



Twitter

DuPage Library System
March 24, 2010

Carol Waller

**Web Page Coordinator
Glen Ellyn Public Library**

Ann McDonald

**Marketing Associate
Glen Ellyn Public Library**

Dianna Wiggins

**President, Illinois Chapter
Special Libraries Association**

Jane Plass

**Director of Network Services
DuPage Library System**

Uses of Twitter

DuPage Library System

- Promote DLS events
 - Let's Get Social programs
 - DLS Day on May 17, 2010 (#dlsday)
- Distribute information about DLS
 - Services and return on investment (for example, delivery statistics)
 - Communication methods (for example, promoted DLS Facebook fan page)
- Promote cooperative events at member libraries
 - Inside Writing and Publishing
 - Snapshot Day
 - Participation in *Building a Buzz: Libraries & Word-of-Mouth Marketing* (Peggy Barber and Linda Wallace; ALA Editions, 2010; 978-0-8389-1011-5)
 - Participation in Money Smart Week

Uses of Twitter

DuPage Library System

- Promote member libraries and area librarians
 - Retweet interesting links and event announcements
 - Follow Friday for area libraries and librarians
- Share links to articles about libraries and library trends
- Advocate to the wider community
 - Save Illinois Libraries
(<http://www.saveillinoislibraries.com>)

Twitter Tools at DLS

- Blog posts pushed to Twitter via FeedBurner RSS feed
- Twitter lists
- Social Oomph
 - <http://www.socialoomph.com>
 - Formerly TweetLater
 - Scheduling
 - Shortening links; integrates with a bit.ly account
 - Could also use to auto-follow or vet new followers before following
- HootSuite (considering use)

Getting Started

- Don't be afraid to try it
 - Jump in, start small, and grow from there
- Try various applications and see what works for you and your library
- Consider policy issues
 - Agency vs. individual Twitter accounts
 - Voice
 - Content across various sites



Jane Plass

Director of Network Services

DuPage Library System

j-plass@dupagels.lib.il.us

[@dupagels](#)