in Saint Petersburg ran stage one of multistage seminar on the IFLA/UNESCO Internet Manifesto Guidelines. Organizing and methodical support was provided by IFLA and SIDA (the Swedish International Development and Co-operation Agency). Stage one involved a three day program which included an electronic resource training program, and a workshop led by the Chair of IFLA's Free Access to Information and Freedom of Expression (FAIFE) Committee, Professor Paul Sturges, and IFLA's Senior Policy Advisor, Stuart Hamilton. Similar seminars have been held in 2009 in [Peru](#) and in [Philippines](#). Sessions were led by key information access experts well-versed in advanced information technologies and national information development trends.

The workshop was designed to improve librarians' knowledge of Internet potentials and dangers, services provided for significant social information, improvement of individual information culture, exercise of free information access and expression rights.

In stage two of this project, participants will return to their regions to hold more workshops on the Internet Manifesto for their colleagues over the next four months. The participants will reconvene in December for stage three where impact of the project will be assessed and future activities decided. For more details on the May stage one workshop, please see the [report](#).

FAIFE (Committee on Free Access to Information and Freedom of Expression). Access to knowledge, Russian Federation

List all IFLA news



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The IFLA Community in Milan

World Library and Information Congress: 75th IFLA General Conference and Assembly
"Libraries create futures: Building on cultural heritage"
23-27 August 2009, Milan, Italy

Many people have captured the Congress in photos, videos and words (blogs). For the second year in a row we are tracking them down and putting together an overview of them.

In the news

October

- 08 -- Milan kahlil sa alwanah? IFLA's Professional Programmes Director Speed Koopman kerkas (Kijeste Bulletin)

September

- 14 -- Gates Award Goes To Library System in Medellín, Colombia (Library Journal)
- 04 -- IFLA, tout le monde est là... (Livres Hebdo n° 287 du 4 septembre, p. 18-19)
- 08 -- IFLA discusses the proposed Google Book Settlement (ALA Office for Information Technology Policy)

August

- 28 -- IFLA Closing Day Puts Focus Back on Global Economy (AL Inside Scoop)
- 28 -- "Les we scan": les bibliothèques du futur à Milan (Livres Hebdo)
- 28 -- IFLA, le bibliotech dedicato due mostre al libri (Il Giornale.it)
- 24 -- AI via il Congresso mondiale IFLA Milano capitale delle biblioteche (Il Giornale)
- 24 -- Biblioteca. AI via il Milano il grande congresso internazionale IFLA (Mi-Internettaggio)
- 23 -- World Library Congress opens in Italy (China View)

July

- Two articles from [AIB network](#) (Associazione Italiana Biblioteche) related to the Milan Congress: [Public Libraries by Maurizio Pillone](#) (p.4-9) & [Italian Library Association: a brief presentation by Giovanna Frigidolina](#) (p.10-11)

Photos

- [americanlibrarians](#)
- [Ben Gu](#)
- [Petea Bradley](#)
- [Library Society of China](#)
- [Rose Becker](#)
- on Flickr: "IFLA Milan" and "IFLA2009"
- on Picasa: "IFLA Milan"

Videos

- [ALA's AL Focus](#)
- [Danish Library Association](#)
- [IFLA Football Tournament](#)
- on YouTube: "IFLA Milan" and "IFLA2009"

Tweets

- [#IFLA2009](#)

Blogs

- dedicated to, or with posts about the Milan Congress.
- [HDS-43: The Dewey Blog \(HDS/OCLC\)](#)
- [2009 IFLA Congress in Milan, Notes from a First Time Attendee \(Ruth Henningsen\)](#)
- [Arrivederci - a grazie - Milano e IFLA \(Bob McKee\)](#)
- [The Finnish Librarian \(Kerstin Selroos\)](#)
- [Information New Ways \(Lidia Garcia-Felbo\)](#)
- [Italian conferences \(Michael Henney\)](#)
- [Libraries Interact \(many Australian contributors\)](#)
- [The Library of Dignus \(Christine Rooney-Rosen\)](#)
- [Mandarin Bookworm \(Ros Gu\)](#)
- [Marketing Masters for Librarians \(Ekshah Gupta\)](#)
- [New Professional Blog \(Lidia Garcia-Felbo\)](#)
- [Welcome "First timers" from Bibliothekarinnen and uncool](#)

Narrative reports from individual delegates

- [Hsing Qingling](#)
- [Tytte Nasamite](#)

Looking back on last year's Congress (Quebec City, Canada, 10-14 August 2008)

Last update: 8 October 2009

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IFLA Libraries Success Stories Database

English French German Spanish

The Database Add to database Search



Project Title

Go to your Local Library

Project Category

LIBRARIES FOR CULTURAL DIVERSITY

Project Field

Public Libraries

Target Population

General public

Project Duration

Billboards: The majority of the sites were up in June 2001 t

Continent

Oceania

Country

Australia

Funding

Library Development Grant awarded to Waverley



Project Description

In 2001 the first mainstream LOTE (languages other than English) campaign promoting public library services in NSW was conducted with billboards on railway stations. Five languages were targeted: Arabic, Chinese, Spanish, Vietnamese and Turkish.

In 2003 the campaign continued with featured advertisements on bus sides and bus interiors in 9 languages: - Croatian, Indonesian, Greek, Hindi, Italian, Korean, Polish, Russian and Serbian.

The main aims of the project were:

1. To raise awareness among the broad migrant community in Sydney of the existence of an extensive range of lending collections in languages and other related services in NSW public libraries
2. Raise the profile of the public library system in general
3. Remove some of the barriers to achieving access and equity to migrant groups who want to visit the libraries.

The program consisted of the following components:

1. Media Campaign
 - 1.1. Billboards displayed at busy train stations and main roads
 - 1.2. Bus sides and bus interiors the concept of the promotion billboards used in the 2001 campaign



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<http://www.tribalpixel.ch/ifla/>



Why include social media in an advocacy strategy?

- To reach **new audiences** for your services – those not reached by current messages
- To reach a new group of **potential supporters** for library services – the biggest supporters of libraries are sometimes non-users (1)
- To **have a voice** in an increasingly crowded online space

1. De Rosa C, Johnson J, OCLC (2008) From awareness to funding : a study of library support in America : a report to the OCLC membership, <http://www.oclc.org/reports/funding/default.htm>



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Why include social media in an advocacy strategy?

- Give the community an opportunity to get to know the library, and **your staff**. The more they know you, the more they may be willing to support you (for example, in a campaign to increase opening hours)
- To reach out and **connect** with your community and other organisations (local museums, galleries, archives)
- **Awareness raising** around local issues affecting the library



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Issues in using social media

- Noise: there is a lot of competition in the “attention economy”.
- Where do libraries fit?
- Work out your marketing and communication strategy first – use of social networking sites for advocacy is a part of this and needs to be carefully planned.
- Take time to experiment with using social networking sites, before you launch your campaign



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Strategic focus

- What are your top messages?
- What is your goal: gain funding? Support for a new service?
- Who will you communicate with?
- Know:
 - Your community – what do they use?
 - Social networking sites – who uses them, and for what purpose?



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18%

of Hispanics use Twitter or a status updating service. (1)

		%	M*
equality	LinkedIn	50	
	YouTube	50	
	deviantART	50	
	del.icio.us	52	♂♀
matriarchy	hi5	54	2.4
	flickr	55	6.0
	friendfeed	55	0.2
	twitter	57	7.7
	facebook	57	46
	Ning	59	2.5
	gaia ONLINE	61	0.3
	classmates.com	64	2.2
	myspace	64	27
	BUZZnet	64	1.4
	TAGGED	64	3.6
bebo	68	3.2	
patriarchy	digg	64	4.7

1. Fox S, Zickuhr K, Smith A, (2009), Twitter and Status Updating, Pew Internet and American Life Project <http://pewinternet.org/Reports/2009/17-Twitter-and-Status-Updating-Fall-2009.aspx>

2. McCandless, D (2009) Who rules the social web? Informationisbeautiful.net <http://www.informationisbeautiful.net/2009/who-rules-the-social-web/>

Phones are an important tool

The screenshot shows the MobileActive.org website. At the top left is the logo with the text "MobileActive.org" and the tagline "A global network of people using mobile technology for social impact." Below the logo is a navigation menu with links for "About", "Blog", "Mobile Data", "mDirectory", "Donate", and "Contact". On the right side, there is a "Get Involved" section with links for "Get Started", "Search mDirectory", "Add to mDirectory", "Join Discussion List", "Donate", and a "Sign in" button. Below this is a search bar with a magnifying glass icon and the text "Advanced Search". The main content area features a purple header for "ADVOCACY" and a featured article titled "Vodafone Launches Betavine Social Exchange, Matchmaker for Mobile Solutions". The article text reads: "After months of work, **Betavine Social Exchange**, a matching site for mobile solutions in development and for social impact, launched yesterday. Supported by Vodafone, Betavine Social Exchange hopes to connect NGOs seeking mobile solutions to their challenges with developers and community partners." Below the text is a small image of the Betavine website interface. Further down, the text continues: "NGOs are invited to post a challenge that outlines their specific problem. According to **Steve Wolak**, Betavine's principal manager, after a challenge has been posed, 'everyone in the community is welcome to join in the discussion. When a mobile developer comes up with a technological solution, he or she uploads it into a solutions page. Organisations who have registered as BSX Support Partners may then step in to assist with deployment.'" On the right side of the article, there is a vertical list of categories with icons: Advocacy, Citizen Media, Democratic Participation, Disaster & Humanitarian Relief, Environment, Health, and Livelihoods & Economic Development. At the bottom right of the article area, there is a red button that says "Join Our Mailing List".



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<http://mobileactive.org/areaofpractice/Advocacy>



Mobiles for Advocacy

mobiles in-a-box is a project of TACTICAL TECHNOLOGY COLLECTIVE



mobiles for
advocacy

find tactics

look at tools

how tos

case studies

working with
mobiles

links

Mobiles for advocacy

What impact can using mobile phones make to advocacy?

Mobile phones have spread like wildfire through the developing world, revolutionising communications, particularly in rural areas. From election monitoring in Africa to connecting overseas Filipino migrant Workers to help in emergencies mobile phones have opened up incredible possibilities for advocates and activists to mobilise and connect.

Advocacy using mobile phones is;

Dynamic; Unlike other communications devices the mobile phone is usually carried with the user at all times; therefore it offers the possibility of instant, simultaneous communications.



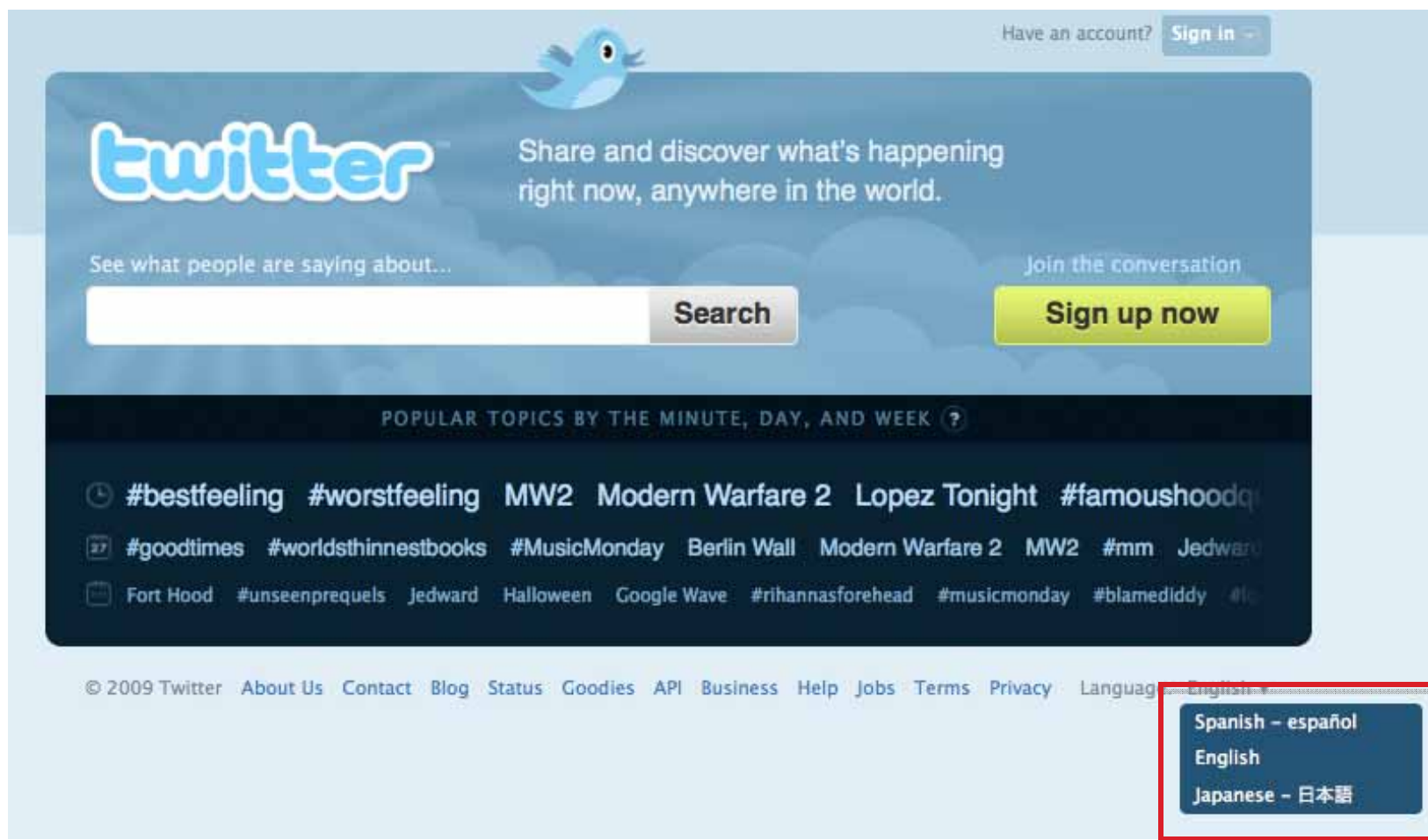
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<http://mobiles.tacticaltech.org/mobilesforadvocacy>

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Communicate...



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...in more than one language



Social media and working with communities

- Social networking sites don't have to be time consuming – use tools to schedule blog posts and tweets
- Build interest and conversation about what you are doing – then you don't have to do all the talking yourself
- Track the conversations people have about you (Google Alerts, Blog Search, Twapper Keeper)
- Provide tools – media clips, form letters – within the bounds of what you can legally do
- Don't forget to use email
- Tell stories



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Does using social networking really lead to change?

- Or is it just another way to be passive?
 - Act.ly: Tweet change: <http://act.ly>
 - Twibbon: <http://twibbon.com>
- Use the tools that matter in your community – SMS may work better than email for some, MySpace over Twitter for others
- Using social networking for advocacy is one of many awareness raising strategies



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Measure the impact

- It is important to collect metrics (page views like number of posts made, number of retweets)
- But assessing whether social networks made a difference can be harder to measure. Choose measures of impact:
 - Did you gain new supporters?
 - Get media publicity as a result of using social media in your campaign?
- What could you do better next time?



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Measuring impact

Impact: Protect the Human blog



900 **Twitter** referrals



1,700 **Facebook** referrals



78 comments



12,000 page views



8,500 unique visitors

Impact: www.protectthehuman.com



Actions taken this week: 925 (average 300)



350 new users

(Biggest increase since 60th anniversary of Universal Declaration of Human Rights campaign in December 2008)

An example:
Impact metrics of
Amnesty UK's
campaign to stop
violence against
women were
measured across
several sites



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Madebymany, (2009) Campaigning with social media,
<http://www.slideshare.net/madebymany/campaigning-with-social-media>

Communicate the results

- Let people who supported the library by using social networking sites know that it made a difference:
 - Did the measure get passed?
 - Did you get the funding you wanted?
 - Were more relevant items purchased for the collection?
 - Was a new service introduced based on online feedback?



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Further references and resources

- IFLA Internet Manifesto
- <http://www.ifla.org/en/publications/the-ifla-internet-manifesto>
- “Online Advocacy Tools, Social Networking”, e.politics:
- <http://www.epolitics.com/2008/06/19/online-advocacy-tools-social-networks/>
- “New York Public Library campaign builds online community”, PRWeek
- <http://www.prweekus.com/New-York-Public-Library-campaign-builds-online-community/article/139486/>
- “Twitter Strategy Blog Series #6- Non-Profit and Issues Advocacy”, Fresh Influence
- <http://blog.ogilvypr.com/2008/11/twitter-strategy-blog-series-6-non-profit-and-issues-advocacy/>
- Dewey and Main, a blog focused on working with local communities and using social media: <http://deweyandmain.wordpress.com/>



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REFORMA

Loida Garcia-Febo
REFORMA President
Assistant Coordinator, New Americans
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Queens Library

Max Macias
REFORMA Website Coordinator
Serials Technician at Portland
Community College

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The National Association to Promote Library & Information Services
to Latinos and the Spanish Speaking
An Affiliate of The American Library Association

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www.flickr.com



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Chapter Showcase!



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dweisman2002 - 169 views



[Benjamin Saenz at REFORMA 2008](#)

cincopuntos - 172 views



[2008 Reforma National Conference](#)

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REFORMA

Hey there! **REFORMAnet** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **REFORMAnet's** tweets.

Join today!

Already using Twitter from your phone? [Click here.](#)



REFORMAnet

Using Social Media to Make the Case for Supporting Library Services
<http://evanced.info/webjunc...>
 half a minute ago from web

Name REFORMA National
 Location Nationwide
 Web <http://reforma.org/>
 Bio The National Association to Promote Library & Information Services to Latinos and the Spanish Speaking

1,916 following 1,124 followers 39 listed

Tweets 6,472

Favorites

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**REFORMA** [Wall](#) [Info](#) [Photos](#) [Boxes](#) [Notes](#)

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Fans

6 of 604 fans

[See All](#)

Mary Ann



Larry



Veronica



Oscar



Grant



Mitzi

Photos**REFORMA** Just Fans

REFORMA After 33 years of service 2 the Denver Public Library, Carol Sandoval is retiring. She is 1 of the founding members of the Colorado Chapter, has served as an officer, most recently as Treasurer. She will definitely be missed & now will have even MORE time & energy 2 devote 2 her family & 2 the many causes she.has suppor...[Read More](#) ▾

5 hours ago

Raymundo and Ruby like this.

**Ruby Contreras Nugent** WE LOVE YOU CAROL!!!

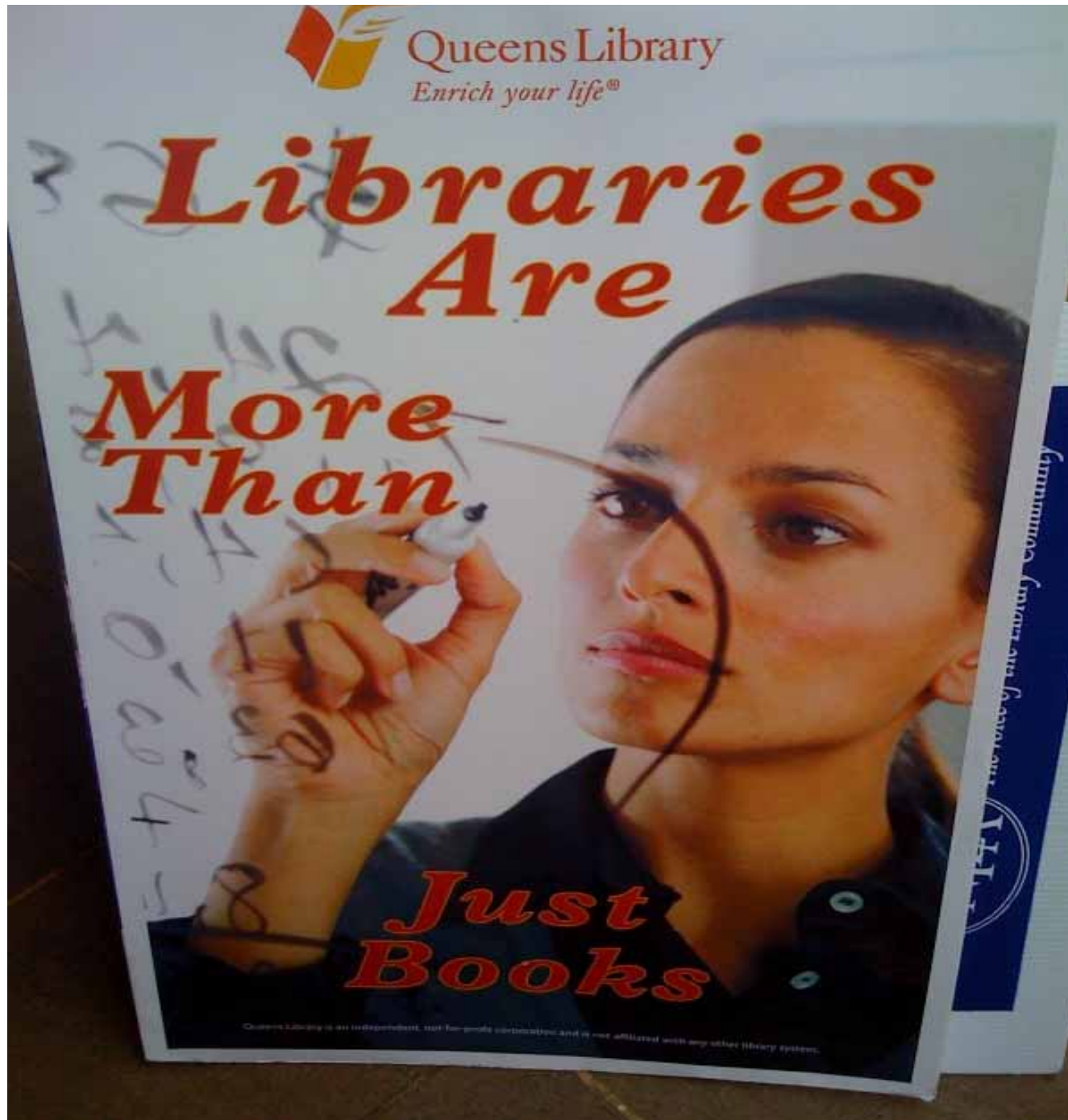
5 hours ago

**REFORMA** REFORMA works closely with the Trejo Foster Foundation.**Trejo Foster Foundation Home**Source: www.tffoundation.org
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Five Ideas
on
Social Media & Advocacy

Max Macias
Fall, 2009

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1) Social Media is not THE answer, but can provide necessary inexpensive tools for advocacy, outreach and communication.

- SM should be included in a robust list of communication tools for your organization's advocacy efforts.

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2) Platforms change quickly, social media principles do NOT.

- Word of mouth (viral) is powerful—
both negatively and positively.
- Social Media is ubiquitous.
 - Phones, music players, media
players, home, car, school,
bathroom, everywhere.

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- Social media can reach a variety of learning styles and preferences via video, audio, text and other formats. This makes for powerful persuasion as well as communication, if accomplished effectively.
- Social media can be personal. Use this to your advantage and brand your organization by making it a personal preference for your network to turn toward.

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3) We are just learning how to apply these tools and principles; it is okay to INVEST and experiment.

- We must learn from and document our social media advocacy experiences. Spend staff time and listen to ideas.

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4) There are no rules.

- Yes, there are “best practices”, but we should not listen to “experts” so much that it inhibits our innovation and creativity. I often witness this in presentations: “The XYZ rule of Social Media says...Blah, blah, blah.” Use what works from this and other presentations, but always keep an open mind toward innovation in what you are trying to accomplish.

5) Social Media can be used within your organization to increase efficiency, communication and advocacy.

- Recent survey sent internally to develop strategic plan utilizing Survey Monkey. Use your member's talents as much as possible.
- Tweet your organization announcements and news. This will reach those within and outside of the organization.

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List of Resources on Social Media and Advocacy

- [5 Tips To Avoid Being Filtered From Twitter Search](#) (don't get filtered out of search!)
- [As the book changes form, the library must champion its own power base—readers](#) [Advocates must know who they are serving] by Tom Peters -- Library Journal, 11/1/2009
- [How Advocates Can Utilize Social Media](#) by the American Heart Association
- IBM Center for Business of Government “[Leveraging Web 2.0 in Government](#)”
- [Libraries, Advocacy and Social Media](#) by ALA
- [The 'M' Word - Marketing Libraries](#) A blog designed to bring the wonderful world of marketing to librarians.
- [Mobile Libraries](#) Devoted To documenting any and all topics relating to services provided by libraries to patrons within mobile environments. Library mobile services are defined as any and all library services that are provided via mobile technologies.
- [Public Media 2.0: Dynamic, Engaged Publics](#) from the Center for Social Media
- [Skaters for Public Skateparks](#) A grassroots organization that utilizes a variety of SM for advocacy
- [Social Media for Advocacy](#) Presentation by Dr. Curtis Rogers

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Social Media Presence

- Twitter <http://twitter.com/reformaNet>
- Flickr <http://www.flickr.com/photos/13454454@N00/>
- YouTube <http://www.youtube.com/user/REFORMA1971>
- ALA Connect <http://connect.ala.org/node/71678>
- REFORMA Wiki <http://reformaknowledge.wetpaint.com/>
- Facebook Group <http://www.facebook.com/pages/REFORMA/26439643928>

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webjunction.org/technology/web-tools

BlogJunction

blog.webjunctionworks.org

Crossroads (monthly newsletter)

webjunction.org/crossroads

Events

webjunction.org/events

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