Homework NYC

Social Networking 101

What is Twitter?

Twitter is a social networking site, whose fundamental question is "What's Happening?" It's a virtual way to make a connection with people and to build your network.

Twitter can give your library a voice. The timely bits of information that spread through Twitter can help promote various projects and streamline information. It is a platform for you to influence what's being talked about.

Just remember, how you use Twitter is completely up to you. Follow hundreds of people. Follow a dozen. You can post every hour or post once a day. You are in control.

Twitter for Organizations

Twitter is a simple tool that helps connect organizations more meaningfully with the right audience at the right time. Businesses and organizations of all shapes and sizes are now able to stay connected to their customers. It can be used to quickly share information with people interested in your company, gather feedback, and build relationships with customers, partners and other people who care about your business. Customers can use Twitter to tell a company (or anyone else) that they've had a great experience at your location, offer ideas, and learn about things going on in the organization.

What to Tweet?

Here are a few suggestions on what to tweet for your library:

- Upcoming programs
- A special collection
- Branch History
- Fun facts/Quotes

What *Not* to Tweet

There are a few things I would suggest not to tweet for your library:

- Fine information, Staff information

Who to Follow on Twitter?

It is important to follow people or organizations that will give you useful information to pass on. The reason is whoever you follow the posts will go on your timeline and whoever is following you will be able to read those postings.

Here is a list of suggestions on who to follow after you sign-up for Twitter:

- HomeworkNYC http://twitter.com/HomeworkNYC
- New York Public Library http://twitter.com/nypl
- Queens Public Library http://twitter.com/Queens_Library
- NYC Department of Education http://twitter.com/NYCSchools

You can always search people and organizations you know by clicking on the *Find People* link in the top right hand corner.

If you still have questions about Twitter, look at a YouTube video called, "What is Twitter in Plain English". It's a quick, 2-minute video tutorial.

http://www.youtube.com/watch?v=5YBFJbMhyaA

What is a Blog?

Definitions of blog (n)
blog [blog]

1. **diary on Web site:** a frequently updated personal journal chronicling links at a Web site, intended for public viewing
2. **have weblog:** to create or run a weblog

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently.

Example of a blog:

http://www.nypl.org/blog/2010/05/04/writing-book-report

What is Facebook?

Facebook helps you connect and share with the people in your life. If you are in a library then make a Fan page. Facebook is a great way to inform the public about your library and help them keep up with what is happening at your branch. Once a person has become a fan of your library's Facebook page, they will always know when you are adding things to your blog or updating your profile.

Example of a Fan Page:

http://www.facebook.com/home.php?#!/pages/HomeworkNYC/106577742703266?ref=ts

Facebook's Privacy:

http://www.facebook.com/privacy/explanation.php

Any questions on social networking sites, please email homeworknyc@nypl.org