Social media for libraries: with specific reference to SABC Media Libraries

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Abstract

The social media statistics of South Africa reveal an exponential increase in the use of social media. Libraries, as part of a community, cannot ignore this! Social media provide libraries instant and direct connection with their members regardless their geographical location. This paper explores social media use in libraries. The establishment of social media for the SABC Media Libraries is discussed to demonstrate a practical implementation of social media in libraries and archives. Tips and resources, with specific mention to Twitter and Facebook, as well as social media etiquette and social media policy guidelines are supplied. The literature of published articles and Infographic show the changing role of librarians in the social media era and the need for librarians to keep learning and update their skills to accommodate users' needs.
The focus should now be on how well we do social media for the library, not on whether we should do it or not!

Keywords: *Social Media, Libraries, Web 2.0, Librarians, Archives, SABC, South Africa.*

Introduction

The question is not anymore about whether we should do social media, but how well we do social media! We don't have a choice anymore! (Qualman, 2013)

Many organizations and companies use social media and take advantage of it. The reason for using it is that many people use and are active in social media. Libraries should also take advantage of it by being present in social media. Social media in libraries are additional and alternative communication channels to its members.

This paper will explore social media use in libraries, but with the implicit understanding that the library includes libraries from all spheres; public, private and corporate; as well as the archives.

The library has a significant place in the community it serves. It wants to connect, share and serve within the community. One of the most significant ways to do that now is through social media. Gone are the days that the library had to go to great lengths to connect with their members through the use of marketing or publishing. It was a lengthy and most of the times costly process to print or publish posters, articles or event notifications. This does not even include having conversations with their community! It was extremely limited!

Now each and every librarian is able to connect instantly and directly with their members through various social media channels.

A brief overview of the social media statistics in South Africa will be given to show the dramatic uptake of social media in the South African landscape. A short description of some of the definitions of social media will be looked at. The implementation of social media in the SABC Media Libraries will be given as an example of a practical way to get started in social media. The Social Librarian Infographic will be discussed as the Librarian of Excellence to strive for! Twitter and Facebook will be looked at in more depth. Tips and links about social media etiquette and social media policy guidelines, as well as important resources for the implementation of social media in libraries will be supplied.

Social Media Statistics in South Africa

A few statistics from the most recent research prove the point that there was a dramatic increase in the uptake of social media in South Africa. The case is the same worldwide with regards social media and the yearly exponential increase in use of social media.

The number of active users on Facebook, Twitter and LinkedIn in South Africa (Vermeulen, 2013):

Service	2013 users	2012 users
Facebook	9.4-million	6.8-million
Twitter	5.5-million	2.43-million
LinkedIn	2.7-million	1.93-million

Table 1: Social Media Landscape 2014 (Vermeulen: 2013)

In the Table 1 above, we can see the increase of use on Twitter, Facebook and LinkedIn. The Social Media Landscape for South Africa was announced on 10 September by Arthur Goldstuck, MD of World Wide Worx. The statistics was compiled by World Wide Worx and Fuseware (Vermeulen, 2013):

- Twitter saw a massive growth of 129% between August 2012 and 2013. South Africans post 54 million tweets per month, 85% of which are from mobile devices.
- Facebook's growth in South Africa during the last 12 months was the highest yet, with 87% of South Africans accessing Facebook from mobiles.
- LinkedIn grew from 1.9-million users in August 2012 to 2.7-million in 2013.

The growth has been phenomenal!

The question is not anymore about whether we should do social media, but how well we do social media! We don't have a choice anymore! (Qualman, 2013)

A quick overview of the definitions of social media as well as the comparative reference to Web 2.0 will be given, before looking at the SABC Media Libraries' implementation of social media.

Definitions

There are a deluge of definitions available on *social media* in the literature. Kaplan and Haenlein's (2009: 61) definition of Social Media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content, captures the key terminology involved.

Web 2.0 was conceptualized by Tim O'Reilly and Dale Dougherty in 2004 to describe the trends and business models that survived the technology sector market crash of the 1990s (O'Reilly, 2005). The surviving companies, services and technologies had the following characteristics that helped them to survive:

they were collaborative in nature, they were interactive as well as dynamic, and the line between the creation and consumption of content in these environments was blurred. Maness (2006) elaborates on that saying that Web 2.0 is not a web of textual publication, but a web of multi-sensory communication. It is a matrix of dialogues, not a collection of monologues. It is a user-centered Web moving towards becoming more user-centric.

For the purpose of this presentation, social media is defined as the digital social interaction between members of a community (library, in this case) for the purpose of the fulfillment of their needs, whether social, intellectual, entertainment, economic, spiritual or any other need as identified by the members within that community.

The mission of librarians clarifies the goal of that digital social interaction. Lankes (2011, 32) defines the mission of librarians, as part of his vision of New Librarianship, as follows: "The mission of librarians is to improve society through facilitating knowledge creation in their communities."
Building on this definition, social media is a building block helping to facilitate this knowledge creation in communities.

Before looking at the skills and professional development of librarians with regards social media, a quick overview of the SABC Media Libraries and its presence in social media demonstrates a practical example of implementation of social media in a library.

SABC Media Libraries

The history of the SABC Media Libraries (https://sites.google.com/site/sabcmedialib/) going social is given as an example of how to get involved in social media without having a budget or the expertise or the time and the resources. These reasons are usually given as explanation for not getting involved with social media.

"The South African Broadcasting Corporation (SABC) Media Library is the information hub for audio and printed material relating to broadcasting.
The SABC Media Library has valuable collections, available for research, re-use, or repurposing; available to both public and production houses subject to copyright clearances. The SABC Media Library consists of
- Information Library (https://sites.google.com/site/sabcmedialib/information-library)
- Radio Archives (https://sites.google.com/site/sabcmedialib/radio-archives)
- Music Library (https://sites.google.com/site/sabcmedialib/music-library)
- Record Library (https://sites.google.com/site/sabcmedialib/record-library)

- Audio Restoration Section
  (https://sites.google.com/site/sabcmedialib/sound-restoration-unit)"
  (SABC Media Libraries website)

In 2009, there was a call from the previous manager, Ilse Assmann, for volunteers, to start looking at social media. The feeling was that the web presence at that stage did not answer in the SABC Media Libraries' need of connection and information. It was extremely difficult and counter-productive to try to work through middle men (IT) to get the content out there! There was a lot of red tape involved!

There were two volunteers who researched for free resources on the Internet to start building the social media presence. The volunteers were not limited and were given *carte blanche* with regards their choices, the platforms, the content and the style.

There was decided to use Google Sites (http://www.google.com/sites/) as the website platform, and Google Blogger (http://blogger.com/) were chosen as the blog platform. The blog is at http://sabcmedialib.blogspot.com/. With hindsight the opinion stays that it is extremely reliable platforms, especially when used with little or no computer programming training. It is extremely user-friendly!

The managers of each section contribute to the content that is available on the website. The content of the blog is largely generated by the two volunteers, with a number of contributors that send photos as well as blog posts. The invitation is open to all to contribute, and sometimes there is a series of blog posts about a certain theme, such as interviews with the librarians and archivists, to be able to generate a constant stream of content.

Comment moderation has been set up on the blog and website to not allow spam to go through. The blog and website usually takes care of most comment spam via built-in tools, but it is sometimes necessary to delete unwanted comments. Care is taken not to apply censorship to comments, and to reply or refer diligently when a comment is made. The issue mostly with regards comments is not getting comments!

In conjunction with the web and the blog, a Facebook and a Twitter presence were also established. There was a call for volunteers from each section to be the administrators of that specific section. It makes sense because they have in-depth and first-hand knowledge of what is happening in that specific section.

The two volunteers, the managers and the volunteers from each section are able to post and have editorial control over the content of Facebook and Twitter.

The Facebook Pages of the SABC Media Libraries:

SABC Audio Restoration: https://www.facebook.com/pages/SABC-Audio-Restoration/104321636274780

SABC Information Library: https://www.facebook.com/pages/SABC-INFORMATION-LIBRARY/335517259950

SABC Music Library: https://www.facebook.com/pages/SABC-Music-Library/288228539820

SABC Radio Archives: https://www.facebook.com/pages/SABC-Radio-Archives/124113553839

SABC Record Library: https://www.facebook.com/pages/SABC-RECORD-LIBRARY/284418537899

SABC Springbok Radio Revisited: https://www.facebook.com/pages/Springbok-Radio-Revisited/158865447538194

The Twitter accounts of the SABC Media Libraries:

SABC Media Libraries: @SABCMediaLib
SABC Audio Restoration: @SABCAudioRest
SABC Information Library: @SABCInfoLib
SABC Music Library: @SABCMusicLib
SABC Radio Archives: @SABCRadioArc
SABC Record Library: @SABCRecordLib
SABC Springbok Radio: @SpringbokRadio

Automatic publishing of content to Facebook and Twitter has been set up when there is a new blog post on the blog. It is not the best way (or advisable) to handle new updates, but at this stage it helps lessening the manual posting to each and every Facebook page, as well as the Twitter accounts.

Access to Facebook was motivated for and granted to all personnel of the SABC Media Libraries to be able to use it any time during the working day. The thought was that the personnel should familiarize themselves with the media, as well as be able to contribute on social media. The finding was that the personnel acted responsible in their use of the media, which refutes the notion that personnel would misuse the privilege. The other social media channels are not restricted to certain hours.

Training sessions were organized internally to establish Facebook accounts for the personnel, as well as to give the basic guidelines in using it. Most of the personnel friended each other on Facebook. A Facebook Group was set up in the beginning to practice some of the concepts, but the participation in the Group

has dwindled completely and we are back to internal email communication. Most of the personnel are still active on the normal Facebook Timeline.

Springbok Radio Revisited needs a special mention. It was part of a project in the SABC Radio Archives. The archives were started in 1964 with the appointment of an archivist, and in 1985 the SABC Radio Archives was established. Before 1964 and, even there-after, radio archiving was done in a very haphazard way. Not everything was archived. The project was to try and reclaim some of the old radio material. Listeners had been collecting some of the material by recording it, and former colleagues donated the material back to the SABC. An independent interest group, the Springbok Radio Preservation Society (SRPS), was formed to preserve Springbok Radio material. A working agreement was done in later years with Frans Erasmus, in charge of the collection and weekly streaming of the Springbok Radio material on the Internet (www.springbokradio.com, which now changed to www.springbokradio.co.za). Buys & Assmann (2012, 2) mentions that the almost cult-like following of Springbok Radio resulted in a unique relationship between the SRPS and the SABC. The SRPS approached the SABC to ensure that the collection would find its way back to the SABC. The collection and the exploitation of the content were handed back to the SABC in terms of an agreement between the SABC and the SRPS in 2012.

Retha Buys, the custodian of the old material, is continuing with the streaming of the material on a bi-weekly basis. The Facebook page of Springbok Radio Revisited is the most active and has the most followers of all the sections of the SABC Media Libraries. Through social media the collection is enhanced by suggestions from the listeners, old material still being donated and the discussions focus on the cataloguing and preservation of the Springbok Radio material.

The most difficult with regards establishing and maintaining social media is the generation of new content! Coherent to that is getting people involved and active in social media. Feedback from librarians taking part in the International Librarians Network (http://ilnetwork.wordpress.com/), now in its second round of partnering librarians from around the world, has highlighted the fact that it is a common problem experienced world-wide.

The SABC Media Libraries also have accounts on:
- Pinterest (http://www.pinterest.com/sabcmedialib/)
- Instagram (http://instagram.com/sabcmedialib)
- Storify (http://storify.com/sabcmedialib)
- Picasa (https://picasaweb.google.com/SABCMediaLibraries),
- Google+ (https://plus.google.com/108530760544640190051),
- Paper.li:
    o SABCMediaLib.li (http://paper.li/SABCMediaLib/1309956472),
    o The Daily Knowledge Café (http://paper.li/SABCMediaLib/1313059433)

- YouTube (http://www.youtube.com/sabcmedialib).

The following has been identified as worthwhile social media channels to engage in as well: LinkedIn (http://www.linkedin.com/), Tumblr (https://www.tumblr.com/) and Vine (https://vine.co/).
The only limitations are time and human resources! The engagement on these social media channels are preceded by creating personal accounts on all these channels to test the viability of these for use in the SABC Media Libraries' environment.

Notwithstanding, social media has enhanced the SABC Media Libraries collections tremendously, and has made an archive collection that would have gone to dust, into a lively and focal point for our services. The "story" of SABC Media Libraries is simultaneously being recorded by way of social media, available on the Internet for future reference!

The Social Librarian Infographic will be discussed to demonstrate that social media is inherent to a librarian's skills, before looking at professional development being enhanced through social media.

## Social Media for Librarians

Figure 1 below shows the most recent social librarian Infographic by Elsevier's Library Connect Newsletter & Murphy, 2013 that demonstrates the skills of social librarians. This Infographic that has gone viral on social media provides the platform of where we should be as librarians. The social librarian is more than just posting or tweeting anymore, but enmeshed in the Internet of Things as Curator, Educator, Filter and Beacon (Elsevier's Library Connect Newsletter & Murphy, 2013). Social media is part of a librarian's skills!

I AM A {SOCIAL} LIBRARIAN

— I AM A —
CURATOR, CREATOR, AND PROMOTER

- from my desktop or mobile device to my patrons' platform of choice
- entering the library into the social content ecosystem
- with web articles, social streams, videos, and subscription content
- a tsunami of information produced by the growing Internet of Things
- of interconnected smart objects
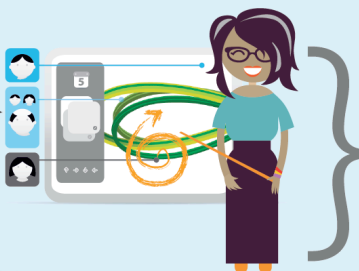
— I AM AN —
EDUCATOR

- using social tools to empower library users
- with information skills for the social age
- underpinned by a knowledge of effective and ethical use
- populating our library's social web with information and resources
- and meaningful conversations throughout the ecosystem

— I AM A —
FILTER AND CONNECTOR

- isolating and posting streams for specific users
- enabling their discovery of timely subject-specific information
- connecting with apps, tools and services
- in person, at hangouts, over video
- in a complex information landscape intertwined with the cloud
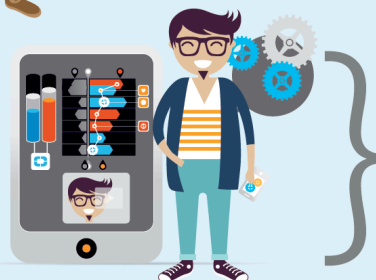
— I AM A —
FACILITATOR AND EXPERIMENTER

- my avatar and @profile extend the library's value
- in real time to the social screens of library patrons
- while back at the library, I create and facilitate
- with makerspaces, digital media labs, hackerspaces, or creation spaces
- embracing the DIY culture and its collaborative tools
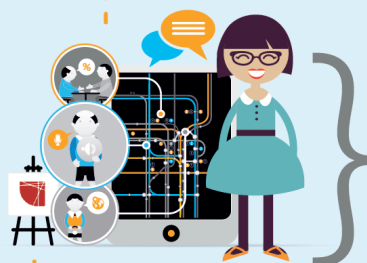
— I AM A —
BEACON

- attracting library users to our physical location
- with social mapping, traffic and reviews
- inspiring and engaging our library's supporters
- tapping into the financial and friend resources of the crowd
- continuously shining a light on new social media directions

I AM {READY}
NEVER UNDERESTIMATE THE POWER OF THE {SOCIAL} LIBRARIAN

@library_connect @Scopus @ScienceDirect @mendeley_com @ElsevierConnect @ClinicalKey @TheLancet @CellPressNews @EngVillage @Reaxys @ResearchTrendy @AcadExecBrief @ElsevierScience @Elseviermedical

@ELS_Ophthal @ELSOrthopaedics @microbetweets @MaterialsToday @elsevierchemist @ELS_Cardiology @ElsevierPhysics @comp_science @ElsevierNews @ELSneuroscience @Embase @ElsevierNews @MendeleyTips @Elseviermedical

Partridge *et al* (2011) found that Librarian 2.0 is less to do with technology and more about quality transferable skills and interpersonal abilities. Librarian 2.0 is more about changing attitudes and ways of thinking than anything else. It is not about the technology *per se*, but about a willingness to embrace change.

The social librarian is a librarian that is constantly learning, and responsible for his/her own professional development.

Professional development enhancement through social media

Social media is a watershed tool in the enhancement of own professional development. Alexander (2006) states that social software has emerged as a major component of the Web 2.0 movement, […where it is in …] using networked computing to connect people in order to boost their knowledge and their ability to learn. The Internet technologies of the subsequent generation have been profoundly social, as listservs, Usenet groups, discussion software, groupware, and Web-based communities have linked people around the world.

The landscape of learning has changed tremendously, made possible by Web 2.0 tools and social media.

Some of the tool being used for learning, with examples given of each:

- Wikis. Example: Wikispaces (www.wikispaces.com)
- Bookmarking. Example: del.icio.us (https://delicious.com/)
- Podcasts. Examples: edX (https://www.edx.org), TedX (http://www.ted.com/tedx)
- RSS Feeds
- Microblog. Example: Twitter (https://twitter.com/)
- The use of tags and hashtags (Twitter, Facebook, blogs)
- Curation. Examples: Flipboard (https://flipboard.com), Scoop.it (http://www.scoop.it/)
- Facebook pages (www.facebook.com/)
- MOOCs – Massive Open Online Courses
- Blogs (The Daring Librarian, Annoyed Librarian)
- Communities of like-minded professionals. Example: LinkedIn (www.linkedin.com/)

Professional development includes the use of social media as a tool, enabling the librarian to learn how to use it, as well as enhancing own professional development. That in turn enhances the skills of the librarian, able to impart social media skills as well as facilitating the community in helping them enhancing their own professional and personal development.

Social Media is an essential Library service

Librarians are part of the conversation in our communities. Social media is an essential library service, not only in helping the community to use it, but also to communicate and have a conversation with the community.

It is a conversation, a two-way exchange of ideas, information and learning!

Ludwig (2013) emphasizes the importance of assessing the members' needs before deciding on which social media to use. Assumptions cannot be made about the social media that the members are using. For example Ludwig found that the students were very active on Tumblr and had to adopt her social media strategy to include the platform. The students in her country (Connecticut, USA) are also not using Facebook anymore, while in some countries it is still the most popular social media tool.

It is important to emphasize that technology is just a tool and that the main point of the use of social media in libraries is to encourage participation.

Chad and Miller (2005: 9–11) list the four principles of a participatory library:
- The library is everywhere
- The library has no barriers
- The library invites participation
- The library uses flexible, best-of-breed systems

From the characteristic above it is clear that technology is not listed as the main principle of a participatory library.

After selection of the social media channels, it is vital to maintain it. Ludwig (2013) says in her lecture said that 'not being present in your social media channels means abandoning your reference desk.' Authenticity and being present are vital in the use of social media, as well as adapting to the members' needs. The final point made by Ludwig is that it should be easy to succeed and update, with reference to the members AND librarians, when using social media.

The "hidden costs" of social media needs a mention. Dellit & Schindeler (2012, 12) addresses the fact that although social media appears free, there is a cost with regards time which becomes increasingly visible. It is a time-consuming exercise, and it does have an effect on the productivity (with regards their other librarian duties) of the librarians engaged in social media. In time you also need to pay for more features and more customizable content.

A few tips for Twitter and Facebook pages will be discussed, before looking at social media etiquette and social media policy, with useful links to resources about social media.

Social Media tools and techniques, with specific reference to Twitter and Facebook Pages

Two of the most trusted accounts for use in social media have been Twitter and Facebook. The high volume of active users (referring to the statistics) makes it the most likely social media channels to start with when starting with social media engagement.

The best advice is to open an account and start using it! It is the best way to learn more about the platform.

Each platform has its own "rules" of engagement. A Google search yields tremendous amounts of information, tips and tricks on each of the social media platforms.

A short introduction to Twitter and Facebook Pages will give some pointers in starting with social media engagement in the library.

Twitter

"Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Simply find the accounts you find most compelling and follow the conversations." (https://twitter.com/about)

1. Always use a photo, avatar or image when setting up the account.

2. The purpose or person of the account should be stated.

3. Follow people and start engaging as soon as possible. Retweets, mentions and marking tweets as *favourites* (favorite) are a good way to engage and stay in the conversation.

The Twitter Cheat Sheet compiled by LexisClick Online Marketing (2011) in Figure 2 below provides a good summary of the most important points to remember with regards Twitter.

Twitter – Cheat Sheet

1. 120 Characters

You have 140 characters to post on Twitter, but it's best to use only 120 so that people can Retweet you easily with RT @username in front of your post.

2. Retweet (RT)

RT @username – When you forward on someone else's tweet. It's etiquette to put RT @username before the copied tweet. e.g. "RT @stephenfry Independent article here worth a read: http://tinyurl.com/2vkhwaw"

3. @

Use this to talk to other users with @username (no space between @ and their name). e.g. "@LexisClick Thanks for your Twitter cheat sheet, it's proving v useful!"

4. DM

Short for direct message – for conducting private conversations. Check yours in the right-hand column of your homepage.

5. Trending

The most popular topics on twitter. They will usually be big news stories or shared Twitter jokes. Current trending topics are listed on the right-hand column of your home page.

6. #:

Hashtag use it to organise your posts, create and surf trends. Many trending topics have a # before them. Twitter users use the hashtag (#) when they're talking about a specific subject, so that other users can search for the hashtag term to see what's happening.

7. #ff

Follow Friday - On Fridays, use this hashtag to recommend other people you think your followers would find it useful to follow.

8. #fridayfun

Use this to post something fun for your followers on a Friday.

9. Lists:

You can use Lists to group people and businesses you follow into useful categories. You can follow the whole list in one go or just view the list on a separate page – it shows all those selected people's recent tweets.

Figure 2: Twitter Cheat Sheet (LexisClick Online Marketing: 2011)

Facebook

Facebook is an online social networking service, with the "mission to give people the power to share and make the world more open and connected." (https://www.facebook.com/facebook)

Some tips to consider when customizing a library Facebook page, as suggested by Nelson & Herndon (2012):

1. Cover photo

The cover photo is the most prominent part of your Fan Page Timeline. You can use any image that is at least 399 pixels wide, with the exact dimensions being 851 x 315 pixels. Facebook has restrictions on the cover photo: No pricing or purchasing information, contact information such as web addresses, mailing address, or e-mail addresses can be used. (The *About* section is there for that purpose.) The cover photo also may not be used for calls to action such as "call now" or "Like Us."

2. Profile picture

The profile picture should identify your company in a clean and simple way. The profile picture that you use must be at least 180 x 180 pixels. The ideal profile picture for a business is a square version of the logo, so that it is instantly recognizable. The profile picture overlaps the cover photo on the left side.

3. Application Pages

All promotions that your business conducts on Facebook are hosted within Application Pages. Applications Pages are images or applications hosted within iframes displayed on your Facebook Fan Page Timeline. You are able to promote a post or a page. Users are directed to your application via a direct link that you may put within an e-mail or through the Views and Apps icons directly below your cover photo.

4. Pinning stories

If you have a particular story that that you would like to features for a longer period of time, you can pin a story so that it remains at the top of your Fan Page Timeline. You can pin a story by clicking the Edit button on the top right of the post and selecting the option to pin the post to the top.

5. Featuring stories

Featuring stories allows you to make stories of your choice occupy the full width of your Timeline to draw more attention to them. You can do this by clicking the star at the top right of a post and then selecting to feature the story.

Facebook lingo, tips for browsing and links to important Facebook documents are also addressed in the Facebook All-in-One for Dummies (Nelson & Herndon, 2012) web log.

The etiquette of social media needs a mention, before looking at links and resources about social media.

Social Media etiquette

Social media etiquette is extremely important when engaging in social media. Ramsay (2010, 257) states that businesses [libraries, in this case] that succeed in social media are those who maximize their customer service levels through listening and responding to what people are saying about their brand. It is vital that businesses get it right in terms of how they engage with their audiences. Tone, content and language should all be tailored according to whether the recipient is a customer, a prospect, a fan or a detractor.

When in doubt about what to post on social media, remember this rule:

"Do not post anything that you do not want your mother or your employer to see!" (Talk Mobile, 2013)

The following points by Countinho (2011) provide a good cornerstone for social media engagement:

1. Everything lives on the Internet indefinitely!
2. Do not speak on behalf of the employer unless authorized.
3. Do not share confidential information about the employer.
4. Any communication is public record, and could be revealed to a third party.
5. Give credit to authorship.
6. Be respectful of each person, as well as his/her opinion and right to express it.
7. Respect other employees' right to privacy.
8. Do not conduct business communications through social media.
9. Comply with all applicable laws (Coutinho, 2011), as well as copyright restrictions.
10. When engaged in social media, you forfeit your right or expectation to privacy in any communication.

The following are also good reminders about social media engagement:

11. The exchange on social media should be in the form of a conversation.
12. There should be a response!
13. The response should be within an acceptable time-frame.

Tips and links

A Pinterest Board, Social Media for Libraries
(http://www.pinterest.com/karentoittoit/social-media-for-libraries/) has been set up
with articles and tips with regards the use of social media in libraries.

It is advisable to start with drawing up a social media policy before even starting
with a roll-out of social media use in the library. It helps to guide the use and
goals of using social media. The Hyperlinked Library MOOC for LIS
Professionals has compiled a list of resources and samples of how to compile a
social media policy for the library:
http://mooc.hyperlib.sjsu.edu/assignments/social-media-guidelines/

The recommendation, "Positive language and phrasing makes for a more user-
friendly policy" (The Hyperlinked Library), is a valuable guideline to keep in mind
when drawing up the policy.

The following examples of social media policies of libraries help to guide drawing
up a social media policies for the library:

- South Carolina State Library Social Media Policy:
  http://www.slideshare.net/scstatelibrary/south-carolina-state-library-social-
  media-policy-final
- Oregon State University Libraries Social Media Policy:
  http://osulibrary.oregonstate.edu/social-media-policy
- National Library of Australia Social Media Policy:
  http://www.nla.gov.au/policy-and-planning/social-media

Finally, it is important to give the librarians the freedom as well as the
responsibility to explore the tools. Within the parameters of a social media policy,
the individuality of the librarian should be encouraged. The conversation should
be with a person, and not with a faceless institution.

Summary – Librarians and Archivists leading the way!

The social media statistics of the South African landscape 2013 demonstrates
the rising uptake of social media. The definitions of social media with reference to
Web 2.0 show the movement towards a more user-centric use and expected
experience with regards social media. The library as the centre of the community
with a mission to improve the community cannot ignore the use of social media!
"The question is not any more about whether we should do social media, but how
well we do social media! We don't have a choice anymore!" (Qualman, 2013)

The implementation of social media in the SABC Media Libraries is given as an example of the use of social media in the library and archives. Volunteers established and are maintaining the social media presence. An archive collection, Springbok Radio Revisited, got re-introduced through social media and is responsible for highlighting the role of the SABC library and archives. The problem of generating new content on a regular basis, staying present, as well as the "hidden costs" of social media get a mention, but warrant a more in-depth discussion that falls outside the ambit of this presentation.

The Social Librarian Infographic reinforces the belief that the skills set of the Librarian of Excellence includes the use of social media! A short overview of some tips for using Twitter and Facebook Pages, tips about social media etiquette and drawing up a social media policy, as well as important links and resources about social media in libraries are given.

Librarians and archivists are leading the way in social media! The tools are available, as well as the resources to master it. We don't have an excuse!

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