



Web 2.0 Marketing: Word of Mouth Marketing to the Extreme

Danielle Theiss-White



Web 2.0 Library Marketing Strategies

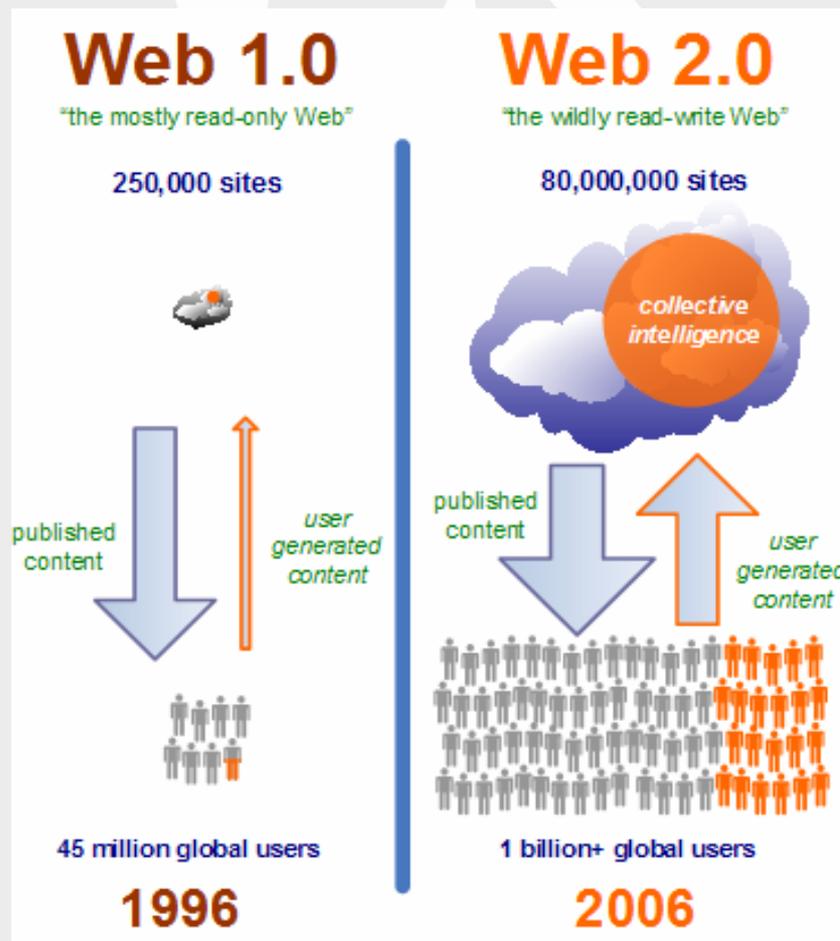


Presentation

- Define Web 2.0, Library 2.0, and Marketing
- Relevant Web 2.0 Library Marketing strategies
 - Relationship Marketing
 - Word of Mouth Marketing
- Create a Web 2.0 Marketing Strategy
- Steps to evaluate your Web 2.0 marketing efforts



Define Terms: Web 2.0



http://www.netlash.com/dyn_new/UserFiles/Image/web1vsweb2.png







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What Is Web 2.0

Design Patterns and Business Models for the Next Generation of Software

by [Tim O'Reilly](#)
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The bursting of the dot-com bubble in the fall of 2001 marked a turning point for the web. Many people concluded that the web was overhyped, when in fact [bubbles and consequent shakeouts appear to be a common feature of all technological revolutions](#). Shakeouts typically mark the point at which an ascendant technology is ready to take its place at center stage. The pretenders are given the bum's rush, the real success stories show their strength, and there begins to be an understanding of what separates one from the other.

The concept of "Web 2.0" began with a conference brainstorming session between O'Reilly and MediaLive International. Dale Dougherty, web pioneer and O'Reilly VP, noted that far from having "crashed", the web was more important than ever, with exciting new applications and sites popping up with surprising regularity. What's more, the companies that had survived the collapse seemed to have some things in common. Could it be that the dot-com collapse marked some kind of turning point for the web, such that a call to action such as "Web 2.0" might make sense? We agreed that it did, and so the [Web 2.0 Conference](#) was born.

In the year and a half since, the term "Web 2.0" has clearly taken hold, with more than 9.5 million citations in Google. But there's still [a huge amount of disagreement about just what Web 2.0 means](#), with some people decrying it as a meaningless marketing buzzword, and others accepting it as the new conventional wisdom.

This article is an attempt to clarify just what we mean by Web 2.0.

In our initial brainstorming, we formulated our sense of Web 2.0 by example:

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	podcasting

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Web 2.0 Report

**Web 2.0 Principles and Best Practices** —
What does Web 2.0 mean for your company?Get the latest on the why, what, who, and how of Web 2.0 in this O'Reilly Radar Report. [Learn more.](#)

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Define Terms: Library 2.0

Own Social Network

 **Library 2.0**

This network is for Library 2.0 Stuff

[Main](#) [My Page](#) [Members](#) [Forum](#) [Groups](#) [Photos](#) [Videos](#)

[Forum Home](#) [My Discussions](#) [+ Start a New Discussion](#)

Describing Web/Library 2.0 to unwilling staff

My director has tasked me (and I'm very willing to take it on) with doing brief, hit-and-run, emails to all the library staff to explain Library 2.0 concepts and tools to our staff, most of whom have no desire to move forward (there are some and I'm thrilled to have them on board). This is a copy of the email I sent out today. I'd be curious to what y'all think. The next one will be on del.icio.us because it's probably the most relevant to them.

-t

Subject: What's this I hear about Library2.0?

Hi all,

You may have heard the terms "web 2.0" and "library 2.0" buzzing about the library world. Or maybe you haven't, and that's ok. But what I'd like to do is take a second and explain what both of those things mean, and some of the "2.0 tools" that you might continue to hear about, and that we here at CPLS might be looking at to better serve our patrons. I'll try to keep the editorial comments out of it (like what parts of it I love and what I can't stand), but I make no

About This Discussion
Started **Apr 20** by:
 [Tracey Reed](#)
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Tag 

Category: [Defining Web 2.0/ Library 2.0](#)
Tags: [library, 2.0, email, definition, explanations, staff](#)

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About Library 2.0
 [Bill Drew](#) created this social network on [Ning](#).

[Create your own social network on Ning for free!](#)

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-  [Rana Hutchinson Salzman](#) added the blog post '[LA presentation on Managing Library 2.0](#)'
1 hour ago
-  [Chris Maisano](#) left a comment for [Mary](#)
3 hours ago
-  [Chris Maisano](#) joined the group [Urban Libraries](#)
3 hours ago
-  [Chris Maisano](#) joined Library 2.0
3 hours ago



Define Terms: Library 2.0

“Library 2.0 is a model for constant and purposeful change”



“Library 2.0 empowers users through participatory, user-driven services”

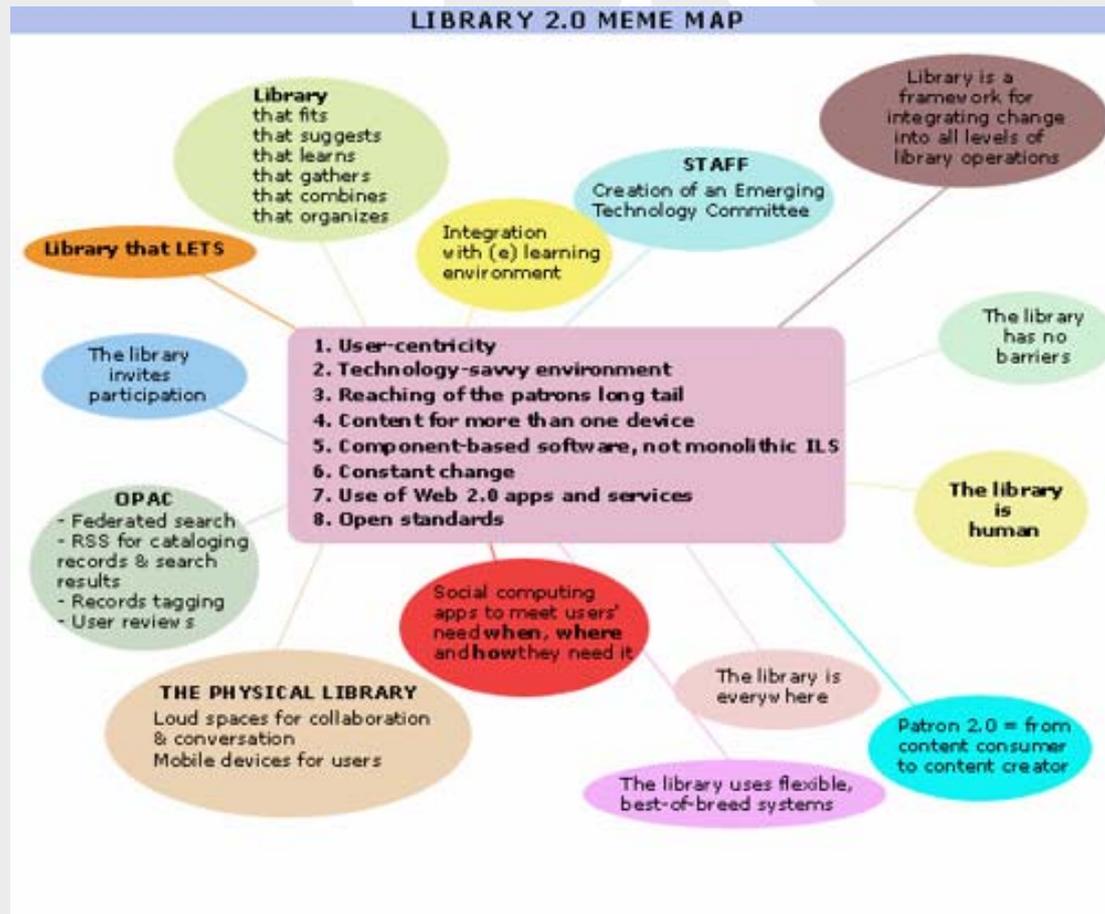


“Through the implementation of the first two elements, Library 2.0 seeks to improve services to current library users while also reaching out to potential library users.”

Casey, M. & Savastinuk, L. (2007). *Library 2.0: a Guide to Participatory Library Service*. Information Today, Inc.: Medford, New Jersey.



Library 2.0 Meme Map



<http://www.flickr.com/photos/bonaria/113222147/>



Define Terms: Marketing, Publicity, and Promotion

- Marketing: determining who you serve and with what products
- Publicity: getting the word out that you can help people do their jobs better, cheaper, or faster
- Promotion: talking to people about their needs and your strengths

Seiss, J. (...). *The Visible Librarian: Asserting Your Value through Marketing and Advocacy*. Publisher: City.





Questions to ask

Who are our students?

How do they communicate with each other?

Where do they spend their leisure time?

What community activities do they take part in?

Do they spend time online? What sites do they visit?

Casey, M. & Savastinuk, L. (2007). *Library 2.0: a Guide to Participatory Library Service* Information Today: Medford, New Jersey.





Marketing Strategies

- Relationship Marketing
- Word of Mouth Marketing





Relationship Marketing

“Relationship marketing is defined as communication that provides service benefits (technical support, such as how to access a database; help and advice on services; and information such as hours of operation, or the number of weeks materials may be checked out).”

Menzie, K. A. (2006) Building online relationships: Relationship marketing and social presence as foundations for a university library blog. Ph.D. dissertation, The University of Kansas, United States -- Kansas. Retrieved October 17, 2007, from ProQuest Digital Dissertations database. (Publication No. AAT 3214805).



Relationship Marketing

“Relationship marketing is in its broadest sense is about cultivating good relationships between staff and existing customers and maintaining those relationships, thus retaining customer loyalty.”

Henderson, K. (2005). *Marketing Strategies for Digital Library Services*. *Library Review*. 54(6), 342-345.





Word of Mouth

“The only thing that really matters to librarians is word of mouth publicity”

Seiss, J. (2003). *The Visible Librarian: Asserting Your Value through Marketing and Advocacy*. Chicago: American Library Association.





Basic Elements: WOMMA

- Educating
- Identifying
- Providing
- Studying
- Listening and responding



Good word of mouth is tough to earn even when you're extraordinary. By contrast, bad word of mouth tends to be very ordinary. It's easy to earn and fast to spread.

[Katya's Non-Profit Marketing Blog](#)





WOMMA Types

- Viral Marketing
- Community Marketing
- Influencer Marketing
- Conversation Creation
- Brand Blogging
- Referral Programs
- Product Seeding



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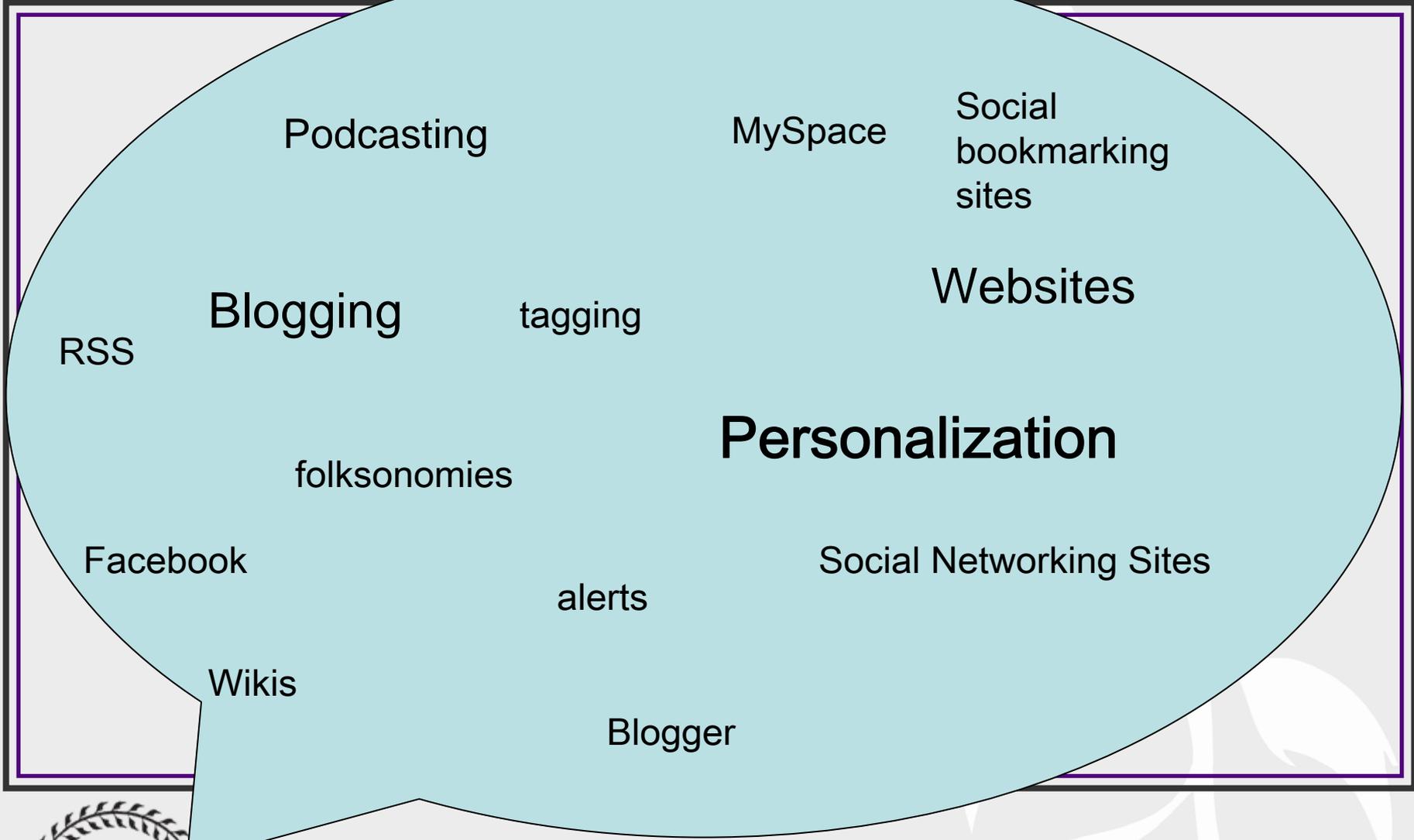
Word of Mouth Marketing Tips

- Give people something to talk about
- Encourage frontline staff to look for opportunities to deliver messages when engaged with customers
- Feed the grapevine
- Personalize
- Collect testimonials
- Enlist the whole library family





Potential Web 2.0 WOMMM Avenues





Building a Web 2.0 Marketing Strategy

“Word of mouth can be managed.
You are not merely at the mercy
of those who talk.”

Wilson, J. R. (1991). *Word of Mouth Marketing*. New York: Wiley.



Toolkit



1. Word of Mouth Marketing Knowledge
2. Use Web 2.0 tools to enhance WOMM opportunities for your patrons
3. Evaluate your efforts





Learn more about Word of Mouth Marketing



How to start...

Learn about social software



http://m.phpmagazine.net/entry_1_2755.html

Learning 2.0



Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0

Welcome to the **original Learning 2.0 Program**. This site was created to support [PLCMC's](#) Learning 2.0 Program; a discovery learning program designed to encourage staff to explore new technologies and reward them for doing [23 Things](#). Since the program's launched, it has fostered Learning 2.0 programs all over the world. If you are interested in duplicating or modifying this program for your organization, please see Program Notes on [About Page](#) and contact Helene Blowers for information.

Learning 2.0 Message

Welcome to Learning 2.0, an online self-discovery program that encourages the exploration of web 2.0 tools and new technologies, specifically [23 Things](#).

This program was originally developed and launched for the staff at the [Public Library of Charlotte and Mecklenburg County](#) in August 2006 with a total of [352 PLCMC participants](#) creating blogs and many additional guests joining in. Since the program's launch, the exercises here have helped other library systems develop programs of their own, the first being the [Yarra Plenty Regional Library system](#) in Melbourne, Australia.

If you're interested in duplicating this program for your own staff, please feel free to do so under [Creative Commons](#). And although PLCMC staff have already completed this program, this site will remain up for your use.

Additionally, you might find some of my [program notes](#) on the About page helpful. Here's a list of a few other libraries that have already used this program to launched their own Learning 2.0:

- [Yarra Plenty Regional Library](#), Melbourne Australia
- [Missouri River Regional Library](#), Jefferson City, MO
- [Combined Arms Research Library](#), Fort Leavenworth, KS
- [San Jose Public Library & San Jose State University](#), San Jose CA
- [Loudoun County Public Library](#), Leesburg, VA

Note: For an updated list of libraries and other organizations doing Learning 2.0, view the [Learning 2.0 List](#).



About this Project

The 23 Things

The Participants

Learning 2.0 @ ...

Here are some other libraries doing Learning 2.0:

[Lakehead University Libraries](#)
[St. Albert Public Library Learning 2.0](#)
[PGCMLS Participants](#)
[Frederick County Public Libraries](#)
[Cecil County Public Library](#)
[Carroll County Public Library](#)
[Western Maryland Public Libraries](#)
[Eastern Shore Regional Library](#)
[Summer 2.0 -University of the Virgin Islands ITS](#)
[Fun in The Sun - UCF Libraries](#)
[Hvidovre's 23 ting](#)
[slq library 2.0](#)
[Navigating New Technologies](#)
[UCOL Library Learning 2.0](#)
[ATO Online Learning](#)

Recent Posts



K-STATE LIBRARIES

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

Five Weeks to a Social Library

Five Weeks to a Social Library

[Blogs](#) | [Course Content](#) | [RSS Feed - Blogs](#) | [RSS Feed - Comments](#) | [Wiki](#) | [About](#)

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- [One of the grad schools is offering a six week course on Second Life](#)
 - [Clip in London Talk del.icio.us Limits??](#)
 - [Five Weeks at ASIST 2007](#)
 - [PB Wiki presentations](#)
 - [Final reflections](#)
 - [Social bookmarking](#)
 - [RSS feeds](#)
 - [Week 5 Reflections](#)
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 - [Week 4: Social Networking, Flickr & MMOGs](#)
 - [Week 5: Selling Social Software](#)
 - [Final Project](#)
 - [Successful Completion List](#)
- ▶ [Feed aggregator](#)
- [RSS Feed - Blogs](#)
- [RSS Feed - Comments](#)

About Five Weeks to a Social Library

Submitted by [meredithfarkas](#) on Sat, 2006-09-30 16:32. [About the Course](#) | [From the administrators](#)

Five Weeks to a Social Library is the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries. It was developed to provide a free, comprehensive, and social online learning opportunity for librarians who do not otherwise have access to conferences or continuing education and who would benefit greatly from learning about social software. The course will be taught using a variety of social software tools so that the participants acquire experience using the tools while they are taking part in the class. It will make use of synchronous online communication, with one or two weekly Webcasts and many small group IM chat sessions made available to participants each week. By the end of the course, each student will develop a proposal for implementing a specific social software tool in their library. Five Weeks to a Social Library will take place between February 12 and March 17, 2007 and is limited to 40 participants (these participants have already been chosen). However, course content will be freely viewable by interested parties and all live Webcasts will be archived for later viewing. The course will cover the following topics:

- [Blogs](#)
- [RSS](#)
- [Wikis](#)
- [Social Networking Software and SecondLife](#)
- [Flickr](#)
- [Social Bookmarking Software](#)
- [Selling Social Software @ Your Library](#)

The content of this course is licensed under a [Creative Commons Attribution-Non-Commercial-Share-Alike license](#).

For a listing of the social software experts who will be presenting during the course, please visit the [Program](#). You can also access content for each week of the course from the menu on the left side of the page. For more about the organizers of the course, please visit the [About Us](#) page. The list of individuals participating in the course is available on the [Participant Blogs](#) page. To receive all blog content coming from the course, you can subscribe to the following RSS feed <http://www.sociallibraries.com/course/blog/feed>. To receive only blog posts from the organizers of the course, you can subscribe to this RSS feed <http://www.sociallibraries.com/course/taxonomy/term/13/0/feed>. We hope you all will take something useful from this course!

» [read more](#) | [7 comments](#)

<http://www.sociallibraries.com/course/>



First steps...

- Create a library blog and allow comments from patrons



Shortcuts

K-STATE LIBRARIES LINKS

- K-State Libraries
- Assignment Planner
- Library Instruction Classes
- New Books Feeds
- New Resources
- Short Cuts: Instruction blog
- Talking in the Library blog

SEARCH SHORT CUTS

ABOUT SHORT CUTS

Published by Library Instruction, K-State Libraries

KSUL Calendar
Fri Jun 8 - Sat Jul 7, 2007

Fri Jun 8, 2007
Hale open 8am-6pm
Hale services 8am-6pm
Sat Jun 9, 2007
Hale open 1pm-5pm

June 01, 2007

IM There by K. Whitehair

Ever run into a research roadblock like not being able to find that one article you found yesterday that seems to have disappeared today?

K-State Libraries is here to help. You can send us your question via IM. Just visit the K-State Libraries homepage (<http://www.lib.ksu.edu>) and click on the **Ask a Librarian** link on the bottom of the page. Then type your question into the chatbox.

If you are already using IM you can add the **Hale Library Help Desk** (located on the 2nd Floor) to your friend/buddy/contact (or whatever it may be called) list.

- AIM: halelibraryhelp
- Yahoo username: halelibraryhelpdesk@yahoo.com
- MSN:halelibraryhelp@hotmail.com
- Jabber or GTalk: halelibraryhelpdesk@gmail.com
- ICQ #: 285200169
- meebo username: halelibraryhelpdesk

There are plenty of other options for getting help. For actual human contact you can always come into the Hale Library Help Desk between 8am and 10pm Monday-Thursday, 8am-6pm Friday, 9am-5pm Saturday, and 1pm-10pm Sunday (with exceptions for intersessions, summer, and holidays - <http://www.lib.ksu.edu/hours/halehours.html>). You can also call (785) 532-7421 during those times. Questions can also be sent to the Hale Library Help Desk e-mail at genref@gw.ksu.edu. The Hale Library Help Desk staff regularly checks this e-mail account when it is staffed. Translation: an e-mail sent at 3:00am Tuesday morning will not be read until five hours later at about 8:00am Tuesday.

June 01, 2007 at 11:46 AM in [K-State Libraries Info](#) | [Permalink](#) | [Comments \(0\)](#)

What's in Your Food? by L. Bonella

How much potassium is in an apple? How much vitamin B12 in a potato? How much calcium in broccoli? There is a really easy way to find the answer to these and many more questions thanks to a site maintained by the USDA. Just go to <http://www.nal.usda.gov/fnic/foodcomp/search/>, and put in the name of the food you are curious about (or if that website is too hard to remember, go to <http://nutrition.gov>, then click on "What's in Food" on the left and then "Look up Calories or Nutrients in a Food" on the right).

RECENT POSTS

- IM There by K. Whitehair
- What's in Your Food? by L. Bonella
- June Bugs by E. Fritch
- Audio Books by T.L. Coleman
- Scanning 101 by J. Coleman
- May: Time for Spring, Time to Study? By E. Fritch
- Watch Your Stuff! by T.L. Coleman
- Quiet Zones in Hale by J. Coleman
- No More Book Reviews by S.K. Kearns
- Naxos: Napster for Nerds by L. Bonella

CATEGORIES

- Ask Dave!
- Catalog
- Classes
- Databases
- K-State Libraries Info**
- Technology

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- Laura on June Bugs by E. Fritch
- luvsprl on Summer Reading by K. Brewton

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- February 2007

Talking in the Library

K-State Libraries: Talking in the Library

SITE SEARCH

GO!

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K - STATE LINKS

Infotech Tuesday
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ITAC Training

October 12, 2007

Stop Kiss

I just saw the play *Stop Kiss* by Diana Son put on by our very own [K-State Theatre Department](#). At some schools you go into a show not sure if it is going to be any good, but not here. I have never ever seen a bad production at [K-State](#). It may not have been a play I like or agree with, but it is always moving.

Like many in the audience, I read the playbill while waiting for the show to start and read this interesting quote:

In the sense that politics is a way of looking at events that happen to people. I would never personally say 'This is a play about homophobia. This is a play about gay bashing. This is a play about the civil rights of gays and lesbians in America.' I would describe the play as a love story.-Diana Son

Tarela, J. (1999). Playscript: *Only Connect: An Interview with the Playwright* by Jennifer Tarela. *American Theatre*, 10(6), 27.

Like a nerd, I looked up [Stop Kiss](#) in our library catalog the minute I got home from the awesome play. According to our [catalog](#), the play is about [Young Women-Crimes Against, Hate crimes](#), and [Homophobia](#). That's a scary description, and a very narrow one in my opinion. I think I side with Diana Son and call this play a [love story](#). While some bad things happen that caused people to describe it as being a hate crime and homophobia, this play is really about love and friendship. But don't take my word for it, go to [Stop Kiss](#) and see for yourself.

Posted by Tara the Cool on October 12, 2007 at 11:17 AM | [Permalink](#) | [Comments \(1\)](#)
[Digg This](#) | [Save to del.icio.us](#)

October 11, 2007

The Libraries and K-State Online

The good news: we've added tons of events to the calendar for our [K-State Online](#) "course," Research Help @ K-State Libraries. Now you can see when Hale is open, when our services are available, and when our library classes are taking place.

The other news: we've had a few questions about these events and whether or not people can get them off their K-State Online Calendars, since they're showing up along with all of your other coursework. For now, the easiest way to filter these events out is to change the monthly view on your calendar page so that you look at each individual course at a time. This can be a little inconvenient if you want to see all of your assignments and events on a single calendar, but never fear. We're working on a way to make the process a bit more streamlined for you K-State Online users, so stay tuned!

Posted by Jenny McCraw on October 11, 2007 at 09:47 AM in [Web/Tech](#) | [Permalink](#) | [Comments \(0\)](#)
[Digg This](#) | [Save to del.icio.us](#)

RECENT COMMENTS

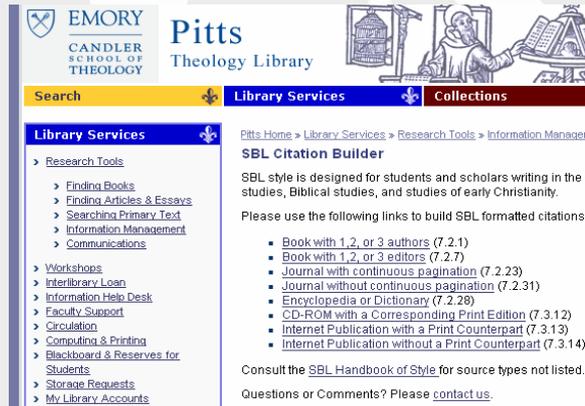
Donna on [Stop Kiss](#)
Alice on [Yum](#).
Tara C on [And it shall be called...The Bookend Cafe](#)
Livia on [Yum](#).
Kacie Ray McGee on [And it shall be called...The Bookend Cafe](#)
Susan Wolf Berhow on [Book of the Day: Evaluating a Decade of World Bank Gender Policy: 1990-99](#).
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[Friday Factoid](#)
[Celebrate American Archives Month: A slideshow of photos from our collections](#)
[Win cash by exploring K-State's Archives](#)
[It's banned book week, read what you please!](#)



WOMM Blog Example



The screenshot shows the Pitts Theology Library website. At the top, there are logos for Emory University and Candler School of Theology, and the text "Pitts Theology Library". Below the logos are navigation tabs for "Search", "Library Services", and "Collections". The "Library Services" tab is active, showing a sidebar with a "Library Services" menu and a main content area. The main content area is titled "SBL Citation Builder" and contains a list of links for building citations in SBL format, such as "Book with 1, 2, or 3 authors (7.2.1)", "Journal with continuous pagination (7.2.23)", and "Encyclopedia or Dictionary (7.2.28)".

the stuff of earth

Tuesday, February 28, 2006

sbl citations and other cool stuff

I'm afraid I've forgotten who mentioned this, but to pull a Hebrews... "Somewhere, someone says" that the Pitts Theological Library website has a nifty little tool that helps you put together bibliographic citations in proper SBL format: [SBL Citation Builder](#). This reminds me of a similar website that I've mentioned before in this regard: the Tyndale House Library Catalogue allows you to search their catalogue, and when you click on the titles of search results up pops a window with various formats of bibliographic citation for that item: [Tyndale House Library Catalogue](#). And while I'm on SBL formatting, I should also mention again this helpful online summary: [Student Supplement to the SBL Handbook of Style](#).

Digital Image Archive and SBL Citation Builder

Posted by [Brandon Wason](#)



Courtesy of the Digital Image Archive, Pitts Theology Library, Candler School of Theology, Emory University.

I was browsing around the [Pitts Theological Library](#) website and found [this neat little tool](#) that creates SBL citations based on information you enter into a form. Unfortunately it only offers seven different types of citations, but its usefulness should be appreciated nonetheless. These citations conform to the [SBL Handbook of Style](#).

Also on the Pitts website is a [Digital Image Archive](#), which has countless images (mostly woodcuts) from Reformation volumes of the sixteenth to nineteenth centuries. Some of you may remember that Luther Poster they were handing out at SBL last year.



Allow personalization

- Of the library catalog
- Of subject guides and/or social bookmarking sites



Libraries Toolbar

HENNEPIN COUNTY Library CATALOG INTERNET BIRTH TO SIX KIDS TEENS 55+ WORLDLINKS JOB & CAREERLINKS CONTACT US
 REFERENCE & RESEARCH BOOKSPACE SUPPORT YOUR LIBRARY LIBRARY INFORMATION EVENTS & CLASSES MY ACCOUNT

ask a Librarian search... go

home > catalog > catalog news

RSS feed ?

Catalog News

Share your Comments

Share your comments about books, DVDs, music and more! Did you enjoy a title you checked out from the Library? Let everyone know. Wondering if a title is worth reading? Look for comments from other Hennepin County Library users.

Look for the  **Comment** button in the **Library Catalog** and on our **Book Lists**. Click on the button add a comment and view comments added by others. In addition, you will find these features on the page:

- ◆ book summaries;
- ◆ table of contents;
- ◆ book reviews;
- ◆ first chapters;
- ◆ author notes;
- ◆ character descriptions (for fiction);
- ◆ related book lists of interest;
- ◆ recently commented titles;
- ◆ recent reviews from Amazon readers;
- ◆ cover art (where available).

When you add your first comment, you will be prompted to create a "Display Name" that appears with your comments, along with a password. Use your Display Name and password when submitting subsequent comments. When other users read your comments, they can click on your name to view all your comments.

RSS feeds are available for individual titles and a cumulative feed is available as well.

 **Post a Comment** posted by Glenn P. on May 22 at 11:42 AM

Comments:  = Comment by Library Staff

 On May 23 at 8:01 PM, slowhands wrote:
 I thought Suzanne's diary for Nicholas...[comment moved to [Suzanne's diary for Nicholas](#) discussion page].

Previous Posts

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some recent projects

- Medieval Sources: Biblical Literature
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Popular tags – tags used at least 70 times

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new_york NYTimes opera penntags PennVetTags **philadelphia** psychoanalysis refbooks reference statistics stats tagging technology to_read
transportation transportation_policy urban_studies vet_home veterinary video_games web2.0 **Women**

Biblical and Related Literature – Research Guide copy

belongs to Medieval Sources: Biblical Literature project
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Facebook | Welcome to Facebook! copy

tagged [none] by kparsard ...and 3 other people ...on 15-OCT-07

UVa Library: Digital Initiatives – Metadata copy

Documentation, mappings, links, etc
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Inheritance and loss? A brief survey of Google Books copy

Abstract
The Google Books Project has drawn a great deal of attention, offering the prospect of the library of the future and rendering many other library and digitizing projects apparently superfluous. To grasp the value of Google's endeavor, we need among other things, to assess its quality. On such a vast and undocumented project, the task is challenging. In this essay, I attempt an initial assessment in two steps. First, I argue that most quality assurance on the Web is provided either through innovation or through "inheritance." In the later case, Web sites rely heavily on institutional authority and quality assurance techniques that antedate the Web, assuming that they will carry across unproblematically into the digital world. I suggest that quality assurance in the Google's Book Search and Google Books Library Project primarily comes through inheritance, drawing on the reputation of the libraries, and before them publishers involved. Then I chose one book to sample the Google's Project, Lawrence Sterne's Tristram Shandy. This book proved a difficult challenge for Project Gutenberg, but more surprisingly, it evidently challenged Google's approach, suggesting that quality is not automatically inherited. In conclusion, I suggest that a strain of romanticism may limit Google's ability to deal with that very awkward object, the book.
tagged digital_resources books to_read by bethpc ...and 1 other person ...on 15-OCT-07

Forest History Society –databases copy

URL changed to <http://www.foresthistory.org/Research/databases.html>.
No OCLC record for the six databases....

<http://tags.library.upenn.edu/>

Hold Student Focus Groups

- Hold focus groups to see how the students would want to communicate with the library regarding its new services

Silverman, G. (2001). *The Secrets of Word of Mouth Marketing*. New York : AMACOM.



Evaluating Your Efforts





Evaluating Your Efforts

- Monitor website traffic
- Conduct a Student Awareness study/survey
- Feedback forms
 - Paper form
 - Electronic format





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Building a Library 2.0 Game Plan

ACRL e-learning

Practical Strategies for Building a Library 2.0 Game Plan

Live Webcast

October 23, 2007

11 a.m Pacific | 12:00 p.m. Mountain | 1:00 p.m. Central | 2:00 p.m. Eastern

- <http://www.acrl.org/ala/acrl/acrlproftools/lib20.cfm>



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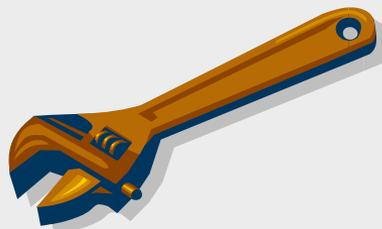
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Group info
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Activity: Low activity

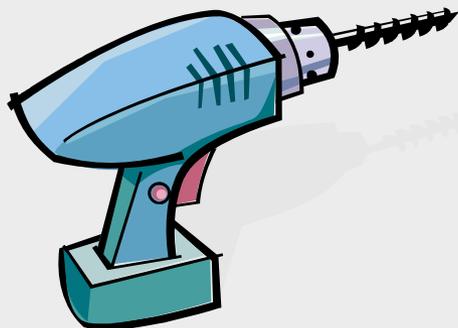
<http://groups.google.com/group/kansas-libraries-word-of-mouth-marketing-group>



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	Authors:	Balter,Dave ; Butman,John
	Source:	2005, 214, Portfolio, New York
<input type="checkbox"/>	Ref ID: 72	Journal Reference 2 of 12
	Title:	When Knowledge Sharing Works
	Authors:	Bates,Mary Ellen
	Source:	EContent , 2005, 28, 6, 17
<input type="checkbox"/>	Ref ID: 68	Journal Reference 3 of 12
	Title:	Upsize this! Libraries need relationship marketing
	Authors:	Besant,Larry X ; Sharp,Deborah
	Source:	Information Outlook , 2000, 4, 3, 17-22
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