

SOCIAL NETWORKING SITES

FEBRUARY 2, 2007

STAFF DAY

Overview

- In April 2006, Nielson/NetRatings reported that 68.8 million people were using social networking sites for personal and profession use. This was a 47% increase from their study the year before.
- Today, over 140 million users are signed on to MySpace alone with 8 million new accounts being created monthly!
- MySpace is the #1 social networking site, being followed by Facebook and Xanga.com.
- Other social networking sites include AOL Hometown, Black Planet, Classmates.com, Friendster, Google Orkut, MSN Spaces and Yahoo 360.
- Bottom line: These are wonderful (FREE!) tools can be used to market services and communication with existing and potential patrons in a new, fun and easy way!

Why Should Libraries Use It?

Social-networking sites are a primary form of communication for millions of younger people in the U.S.

—Steve Rosenbush

Social networking sites are among the fastest growing areas of the Internet. It is unreasonable to think that they'll simply go away. Our best bet is to become part of the conversation.

—Christopher Harris

It's our mission as information professionals to get information to the people that need it, when they want it and in the form they need it, whatever their generation may be.

—Marydee Ojala



Libraries Using MySpace

- Abbeville County Library (SC): <http://www.myspace.com/abbevillelibrary/>
- Charlotte's Library Loft (NC): <http://www.myspace.com/libraryloft/>
- Denver Public Teen Site (CO): http://www.myspace.com/denver_evolver/
- Lansing Public Library (IL): <http://www.myspace.com/lansingpubliclibrary/>
- Osceola Library System (FL): <http://www.myspace.com/osceolalibrary/>
- Rockford Public's YA Zone (IL): <http://www.myspace.com/yazone/>
- SC State Library (SC): <http://www.myspace.com/scstatelibrary/>
- Topeka and Shawnee County (KS): <http://www.myspace.com/tscpl/>

Contact Information

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Find me on MySpace:
<http://www.myspace.com/lbookaddict/>

Check out our LibraryTrax Blog:
<http://librarytrax.wordpress.com>

There's a whole section for social networking as well as information from other TechTracks classes in blogging, tagging, instant messaging, etc..

How Do I Use Something Like MySpace?

- Check out the website How Stuff Works for an overview of the features:
<http://computer.howstuffworks.com/myspace.htm>
- Then go to www.myspace.com and follow the easy steps to create an account.
- Start playing around with adding content and just have fun with it!
- If you have questions about how anything works, please contact me.