



It's all about sharing

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... In a nutshell



Our customers are on ...

SOCIAL MEDIA EXPLAINED

~ WITH CUPCAKES ~

- FACEBOOK: 'LIKE' MY CUPCAKES
- TWITTER: I'M MAKING A #CUPCAKE
- PINTEREST: HERE'S A CUPCAKE RECIPE
- INSTAGRAM: HERE'S A VINTAGE PHOTO OF MY CUPCAKE
- LINKEDIN: MY SKILLS INCLUDE CUPCAKE MAKING
- FOURSQUARE: THANKS FOR VISITING MY CUPCAKES,
YOU ARE THE MAYOR OF CUPCAKES!
- YOUTUBE: HERE'S MY DOG EATING MY CUPCAKE
- SPOTIFY: LISTEN TO MY FAVOURITE 'CUPCAKE' TUNES
OF ALL TIME
- WORDPRESS: MY TOP 10 CUPCAKE FLAVOURS
- GOOGLE+: SHARE CUPCAKES WITH GOOGLE EMPLOYEES

Revolution

Is the social media the biggest revolution since the industrial revolution?

Generation X

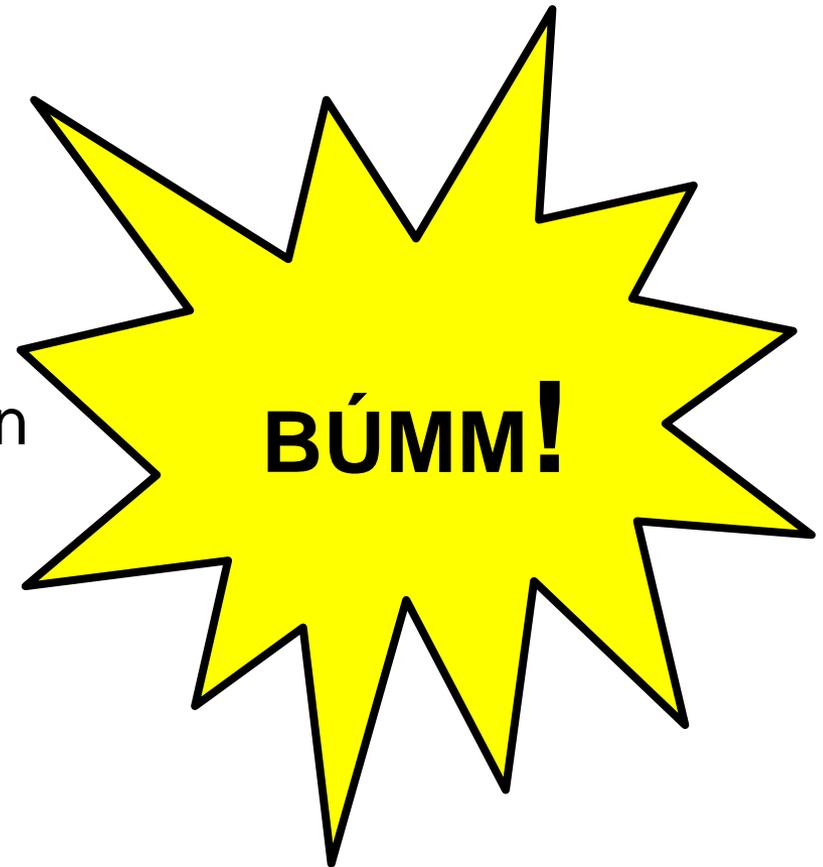
- › born 1966-1976
- › current population, not so interesting
- › age 37-47

Generation Y

- › born 1977-1994
- › current population ca. 2 billion
- › age 19-36

Generation Z

- › born 1995-
- › remains to be seen



They are

- › quick
- › bright
- › ambitious
- › innovative
- › open minded

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- › bright
- › ambitious
- › innovative
- › open minded

- › lazy
- › work shy
- › ... and unbelievably self-centered

Life is

- › stating
- › commenting
- › liking
- › following
- › downloading – uploading
- › reviewing
- › rating
- › ... and sharing

Things are worthless if they cannot be experienced with others

Mobile expectation

- › anytime
- › anyplace
- › anywhere
- › free

- › „everyware“

They

- › think they can do everything,
... but don't want to do things
- › they are impatient,
... but don't have time to do things
- › they don't want to pay for anything on the net,
... but are willing to pay for things done
for them

We

- › RU library meets its customers where they are,
... and follow them wherever they go!

Where is everybody?

- › at least the Icelanders are on
 - › Facebook 72 - 81%
 - › Instagram 39%
 - › Twitter 20%
 - › LinkedIn 9%

Sharing and social media

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› Facebook

- [RU Library and Information Services](#)

› Facebook groups

- [FonsJuris](#) (*Icelandic legal sources*)
- [APA](#) (*Publication Manual of the American Psychological Association*)
- [IEEE](#) (*Institute of Electrical and Electronics Engineers*)
- [OSCOLA](#) (*Oxford University Standard for Citation Of Legal Authorities*)

Sharing and social media

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- › [Twitter](#) – our professional information dissemination
- › [YouTube](#) – common with the Mothership
 - How-to-do videos
- › [LinkedIn](#) – common with the Mothership,
 - still thinking what to do with it
- › [LibraryThing](#) – given up on it
- › [Instagram](#) – we have an account
 - but what/how/who should we be there?

Sharing – but not social media

- › [Zotero](#) – research and reference management tool
- › [Dropbox](#)
- › [Google Drive](#)
- › ... and all that package!

They are mashing it!

