Engaging Communities with Social Media: What, Why, and How of Connecting, Group Productivity & Collaboration tools

By

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Engaging communities with social media: what, why, and how of connecting, group productivity & collaboration tools by Anunobi, C. V. is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.
CERTAINTIES IN TODAY’S LIBRARY

- Print resources giving way for Electronic
- Low patronage of all libraries
- Information Resources users interested in remote access
- Other professionals becoming interested in resource provision
- Information resources creation, access and use becoming a social phenomena

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CRUX of the MATTER

Information Literacy

Automated System

Open Access/Repository

Digital System

ENGAGING YOUR COMMUNITY
Introduction

What Social Media
Same As Web 2.0

Web 2.0: applied to new easier to use web based tools for content creation (user generated content), connecting with people (social networking), collaborating, and many other people to people interaction.

Web 2.0 refers to the set of tools that make it easier for people to interact and publish on the world wide web.

Connecting, Group Productivity, Creating & Publishing user Generated Contents, Finding, Organizing & Re-using TOOLS

Social media because they involve not only content but connection to content and to each other.

Social = Interaction between people

Media = A tool that facilitates communication of information

Social media = A tool that facilitates communication of information through human interaction

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Characteristics of Social Media

- **Makes it easy for user to:**
  - Connect with other people via social networks;
  - Collaborate and do things with other people;
  - Create and share content;
  - Find, use, organize, and re-use content.

- **Allows organizations and communities to:**
  - to maintain small group communications;
  - even when they are geographically distributed

- **Gives the user potential access to a massive, international audience:**
  - National Colleagues
  - International Colleagues
  - Interdisciplinary Professionals

- **Helps user to capture:**
  - Power of one person to act
  - Power of many by helping user connect with one another. (Collective Intelligence)
LETS GET GOING: AS We Go

Think about how you might use social media in your work. It is important to know what you want

- a small, well connected group
- Exposure to a global audience
- Or All of the above

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Your Choice & Decision

Choice you make of social media depends on:

- Your community;
- Their interest & literacy level;
- The services you want to render;

Decision:

- Find the tool that best suit the services;
- Design the service model to suit the social media platform;
- Implement;
- Publicize the platform.

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• We will consider only
  – Connecting
  – Group Productivity & Collaboration tools
Connecting Tools

• Tools that enable user to Connect with other people via social networks

• Social Networking

Social networks enable people to communicate about a wide variety of topics in open or closed Communities

- In social network: People communicate face to face in community, families but they are geographically near each other or they have resources to travel,
- No longer a barrier if online.
- When online it is called online social networking: simply social networking

SOCIAL NETWORKING is the practice of individuals connecting and communicating around a common interest using online tools and social networking sites
Connecting Tools Cont...

- **Social Networking Site**: Websites that allow users:
  - to create profiles that tell others about the user; and
  - to find people with common interests or characteristics

- **Provides technology for**:

  profiles, discussions, email, social network visualization (show our connections to other people in a picture, and content sharing tools


By learning how these services work, you can start thinking about **strategic uses in your organization or project**.
Connecting Tools Cont...

Social Networking Uses

Allow user to integrate photos, video and audio from your organization or project for the expression of ideas and communication of concepts across cultures.

Can also post media from other social networking services: you can also link the post.

Can create a page or group where a closer relationship could be established with your audience or customer and where you can pursue a cause, create/market local business etc. E.g: Reading campaign group or library advocacy etc.

Can create events, send out announcements for a particular date and make public or invite those you want.

Can update your “status” and let others know what you are doing, about your latest activities or your focus of attention, or leave a comment about some of the sites you find interesting on the web.
• Professional Networks

  » Professional networks are business oriented sites that allow members to list their professional credentials, places of work and education.
  » Professional networks allow you to find and connect with others who work in the same area as you do. **Example: LinkedIn**
  » LinkedIn allows you to post "questions" to your network, usually leading to answers from professionals on related areas.
  » You can join the groups and communicate
  » A forum to tell your colleagues who you are and what you can offer.

HOW
  » Sign Up at: [http://www.linkedin.com](http://www.linkedin.com)
  » Do the necessary profile update find people and groups

**Academia.edu** is a platform for academics to share research papers. The company's mission is to accelerate the world's research.

Academics use Academia.edu to share their research, monitor deep analytics around the impact of their research, and track the research of academics they follow.

HOW
  » Try Using Academic.edu: Sign up at: [http://www.academia.edu/](http://www.academia.edu/)
  » Do the necessary things and begin to upload papers

»
• **STRATEGICALLY**
  
  YOU CAN USE SOCIAL NETWORK SITES TO

  • Publish your own news;
  • Communicate with people in other continents;
  • Raise funds for a campaign;
  • Find local volunteers; and many others.

  – **Have an Instant Web Presence**
  – **Spread the Word**; promoting issues on a wide network, getting to people you could probably not reach by mailing lists or newsletters

  – **Promote Your Event**

• **Share Your Content**

  • Share your video, audio and images through the easy access software and compression technology of social networking sites
Connecting Tools Cont...
For Libraries & Librarians

These tools can be beneficial in the following ways:

• Marketing Library services;
• Broadcasting Events;
• Sharing News;
• Posting informative photos, videos;
• Tagging;
• Find Jobs, Employees and Consultants;
• Creating community (Different user Communities) to share with
• Provide new ways for people to connect and use resources

• Danger: Always have at the back of your mind your privacy and that of your establishment
Group Productivity & Collaboration tools

The Internet provides access to resources and information, but it can also provide a platform for collaboration with other people and organizations. Collaboration and communication on the web (social media) have evolved from simple e-mail person to person transactions, to advanced tools for working in distributed groups using multimedia and complex databases.

Collaborative productivity is facilitated by Groupware (social media software applications that facilitate the interactions of working groups).

Groupware provides group members with more options for obtaining, changing and sharing knowledge within the group, especially if you need to work with groups that are geographically distributed.
• Communities can be engaged in three basic ways as enabled by groupware.
– **Communication**: Group members stay in contact with each other
  - Email, Email lists; (Google, Yahoo, organizational webmail)
  - Voice mail;
  - Phone and Voice Over IP (communication via Internet);
  - Text Chat;
  - Video chat and Videoconferencing (Videoconference involves Two or more persons in different location but video chat involves only 2);
  - Group blogs or even newsletter; and
  - Web forums
Group Productivity & Collaboration tools Cont...

• **CONFERENCING:**
  
  • **members** ‘meet’ virtually at the same time (synchronously) for active discussion:
    » Online chat and instant messaging;
    » Video conference;
    » Make presentations as well as discussions
    » Conference call; and
    » Web meeting.

**HOW**

**A. Google Talk**
1. Sign in with your Gmail account and fill the necessary filled.
2. You will need to download google talk from www.google.com/talk
3. Invite and create your settings.

**B. Skype**
2. Create account on: https://login.skype.com/account/signup-form
3. Go to the downloaded skype on your PC or other electronic devices & sign in and add friends and members account
• **Collaboration**
  - group members to add, modify and re-shape each other's work
  - Shared calendars;
  - Wikis and other shared writing/editing tools; Wiki: a website which can be edited online in your browser: Create pages, assign use right like who can contribute, edit, or simply read. E.g. Wikipedia
  - Users contribute, interact with content and remain focus


  » Online documents

HOW TO
1. Sign up for any of them
2. Follow the instruction to customize and Use
3. Pbworks & Comindwork are not free but you can get a free trial version
4. Google site is free: Log on to [https://sites.google.com](https://sites.google.com), sign in with your Google account
5. For Pbworks, log on to: [http://pbworks.com/](http://pbworks.com/)
6. Choose your category, then sign up
Consideration for Choice of Groupware

Determinant of Groupware Use

- Your communication, conferencing, and collaboration needs
- Scale and complexity of the group project
- Level of expertise of the group members on using Internet
- Roles of each member

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Group Work

A

1. Peter has a project to chronicle all secondary school libraries in Nigeria. He has the mandate to work with 6 people spread all through the six geopolitical zones in Nigeria.
2. Identify the email approach he is going to use for communication.
3. The chat conference platform he will adopt for instant messaging and audio/video calls once in a week.
4. When it is time to document their project, use free Pbworks www.pbworks or google site: https://sites.google.com/site to document the project as since they may not meet till the end of the making sure that everybody have access to the platform project.

B

1. Your Library planning a workshop for the User community on newly automated services:
2. Using facebook indicate how you will go about publicising the workshop.
3. Use members of your group as the members of the library community and create that group on facebook.

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