The Josiah Bartlet Presidential Library and Museum (JBPL), while in essence was existing for a number of years, needed to be brought into the 21st century. The staff and board members came together and decided on technologies that would update the Library and provide a way for the millions of people using the Internet to be a part of this special library.

The first technology that the JBPL will implement is a well-designed and easy to navigate website. This website will include information about the Library, a blog written by staff members, a calendar, staff bios, exhibits, and links to other social networking tools. This website will hopefully bring together users so that if they wish to learn more information posted in, as an example, Facebook or Twitter, they can come to the website. It is also where they can gather information about the JBPL; see when the events are, and what exhibits are up at the time of their future visits. The website will benefit users by allowing them, even those on smart phones, to be able to access current and updated information about the JBPL. We hope to create a website that is just as easy to access on a smart phone as on a laptop (Farkas, 2007).

The second technology that the JBPL will implement is a wiki. Wikis are, as Farkas (2007) writes, “an infinitely expandable [web site] and its pages are created and connected to one another through hyperlinks” (68). These sites and pages can be edited by anyone or they can be restricted to certain personal only.

For the JBPL, we are using the site WikiSpaces. This was chosen mainly for its simplicity in terms of the wiki design. We did not want the wiki space to be overwhelming to the user. We hope this wiki will allow the library staff to create a place where patrons can go to find more information as well as links to other useful places. With WikiSpaces, only the staff will be able to edit the pages, and the reason we chose is for (we hope) less spam and untrustworthy editing.
There have been several success stories for libraries using wikis. These include the following but not limited to:

* Ohio University Libraries Biz Wiki [\_\_(http://www.library.ohiou.edu/subjects/bizwiki/index.php/Main\_Page)\_\_](http://about.wikispaces.com/blank)
This wiki is well designed! It includes many different features such as an “About the librarian”, a live Twitter feed, chat (meebo) place, and different sections that can be edited. The one thing I am not exactly a fan of is where the section links are. I feel they could be moved over and the name replace them
* - University of South Carolina Aiken Gregg-Granitevill Library [\_\_(http://library.usca.edu/Main/HomePage)\_\_](http://about.wikispaces.com/blank)
Although this does not look like a traditional wiki, it is. Their wiki is more laid out like a web page and I feel this helps patrons, become more use to the idea of a wiki. It includes different sections such as About the library, resources, and collections. Each section has a set of different links under it.
* Plymouth Regional High School Library Research Pages (<http://prhslibrary.pbworks.com/w/page/18403516/FrontPage>)
This wiki, which looks like a wiki using pbworks, is used for PRHS classes doing research. They have it set up for different topics that teachers are teaching in the school. One really neat thing is that they have a place to check for plagarism. They also include different tools for research, outside of the HS library
* Readers’ Advisory Services (<http://readersadvisory.wetpaint.com/>)
Is a wiki for public Librarians to help with readers advisory questions. It is managed by a RA group in Australia but it has tips for everybody. It includes book groups, discussions, photos, video, and more.
* North Dakota School Library Wiki (<http://ndschlibraries.wikispaces.com/>)
Another School library using the same software/website as Library, they include announcements, blogs, books, courses, links, and lesson ideas. They also include outside links to other pages and reading lists.

There are several possible roadblocks for using a wiki in a library. The largest, as mentioned by Farkas (2007), was that they are more open than other social networking tools (72). However, we, at the JBPL, have solved this issue by using the feature in Wikispaces that allows only those who have the log in can edit them. There is room for discussions on Wikispaces but all edits can only be done by our staff. There are two other minor roadblocks for the Library including time for editing and lack of knowledge about using a wiki for future staff members. We hope to combat these two with training sessions about wikis for future staff members, and in terms of time, we hope that when something important comes up, a staff member will edit the wiki right away. That way, less time overall will be taken in editing. Another roadblock that could potentially come up, especially for the JBPL is, that because we do not manage the software and servers that the wiki is hosted on, if they go done, or just disappear, our information is lost. Hopefully we will back the information up in some other area but it is a potential roadblock. To combat this, it might be a better idea to download software so we can control the wiki better.

As mentioned above, the JBPL will being using WikiSpaces for their online wiki but there are several other places as well software for wikis. There is a great list that has been complied on Wikipedia for all different types of Wiki software. It can be found here: <http://en.wikipedia.org/wiki/List_of_wiki_software>. The one problem with these is that they all may not be free. To host online, search for “online wiki free” and it gives a whole host of sites that host wikis for free. The problem with WikiSpaces is that it is not, at this point in time, able to embed into the website. Part of the reason it was chosen was for cost effectiveness but also because it seemed simple to use.

The JBPL will continue to update the wiki as long as the library is in existence or until something more user-friendly comes along. The maintenance of the software requires little on the part of the JBPL because we do not manage the software that runs the wiki. As noted above this is an issue and one that the Library is prepared to face in case something does arise. As for training, I feel that only a few half-hour training sessions would be needed for librarians and staff to use WikiSpaces. Most of the site is extremely straightforward in adding pages and content. Suggested by Martin, the JBPL will assess the effectiveness of the Wiki by using
www.statcounter.com. This site, as well as the Wiki site itself tracks total number of visitors and even number of unique visitors.

The JBPL will implement Facebook in the suite of 2.0 tools offered in the library’s update to technology. According to King (2011) there are over 600 million Facebook users globally. 42% of the U.S. population has a personal Facebook page with an average of 130 friends. Without a doubt this is a powerful marketing tool; and it is essentially free. Facebook fan pages – those created by and for organizations – are free web spaces that engender interactivity with an organization’s target audience. Using Facebook as an instrument to disseminate information (news, events, stories, etc.) about a library or museum is a quick and easy way to reach literally millions of enthusiasts, supporters, followers, and potential followers.

We have created a Facebook fan page for the JBPL. The fan page will announce news and events at the library, share stories about the former President and his family and administration, and provide access to information for both scholars and interested parties on Josiah Bartlet as a President, Governor, Congressman, and Nobel-Prize-winning Economist. It will also draw attention to the Library’s website.

The JBPL is located in Manchester, New Hampshire. Its geographic location requires that its users journey to the northeast corner of the country in order to visit. The Facebook page will allow people to interact with the Library without the need to travel to New Hampshire. Through the Facebook page’s RSS feeds and its melding with Twitter, interested parties can keep abreast of what is happening at the JBPL. The value of the Facebook page will also reveal itself in the interaction between users; fans (and foes) of the former President will have the opportunity to converse virtually with each other and share their thoughts and memories of the Bartlet Administration.

Facebook pages are used by other Presidential Libraries. The Presidential Library System is administered by the National Archives and Records Administration. At the present time, there are 13 Presidential Libraries and Museums under the NARA’s management, honoring Presidents Herbert Hoover through George W. Bush. Of the 13, 11 have official Facebook pages. (These are deemed official as they are linked from the official (\*.gov or \*.edu) website.)

1. William J. Clinton Presidential Library [[\_\_http://www.facebook.com/ClintonPresLib\_\_](http://www.facebook.com/ClintonPresLib)]
2. George Bush Presidential Library and Museum [[\_\_http://www.facebook.com/bushlibrary\_\_](http://www.facebook.com/bushlibrary)]
3. Jimmy Carter Presidential Library [[\_\_http://www.facebook.com/CarterPresidentialLibrary\_\_](http://www.facebook.com/CarterPresidentialLibrary)]
4. Gerald R. Ford Presidential Library [[\_\_http://www.facebook.com/FordPresidentialLibrary\_\_](http://www.facebook.com/FordPresidentialLibrary)]
5. Richard Nixon Presidential Library and Museum [[\_\_http://www.facebook.com/NixonPresidentialLibrary\_\_](http://www.facebook.com/NixonPresidentialLibrary)]
6. Lyndon Baines Johnson Library and Museum [[\_\_http://www.facebook.com/LBJPresLib\_\_](http://www.facebook.com/LBJPresLib)]
7. John F. Kennedy Presidential Library and Museum [[\_\_http://www.facebook.com/pages/John-F-Kennedy-Presidential-Library-and-Museum/9538894955\_\_](http://www.facebook.com/pages/John-F-Kennedy-Presidential-Library-and-Museum/9538894955)]
8. Eisenhower Presidential Library and Museum [[\_\_http://www.facebook.com/IkeLibrary\_\_](http://www.facebook.com/IkeLibrary)]
9. Harry S Truman Library & Museum [[\_\_http://www.facebook.com/TrumanPresidentialLibrary\_\_](http://www.facebook.com/TrumanPresidentialLibrary)]
10. Franklin D. Roosevelt Presidential Library and Museum [[\_\_https://www.facebook.com/fdrlibrary\_\_](https://www.facebook.com/fdrlibrary)]
11. Herbert Hoover Presidential Library and Museum [[\_\_http://www.facebook.com/HooverPresLib\_\_](http://www.facebook.com/HooverPresLib)]

For the most part, all these Facebook pages offer the same things: information on where the Library is located; calendars of events; photos of the President and his family; social media policy page. They are all currently maintained.

The social media policy page is identical on all sites; it is written by NARA and states that the Facebook pages are managed by the NARA. However, what I found on many pages are postings that violate this policy and are still there. It appears there are people from the NARA who are in charge of posting on the site, but are not paying attention to what others are posting. On the Clinton page I saw a posting for someone opening a new business in Little Rock!

On the Truman page, for example, there are comments from people who remember meeting the President or received a letter from him. Spam was noted on the Carter page. The Carter site is up to date, so this may be something relevant to the President. Some of the photos were questionable as well.

On the Gerald Ford page there were, of course, many comments and condolences on the passing of Betty Ford.

As those librarians creating this social media plan for the JBPL are sold on the uses and benefits of Facebook, etc., there should appear very few roadblocks to its implementation. The main cost of this technology is time: time to create; time to maintain; time to upgrade. As Facebook is the most omnipresent social media platform, training other staff in its utilization will be straightforward. The mere fact that 85% of Presidential Libraries utilize this technology will make the “buy-in” unproblematic.

As the NARA states it manages Facebook pages for Presidential Libraries, it may be necessary to manage the managers. There are some “out-of-policy” postings on many of the pages, this reveals a need for someone within the JBPL to monitor and edit posting that do not fall within the mission of the JBPL.

Assessing the success of a social media technology is easy: check to see how many people are using it! It is also important to make sure the information posted by the JBPL is of value to users. Frequent posting on the Clinton Library Facebook page show a one- or two-sentence entry stating what the President did on a particular day during his term in office. While these are interesting tidbits, there is the possibility that too frequent postings could wear out the site’s welcome.

An additional application to Facebook has been installed that couples Facebook with Twitter. Selected Tweets is an application whereby postings to Twitter accounts can be sent to Facebooks accounts by tagging the tweet with #fb. This is an incredible time-saving device in that two social media platforms may be updated simultaneously. Selected Tweets is an information-sharing application that connects the two most popular social media platforms in one operation.

Added to the JBPL technology arsenal is Twitter.Twitter is a micro-blogging site that is free to use, allowing users to instantly send messages that are 140 characters or less. Through this technology a short snippet of information, a picture, a video, or a link can be posted via a user’s computer or mobile device. It is advantageous because of the variety of content that can be found, the instantaneous updates, the ability to embed photos, links, and videos in your messages, and is a promotional tool. Twitter will be an easy access point to connect JBPL services and products with the local and global community. The library will not just use Twitter as a broadcast system, but a community-building tool. The JBPL will craft tweets to engage communication and response, as well as promoting collections, highlighting details about our archives, advertise programs, and note important dates in history as it relates to President Bartlet.

The JBPL is a specific organization with a focus that holds interest for people at many levels: academic, personal, and political. The library is not only a resource, but a destination, meaning that our reach must be global. Twitter will help facilitate our connection to a broad community using brevity and frequency for easy access to our library’s society. Twitter will facilitate our growing bond with the community of our users, regardless of whether they visit our physical space or not.
Reciprocating through responding to tweets, and adding users in the presidential library, archival, local community, and community surrounding all aspects of President Bartlet is the second aspect to growing a dedicated, supportive, and interested community that will hopefully begin to access our library and note our openness to user-created content.

Embedding the software into our website was easy using the Twitter embedded codes offered in the site, which were easily copied and added to Weebly. Luckily, Twitter is a simple and extensive application programming interface (API) with a simple foundation that can be built upon depending on what device or platform it is being used on, and what it is being used for (Stuart, 2010).

Twitter is a good option for libraries looking to microblog – transmit quick hits of information, quickly and with wide dispersal. Introducing web 2.0 technology to the library through Twitter provides a fairly simple entry point into 2.0 communication (Anttiroiko & Savolainen, 2011), with a smaller time commitment by librarians than other, more dense programs, and involves a community on Twitter that is ready-made. Creating a Twitter account takes a few minutes, but the simplicity of the technology is misleading.

The addition of Twitter to our 2.0 suite of tools at the library requires a long-term outlook with plans for staff responsibilities and time dedication well into the future. Setting policies for Twitter is necessary to create a thoughtful dynamic in our 2.0 tool kit, as well as build a strong foundation of policies and planning to use as we delve into more complicated and progressive social media in the future.

Many organizations have become adept at using Twitter to extend organizational communities and market through the social media. The Canadian Broadcasting Corporation’s archives (@cbc\_archives[\_\_http://twitter.com/#!/cbc\_archives\_\_](http://twitter.com/#%21/cbc_archives)) tweet daily with a personal voice to highlight the archives with a variety of imaginative formats including a ‘this day in history’ tie-in. A great example is the July 19, 2011 tweet:
“John Baird is in China. I bet nobody has shaken his hand for as long as Mao shook Trudeau's in 1973 (go to 2:54):[\_\_archives.cbc.ca/politics/inter…\_\_](http://t.co/CG1Jskz) “

The integration of humour, an external link, and a reference to the day in history all work to augment the community who is following this Twitter feed. Successful marketing of the archives of the CBC is achieved, however there is one complaint. Easier access to this feed from the home page of the organization would allow people to more easily follow this Twitter page.

The Woodrow Wilson Presidential Library and Museum (@wilsonpreslib) twitter account provides a glimpse at a new account on Twitter, set up with the framework and commitment described previously, but in its fledgling stage on the social network. Using all areas of Twitter to integrate marketing, the library exploits the profile portion of Twitter to include library hours and location. The tweets make good use of hash tags for findability, tagging searchable terms like: civilwar which will allow a link with people who have similar interests that might not know about the library, yet.

The heavyweight of presidential libraries, the John F. Kennedy Presidential Library, @JFKlibrary, is a leader in community-building on this 2.0 site. Tweets come often and are informative, entertaining, and on-topic. The staff responds quickly to mentions, and cruise to see what is being said online about President Kennedy as well as the library – joining those conversations as well.

The New York Public Library provides a leading Twitter account to those needing guidance in marketing the library in the Twitterverse. The bio of the site gives a complete list of access points for the library, stating: “NYPL librarians & staff tweet daily on what’s
happening at the Library, NYC & beyond. Got a question? Send us a tweet, text us at 66746, or call 917-ASK-NYPL.[\_\_http://www.nypl.org\_\_](http://www.nypl.org/)” Experts at microblogging, the NYPL illustrates that the tweet is just a part of a huge information behemoth available. Providing access to the entire library through a tiny portal in Twitter is an example for our library to mirror.

As seen in these examples, devoting staff time to this account is integral for the success of Twitter at the JBPL. The library management must consider Twitter to be an actual aspect of the library’s services, matching the goals of marketing our services and expanding our user base through this microblogging software. Necessary planning for dedicated Twitter duties as well as clear policy surrounding the expectations of the social media is the roadblock to the success of this technology. Noting the warning from Stuart (2010) in the article What are libraries doing on Twitter: “Web 2.0 technologies break down the barriers between librarians and library users, but they create a long-term commitment for librarians. With everything automatically time stamped, it quickly becomes obvious when institutions are not fully partaking in the community. It is not enough for a library to have an account on Twitter; it is necessary for them to have an active account.” (45-47).

The time must be made to add Twitter as an aspect to the daily tasks within a single, or a team’s, job description. Using desktop access through Tweetdeck, an application that can organize the account with ongoing access throughout the day, as well as suggesting Twitter for mobile devices to give staff 24/7 access to the account is suggested. Providing a first block of time to set up the project is necessary to plan out the schedule, create a post policy, and to designate staff to the task of Tweeting. But there needs to be a second phase to the planning that creates an on-going time allotment within the work day to make available to Twitter. Daily tweeting, responding to mentions by followers, building a community through careful following of other users, and actively searching the Twitterverse for links and associations that will augment the Josiah Bartlet Presidential Library online are necessary for the Twitter account to remain relevant and trustworthy. Keeping in mind Twitter works best as a conversation, not a broadcast (Milstein, 2009); at least one hour of dedicated staff time daily must be given to this social media aspect of our library.

The creation of our Twitter policy will include this list of tasks set out, as well as specific timelines and guidelines for what is tweeted, when it is tweeted, who tweets, and who responds to tweets, and who decides to follow someone new. Follow-up meetings will be set to re-evaluate our staffing and policies at various points throughout the year. Assessing the results of our tweeting schedule and conversation building will be based on staff feedback, the activity of the followers to our library, searches on social media assessment sites and may include quick sessions with focus groups to ensure we are reaching the community as well as we are able.

The last technology the JBPL has decided to implement is a blog. This is a Web 2.0 social network technology. A blog is a type of website that is usually arranged in chronological order. This Web 2.0 technology is a great tool to publish library news about issues, technology, events, and more. A blog presents commentaries and links to articles. The content of the blog can be personal, political, or cultural. The content can include one subject or many subjects at the same time. Most blogs have the following features: a main content area, an archive of older articles, a place to leave comments, links to other websites, and an RSS feed or other feed.
Some great articles about this technology are the following:
[\_\_What is blogging, and how do I get a blog?\_\_](http://www.bbc.co.uk/webwise/guides/how-to-get-a-blog)
[\_\_Why and How to Use Blogs to Promote your Library’s Service\_\_](http://www.infotoday.com/mls/nov03/fichter.shtml)

The JBPL is going to use the blog to publicize and market library events, services, exhibits, resources, collections, and archives. (i.e. important letters, new items, new databases, and special events). Because the technology is free, a blog is a great way to market the library. The blog is going to fill a need for promotion of the library.In addition, the library will use the blog to develop a stronger relationship with patrons and the community by inviting users to be part of the physical and online library spaces. With the blog, the library will try to reach new users and to offer new services to current patrons. Furthermore, the library is going to use the blog to present the library news and important announcements and then recycle the content to Facebook, Twitter, and elsewhere in the library website.

The library is going to use the blog to place links to very important information in the website. The blog will allow users to post comments on each post. This technology is a great way to get feedback which will help the library understand users’ interest better and then be able to determine the next step to implement in order to satisfy users’ needs. Also, the library will use the blog to collect, and present information to users in a virtual environment. Moreover, blogs provide another medium for librarians and archivists to instruct users about the library’s resources and how to use them.

The library will use the blog to participate in the web 2.0 social networking because the JBPL has to implement the current technologies to adapt and be part of the 21 century.

Some successful library blogs are the following:

[\_\_Ann Arbor District Library AXIS Blog\_\_](http://www.aadl.org/axis)
This blog used by Ann Arbor District Library is followed by many users. The staff members published posts frequently and then users comment on the posts. Some posts have more than 40 comments which show that a good quantity of people is constantly interacting with the librarians through the blog.
[\_\_Miss O's School Library\_\_](http://missolibrary.blogspot.com/)
This blog is updated once per month and it has a beautiful colorful design. The posts that are mostly to recommend books are written in a friendly and informal manner. This successful blog has been visited by 28244 people; therefore, the blog has many visitors and possibly followers.

Some fantastic articles about the virtues of blogging are the following:

Huwe, T. K. (2003).[\_\_“Born to Blog.”\_\_](http://www.irle.berkeley.edu/faculty/huwe/column/dec03.pdf)Computers in Libraries.
The author Huwe emphasizes that a blog is a technology that encourage collaboration. The author highlights that blogs move discussions from email form to the web, enables staff members to communicate with a larger group of people, and facilitates the marketing of the library collections and services.
Mandal, P. (2011).[\_\_Blog and its Role in Library and Information Services\_\_](http://vnweb.hwwilsonweb.com.libaccess.sjlibrary.org/hww/results/results_single.jhtml;hwwilsonid=MLSBEVEFX1V5HQA3DINCFGGADUNGIIV0). DESIDOC Journal of Library & Information Technology, 31(3), 155-8. Retrieved from Library Lit & Inf Full Text database
The author Mandal highlights the utility of blogs in providing library services. The author mentions that blogs are a powerful communication tool and a useful tool to share information and to promote library services. The success of a blog will depend on the motivation, and writing skills of the blogger.
Schwartz, G. (2007).[\_\_"Blogs for Libraries."\_\_](http://www.webjunction.org/technology/web-tools/-/articles/content/430713)WebJunction.
The author Greg Schwartz states that librarians should care about building a blog because a blog is a good advocacy forum, a place to create a library community with similar interests, and a medium to communicate the library news.

When implementing the blog in the library, the library management will have to deal with the following roadblocks:
- Lack of motivation: The staff members’ lack of motivation is a possible roadblock to implementing a blog. If staff members feel that the workplace is too competitive and stressful, they probably will not be motivated to acquire another responsibility with the blog.
- Lack of time: If staff members’ schedules are full, they are going to dedicate very little time to the blog.
- Training: Even though a blog seems simple to create and maintain, it requires a purpose, constant updates, and quality of content. Without the proper training, staff members will not be able to create an audience of followers in the blog.

In order to overcome the issues raised above the library management is going to take the following measures:

To motivate staff members to work in the blog the library management is going to promote an institutional culture of participation, equality of rights, acknowledgement, and recognition. Noticing the significance of a blog as a tool to market the library and to communicate with users the library management is going to set time in the staff members’ schedules to maintain the blog. Even though the technology is easy to apply, it requires constant posting. Therefore, the library management will make a fair distribution of the work among staff members. The library management will provide training to staff members in order to make the blog successful. The training will help staff members by teaching them how to implement the technology, find a purpose, create interesting postings, interact with users, and maintain the blog.

The JBPL would suggest using Wordpress, or Weebly for our blog software. First, the first blogging software suggested is using Wordpress to implement the blog software because Wordpress is easy to use. It provides many plugins to increase the functionality of the blog, and a variety of designs for different themes. In addition, Wordpress allows the creation of more pages and is very popular. The user can sign up for free. Second, using Weebly for the blogging platform because it is easy to use and then it is simple to add new posts. The text can be edited like a word processor. There is an easy drag and post blog editor, and automatic archiving. Moreover, there are full comment controls and formatting options for the date and time zone. Weebly offers the flexibility to create one or many blogs on the same website.

To maintain the blog the staff members of the JBPL are going to create a maintenance schedule in which the work is going to be fairly distributed among the staff members. One staff member is going to be in charge of reviewing the posts and comments during one month, and then other staff member is going to be in charge of the reviewing and maintenance process for the next month and then it goes on. In the case that the blog needs important changes, the staff member in charge is going to consult the possible changes with the other staff members through Wiki.

Every six months, there is going to be a training workshop to evaluate and determine the main focus of the blog and then decide if a new focus or interest point is necessary. In addition, the workshop will include a review of writing skills and important terminology to include when creating posts.

The blog policy will contain timelines. Furthermore, the blog policy will present the content subjects and limits and information about respect and order. The blog policy will establish the role of the staff members, visitors, and followers. The blog policy will include the objectives, and main purpose of the blog. The blog policy will define acceptable behavior and unacceptable behavior.

To evaluate the performance of the JBPL blog and then determine whether or not the blog needs to be improved, I will recommend the following tools: the number of traffic counters, Technorati, Feeds Subscriber, Blog Catalog Blog Ranking, Alexa Ranking, and number of comments.
To monitor the traffic counters in the blog, the staff member can use Site Meter and Google Analytic. If the traffic counter improves with the days then it could mean that there is progress. However, it is important to evaluate more the technology. The staff member will use Technoraty to rank the blog. It ranks the blog based on the links that take a user to the blog. Another option to evaluate the blog is to count the number of users that subscribe to the feed because a big number of subscribers may indicate that the content is worthy. The other two systems Blog Catalog Blog Ranking and Alexa Ranking are useful ranking systems to evaluate the blog. The staff member will consider the number of comments in each post. When a post has many comments, it could mean that the post content is very entertaining.

The article [Free Tools to Evaluate Blog's\_\_](http://www.seoseonews.com/articles/2273/1/Free-Tools-to-Evaluate-Blogs-Performance/Free-Tools-to-Evaluate-Blogs-Performance.html)written by David Leonhardt contains great information about free tools to evaluate the performance of a blog.

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