

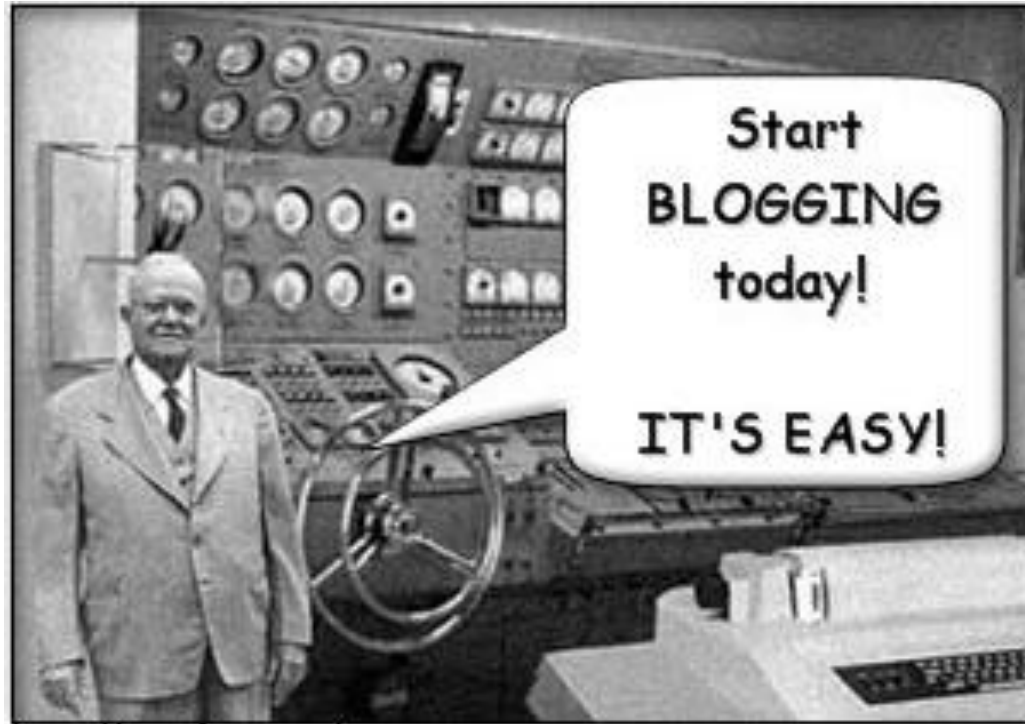
**LIBRARIES
ONLY HAVE
BOOKS**

Yeah, and hospitals
only have Band-Aids.

Facilitating an enhanced library experience through social media

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Thrown in the deep end ...



They said.

Blogging: why bother?

- Kingston University's Library and Learning Services launched a set of subject focussed blogs in September 2011 with the aim to provide more timely and relevant information to students than was previously available via the subject web pages.
- The blog format was chosen due to the perception that they would facilitate staff/student interaction.
- It was also felt that it was comparably easy to manage and fill with content.

This presentation will only look at the Science, Engineering and Computing blog (<http://wordpress.com/seclibrary>), also accessible through Twitter (@seclibrary).

Access options exist, but ...

**DO STUDENTS HAVE AN
INCENTIVE TO FIND THE
BLOGS?**

Accessibility

- The subject blogs are accessible through the library catalogue, the student intranet, via twitter, content is retweeted by follower such as the general library twitter account and in browsers with their URLs.
- The library blogs have been considerably successful in attracting user views, but there is scope to provide more opportunities for interactivity through student collaboration and targeted promotion.



Are we content
about our content?

Content – what's in a blog?

- Blog content is conceived by the subject teams - pulling inspiration from help desk & e-mail enquiries and information skills sessions.
- The aim is to create informative blogs that pull readers in through scenario-based posts, storytelling, polls, images, embedded videos and regular posts on topics such as key databases, the library catalogue, resources and academic mobile apps.

Content – a SEC perspective

- Key database guides
- Referencing support
- Finding dissertations
- Help & Advice
- iCat questions answered
- Current Library & Learning Services events
- New book arrivals
- Smart Tuesday – mobile app reviews
- Scoop.it imports
- Information skills sessions presentations online
- Feedback from Faculty and School meetings
- University and London-based events
- Top 10 journals (based on Journal Citation Reports)
- Something for the weekend
- Weekly round-up on Friday afternoons

Target:

3-6 weekly posts

“A stepping
stone for help
and advice!”

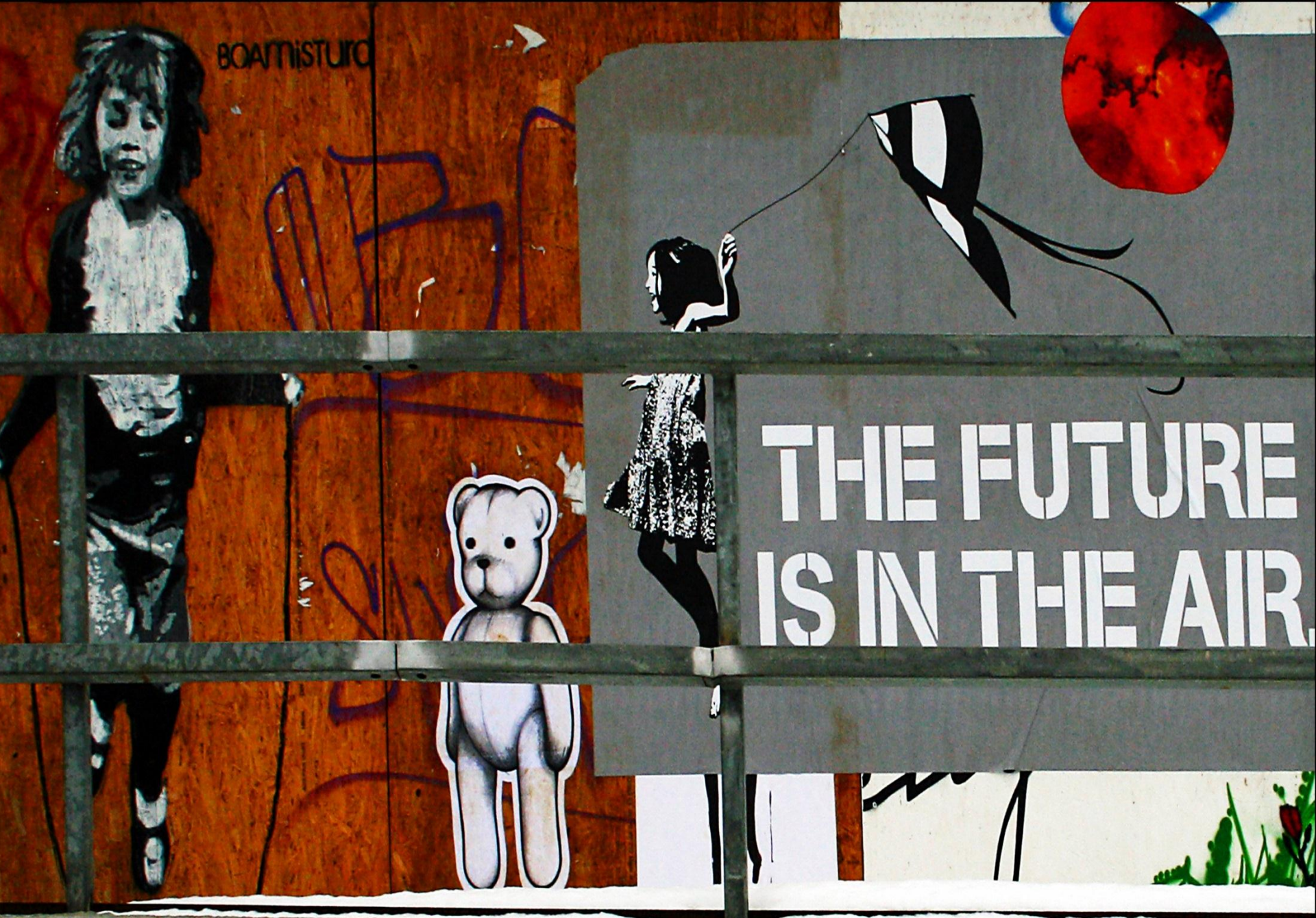


Student feedback 1

- In 2013, feedback groups have been devised to observe student reactions to the blog's clarity, coverage, navigation, images and interaction. These five elements have been selected as they can easily be changed by librarian bloggers.
- The feedback groups' overall aims are:
 - Students from the specific group targeted will become aware of the LRC subject blog.
 - Students will provide feedback about their LRC subject blog against set criteria.
 - Findings will be reported to the subject team providing the blog.
 - Activity will be readily repeatable for other subject blogs or student groups.

Student feedback 2

- A facilitator asks students to use the blog undirected and to record feedback about the blog against the 'five things we can change'. Feedback is recorded on 5 different sheets of paper (free text comments and ranking of element).
- At the end of the session, the facilitator draws students together and away from independent use of the blog. Students are then asked to turn their cards over and individually complete the five point scale on each card. This will be followed by a group conversation about one (or possibly two) of the evaluated elements. Discussion areas will be decided by the team producing the blog or the facilitator could decide at the time, for example on the basis that very little information on a topic has been gathered on the cards so further discussion is needed, or that one topic has developed a lot of interest that could be explored further.
- After the feedback groups, the facilitator writes a report summarising feedback and recommending actions and distributes them to the participants and subject team in order to inform future developments.



BOATMISTUR

THE FUTURE
IS IN THE AIR.

Future developments

- **Content:**

- Based on CILIP Information Skills definition
- Responses to student feedback received in LRC, through SSCCs etc. within 5 days
- Invite staff from all teams to blog about their areas of expertise
- Nutcloud fixed to top of blog page (all links in one place)
- Encourage more student engagement (student reps, SADRAS projects)

- **Promotion:**

- Alert staff to blog posts about current issues (e.g. e-book availability for a core book) and ask them to forward it to their students (Blackboard Announcement)
- Liaise with academic staff to feature the blogs (twitter feed) in Blackboard, word of mouth
- Social Media group to coordinate the different team approaches to blogging

“People will
come, Ray.
People will most
definitely come.”

Field of dreams (1989) Directed by P. A. Robinson [DVD]. Universal City:
Universal.



Vasta, S. (2007) No one cares about your blog. Available
at: <https://www.flickr.com/photos/vasta/415625308/>
(Accessed: 2 May 2014)