Enrichment, Reflection, Renewal

46th Annual CSLA Conference

July 28 - 30, 2013

Lake Junaluska Conference & Retreat Center
North Carolina
CSLA Gets Social with Facebook and Twitter—

Cheryl Cutchin,
Ralph Hartsock and
Pat Shufeldt

Monday, July 29, 2013
SESSION III 10:30 – 11:45 AM   EDT
Social Media

Cheryl Cutchin
World-Wide Social Networking Users

Source: Datamonitor Plc
Types of Social Media

- Social Networks
- Bookmarking Sites
- Social News
- Media Sharing
- Microblogging
- Blog Comments and Forums
Social Media Landscape
Current Trends in Social Media

• Using online tools to manage and connect memberships

• Using social media monitoring tools to identify who is talking about you on their blogs and opinion sites

• Using social media dashboards to track performance of uploads
CSLA Gets Social with Facebook

Monday, July 29, 2013
SESSION III 10:30 – 11:45 AM  EDT

Ralph Hartsock
Church & Synagogue Library Association

The Church and Synagogue Library Association provides educational guidance in the establishment and maintenance of congregational libraries.
## Notifications Settings

### How You Get Notifications

<table>
<thead>
<tr>
<th>Source</th>
<th>Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On Facebook</strong></td>
<td>All notifications, sounds off</td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td>Only important notifications</td>
</tr>
<tr>
<td><strong>Push notifications</strong></td>
<td>Some notifications</td>
</tr>
<tr>
<td><strong>Text message</strong></td>
<td>Text notifications are turned off</td>
</tr>
</tbody>
</table>

### What You Get Notified About

<table>
<thead>
<tr>
<th>Activity</th>
<th>Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity that involves you</td>
<td>On</td>
</tr>
<tr>
<td>Close Friends activity</td>
<td>On Facebook</td>
</tr>
<tr>
<td>Tags</td>
<td>Anyone</td>
</tr>
<tr>
<td>Pages you manage</td>
<td>On for 2 of your 2 Pages</td>
</tr>
<tr>
<td>Group activity</td>
<td>On for 13 of your 13 groups</td>
</tr>
</tbody>
</table>
### Privacy Settings and Tools

<table>
<thead>
<tr>
<th>Who can see my stuff?</th>
<th>Who can see your future posts?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Friends</td>
</tr>
<tr>
<td></td>
<td>Review all your posts and things you're tagged in</td>
</tr>
<tr>
<td></td>
<td>Limit the audience for posts you've shared with friends of friends or Public?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who can look me up?</th>
<th>Who can look you up using the email address or phone number you provided?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Friends</td>
</tr>
<tr>
<td></td>
<td>Who can look up your timeline by name?</td>
</tr>
<tr>
<td></td>
<td>Friends</td>
</tr>
<tr>
<td></td>
<td>Do you want other search engines to link to your timeline?</td>
</tr>
<tr>
<td></td>
<td>Off</td>
</tr>
</tbody>
</table>
Ralph Hartsock

May 23

Sigh! I completed the cataloging of music by 19th century American composer, Dudley Buck. Now 381 scores are in the library.

Like · Comment · Promote · Share

Elaine T Martin, Christopher O'Dania, Rebecca Barham and 26 others like this.

Tom Caw I'm sure Dudley was done right.
May 23 at 1:24pm · Unlike · 9

Nancy Viens Oh, ha!
May 23 at 1:37pm · Like

Lisa Philpott Bwah-ha-HA, Tom Caw!!!
May 23 at 2:55pm · Like

Morris Martin trying to remember when that came to us....
May 23 at 4:21pm · Like

Jeffrey Levy Awesome!
May 23 at 5:43pm · Like

Joyce Mahony Livingston yeah!!
May 23 at 5:53pm · Like
Ralph Hartsock
May 29

You know it was long day for someone when you convert to RDA the record that says: 103 p. : ill. (some ill.)

Like · Comment · Promote · Share

Christopher O'Dania, Mary DuMont Brower, Lynne Jaffe and 6 others like this.

Morris Martin thanks be to God that i did not ever have to learn things like this!
May 29 at 1:00pm · Unlike · 1

Write a comment...
Jana Corzine Atkins
So... who wants to share their worldly wisdom in dealing with a wet score collection? The storms on Friday night have taken their toll in many ways. I'd be very grateful for whatever you think may help.
2 hours ago


Hopefully you have a head start on that.
2 hours ago · Like · 1

Jim Farrington Call Alice Carli, our conservator. 585-274-1375. She can offer a lot of helpful suggestions. It depends on how many you have, but I think primarily what you want to do is get them fanned open and drying, and put some fans on them. If you have lots of them to do, I suspect Alice will recommend freezing some of them, but I defer to her judgment in these matters.
2 hours ago · Unlike · 4

John Brower At Washington State, we freeze dried the books with water damage. How many are you talking about? There are some services that help deal with large scale catastrophes.
about an hour ago · Unlike · 1

Jana Corzine Atkins It caught just a couple of sections on one range, so I think it's not going to be too bad. We're still looking at it, but I'm finding a lot that didn't get wet at all.
about an hour ago · Unlike · 1
Imagine if the libraries mapped were for churches and synagogues.


Every Library and Museum in America, Mapped
www.theatlanticcities.com

There are probably far more of both than you think.

Pat Shufeldt: It’s just a start, as there are MANY more than shown on these two maps.
If your church or synagogue library isn’t in the LIB-WEB-CATS directory, please do add it so that it too shows up on these maps.

Map of Libraries: Church libraries
www.librarytechnology.org
Permalink: Link to this map: http://www.librarytechnology.org/map.nl?Type=Church — See More.
The Church and Synagogue Library Association provides educational guidance in the establishment and maintenance of congregational libraries.
Condemn no man for not thinking as you think: let every one enjoy the full and free liberty of thinking for himself. Let every man use his own judgment since every man must give an account of himself to God.

John Wesley

"Advice to a People Called Methodist"
Facebook Questions
Join the conversation!

Pat Shufeldt, Greenville, SC
CSLA Conference, 2013 – Lake Junaluska, NC
“Social media is not about technology. . .

it’s about people, relationships, and communication

“Synagogue: Strengthening Community with Social Media,” by Lisa Colton. [http://reformjudaismmag.org/Articles/index.cfm?id=3025](http://reformjudaismmag.org/Articles/index.cfm?id=3025)
TWITTER & FACEBOOK

Facebook = Social media

Twitter = Microblogging
### Differing uses

<table>
<thead>
<tr>
<th>Category</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>28%</td>
<td>47%</td>
</tr>
<tr>
<td>Community</td>
<td>17%</td>
<td>----</td>
</tr>
<tr>
<td>How-To/Do-It-Yourself</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Shopping</td>
<td>9%</td>
<td>----</td>
</tr>
<tr>
<td>Celeb/Entertainment</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Technology</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Adapted from *The Librarian’s Nitty-Gritty Guide to Social Media*, pp. 19–20
User comparison

FACEBOOK

- 67% of Internet users
- Women
- Adults, by age brackets:
  - 18–29 (86%)
  - 30–49 (73%)
  - 50–64 (57%)
  - 65+ (35%)

TWITTER

- 16% of Internet users
- % doubled since 2010
- Adults, by age brackets:
  - 18–29 (27%)
  - 30–49 (16%)
  - 50–64 (10%)
  - 65+ (2%)
- Urban residents
- African Americans

Demographics of Social Media Users 2012 (Pew Research Center)
# Differing strengths

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>TWITTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect with people you already know</td>
<td>Connect with people you don’t know</td>
</tr>
<tr>
<td>Posts less time-sensitive</td>
<td>Time-sensitive posts</td>
</tr>
<tr>
<td>Local news/events</td>
<td>Non-localized content</td>
</tr>
<tr>
<td>Longer postings</td>
<td>140-character limit</td>
</tr>
<tr>
<td>Less real-time conversation</td>
<td>Real-time conversation</td>
</tr>
<tr>
<td>Deeper connections emphasis</td>
<td>Follower count emphasis</td>
</tr>
<tr>
<td>More difficult to use</td>
<td>Easier to use</td>
</tr>
</tbody>
</table>

Adapted from *The Librarian’s Nitty-Gritty Guide to Social Media*, p. 37
“In my experience, older people tend to default to private communications unless there is a reason to make the information public; Conversely, younger people tend to make all communications public unless there is a reason to keep it private.”

–Lisa Colton
If your [congregation] can only be 1 place: [organization]

Facebook should be it.

Ideally:

maintain an active presence at least on Facebook and Twitter

Adapted from The Librarian’s Nitty-Gritty Guide to Social Media, pp. 19–20
Must I have a Twitter account?

No.

- Go to the CSLA website and click on Twitter
  - https://twitter.com/CSLAnotes
Goals

- Current news of interest to CSLA members
- Provide a useful service to nonmembers
- Attract new members (?)
What is CSLA notes tweeting?

Tweets

CSLA @CSLANotes
Edelweiss interactive online catalogs: good way to watch for forthcoming books bit.ly/1bazYj5

CSLA @CSLANotes

Jean Armour Polly @netmom
Asking not good enough. Either embed yourself then prescribe services or give them what they didn’t know they needed. #rusapres13

Publishers Weekly @PublishersWkly
"I hate books. They’re heavy and they make moving impossible. But an iPad doesn't hold the same memories" | Salon pwne.ws/12w3QTm
How will CSLA tweets appear to you?

Tweets

- **CSLA @CSLAnotes**
  Edelweiss interactive online catalogs: good way to watch for forthcoming books [bit.ly/1bazYj5](https://bit.ly/1bazYj5)

- **EnglewoodReviewOfBks @ERBks**
  Poem of the Day for July 4th: Walt Whitman – I Hear America Singing --- [shar.es/A7M7a](https://shar.es/A7M7a)

- **CSLA @CSLAnotes**
Why use URL shorteners?

- bit.ly/1bazYj5 (14 characters) =
  http://www.abovethetreeline.com/edelweiss/
  (42 characters)

- bit.ly/13vUk4L (14 characters) =
  http://edelweiss.abovethetreeline.com/Home
  Page.aspx?showAll=true (64 characters)
Frequently seen URL shorteners

- **t.co**: Twitter (automatically substituted for full URLs) 22 characters
- **bit.ly**: Bitly 14 characters
- **fb.me**: Facebook
- **goo.gl**: Google
- **ow.ly**: Hootsuite
- **tinyURL.com**: TinyURL 19 characters

**Company URL shorteners**

- **pwne.ws**: Publishers Weekly
Dangers of URL shorteners

- Can’t see where link is taking you
- Is supplier of the shortened URL trustworthy?
- Link rot

Not Found

The requested URL /about/facilities/library.html was not found on this server.
If following up with a related comment
• Acknowledge your source
• Consider adding a hashtag (#) descriptor
Send a message to 1 recipient

- Start the message with @twitter_name

- It’s NOT private
Send to all your followers. . .

. . . while crediting another Twitter user as the source

**CSLA @CSLAnotes**
Major changes to content reported by @RelHerald last month, but church library link on fbcalexandria.org website is dead

**CSLA @CSLAnotes**
Church library at FBC Alexandria VA gives away 5000 of 5500 print books; adds ebooks bit.ly/19Hy5bX
Create a personal account...

https://twitter.com
and help promote CSLA

CCLA can guide you to the tools, resources, advice, and fellow library enthusiasts who can help you achieve your goals.

Libraries Everywhere · cslainfo.org
Setting up your account

- Keep “Twitter handle” short
- Use a strong password
- Require ID to change password
- Request Email notifications
Carefully consider account settings

- **Tweet media**: □ Display media that may contain sensitive content
  □ Mark my media as containing sensitive content
  If you tweet images or videos that may contain sensitive content, please check this box so that people can be warned before they see it. Learn more.

- **Tweet privacy**: □ Protect my Tweets
  If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. Learn more.

- **Personalization**: □ Tailor Twitter based on my recent website visits
  Preview suggestions tailored for you (not currently available to all users). Learn more about how this works and your additional privacy controls.
  Do Not Track
  While you have Do Not Track turned on, your visits to sites that feature Twitter are not available to personalize your experience.

- **Promoted content**: □ Tailor ads based on information shared by ad partners.
  This lets Twitter display ads about things you’ve already shown.
Now, we’re set to experiment with a way to make ads on Twitter more useful to our users in the United States by displaying promoted content from brands and business they’ve shown interest in. These tailored ads are based on information, such as browser-related information (a browser cookie ID), that our ad partners share with us. Learn more in our blog post here.

While we want to make our ads more useful, we also want to give users simple and meaningful privacy options. Simply uncheck the box next to "Promoted content" in your account settings, and Twitter will not match your account to information shared by our ad partners for tailoring ads. This is the only place you’ll need to disable this feature on Twitter.

And because Twitter supports Do Not Track (DNT), Twitter will not receive browser-related information from our ad partners for tailoring ads if you have DNT enabled in your browser.

We’ve always got more updates coming, so keep your eye on the Official Twitter Blog or follow @twitter for the latest. In the meantime, visit our Help Center for more information about these options, and check out the short update to our Privacy Policy under Third Parties. Thanks for using Twitter!

The Twitter Team
Read the ENTIRE message . . .

. . . since product news trumps policy changes

Twitter email of 7/13/2013
“Pin” Twitter to a tab

- Opens automatically when you open the browser
- Can’t accidentally close the program
- Works with Firefox, Chrome, Internet Explorer browsers. Safari?
Who should I follow?

Librarians

David W. Reid @FaithLibraries
Resource Center Dir. Northern Colorado Faith Library. Church & Synagogue Library Association board member and Mile High Chapter president.

Associations

Assn JewishLibraries @JewishLibraries
Twitter stream for the Association of Jewish Libraries. Opinions expressed are those of the tweeter, not necessarily those of AJL.
Library–related companies

Book Systems @booksystems
20 years of top of the line library automation software and service now in bite size!

Publishers

Shook Foil Books @ShookFoilBooks
Thoughtful, Christian ebooks for 21st century faith.
Review sources

EnglewoodReviewOfBks @ERBks
Missional reading for church communities / 
"My favorite Christian review magazine" says 
@ScotMcKnight / Mission. Community. 
Justice. Art.

Publishers catalog sources

Weiss Squad @weiss_squad
We're Above the Treeline and Edelweiss. 
Questions? Contact us at support (at) abovethetreeline (dot) com
Authors

Diana Butler Bass @dianabutlerbass
Writer, mom, dreamer...oh, and public theologian, too. Author, Christianity After Religion and a bunch of other books.

Other

PWreligion @PWreligion
religion staff, Publishers Weekly
Friending guidelines (for libraries)

Keep
- People, even if not in your service area
- Business or organization in your library’s service area
- People who mention your library online

Block or Ignore
- People, regardless of location, who use highly sexualized avatars
- Organizations not in service area, or having nothing to do with libraries
- People or organizations that are overly self-promotional or constantly trying to sell something

Adapted from Librarian’s Nitty Gritty Guide to Social Media, p. 43
Further guidance

Free & Online

- The beginner’s guide to Twitter, by Brandon Smith. [http://mashable.com/2012/06/05/twitter-for-beginners](http://mashable.com/2012/06/05/twitter-for-beginners)

- The Complete Guide to Twitter, by Mark O’Neil. [http://www.makeuseof.com/pages/download-guide-twitter](http://www.makeuseof.com/pages/download-guide-twitter) – Read online, or download PDF or Epub. Password to download any of their guides is MAKEUSEOF

- “How to sign up on Twitter” – [https://support.twitter.com](https://support.twitter.com) Click on “See more” under “Welcome to Twitter”

- “Synagogue: strengthening community with social media,” by Lisa Colton. Reform Judaism Online, Summer 2012 [http://reformjudaismmag.org/Articles/index.cfm?id=3025](http://reformjudaismmag.org/Articles/index.cfm?id=3025)
“Twitter: Getting started with login verification”  
May 22, 2013 – Twitter Product Security Team  
https://blog.twitter.com/2013/getting-started-login-verification

BOOKS (Print & eBook)

The Definitive-ish Guide for Using Social Media in the Church (Shook Foil Books, 2012) – EBOOK ONLY. (Kindle, Nook, iPad/iPhone, Kobo; not sold to libraries)

“And while I 100 percent maintain that [Jesus] would NOT be on Facebook if he were alive today . . . sometimes I wonder if he might not have had a Twitter account. ‘Verily, verily I say until you’ is only 23 characters.”

–Martha–Lynn Comer

“Goodbye for now, Facebook” – Jun 25, 2013
http://www.christiancentury.org/blogs/archive/2013-06/goodbye-now-facebook
Questions
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