



## **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

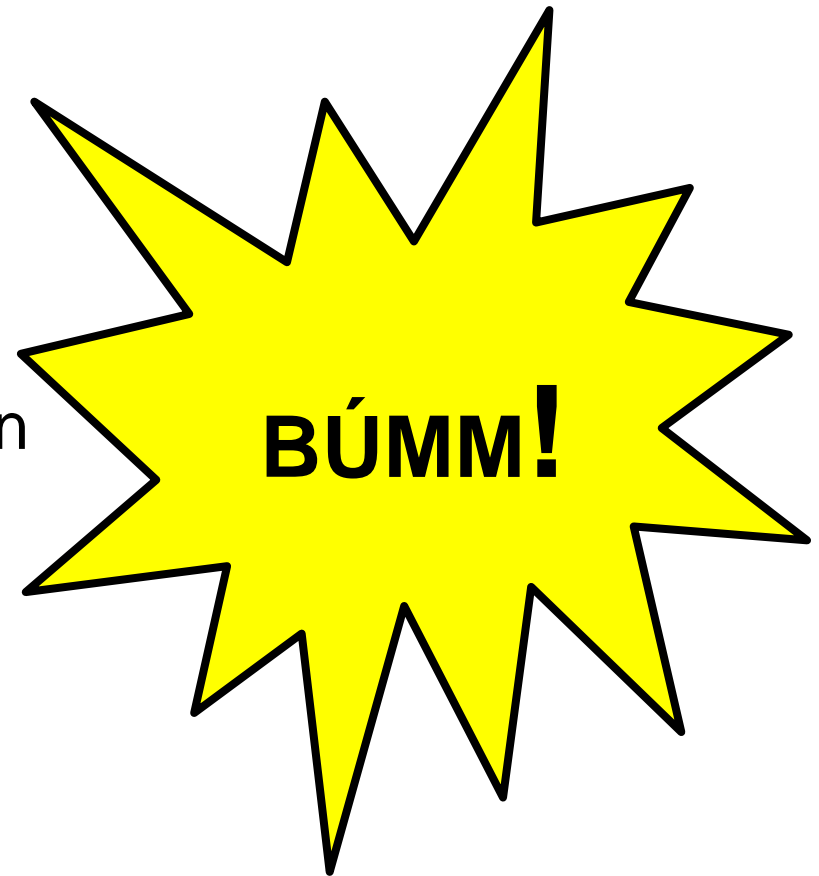
- › born 1966-1976
- › current population, not so interesting
- › age 37-47

## 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

# They are

- › quick
- › 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!

