

# Blogging Technologies for Outreach and Network Building

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# Push-Me-Pull-You

- Our background
  - Traditional librarianship moving to knowledge transfer
- Information overload
  - Getting the right info to the right people
  - Creating networks from information needs

# The Challenges

1. Speed up acquisitions process for single article off-prints & grey literature
  - Replacing info from commercial database
2. Streamline dissemination of new data to existing user group
  - Supplementing existing acquisitions lists
  - Facilitating more frequent updates

# 'Feeding' Acquisitions

-  can be aggregated
- You can custom-make feeds – e.g. feedburner
- Quick to check (200+ here)
- Mail accounts for e-bulletins – No need to fill up Inbox

## Bloglines

My Feeds My Blog Clippings

Add Edit Options

- 238 feeds [Mark All Read](#)
- ✉ AnnieSloan (0) (5)
  - ☑ **DS (1039)** (279)
    - About Alcoholism / Substance Abuse (0) (1)
    - 📄 Addiction and Recovery News (0) (3)
    - 📄 **Alcohol and Drugs History Society** (45)
    - 📄 Alcohol Policy UK (0) (3)
    - 📄 **Alcohol, Tobacco and Other Drugs News (200)** (18)
    - ✉ **Anne W (200)** (105)
    - 📄 **Archives of Internal Medicine current issue (20)** (2)
    - 📄 Archives of Neurology current issue
    - 📄 Archives of Pediatrics current issue
    - 📄 **Australia and New Zealand**

## Our Experience Blogging

- Bibliographic details of new acquisitions
  - HTML link where full-text available free
  - Link to publisher where full-text unavailable
  - We knew certain users wanted this
- Weekly article on topic of interest
  - Capitalising on existing market
  - Attracting a new market
- Even more popular than predicted

# Positive Outcomes

- Traffic
  - At least 2000 weekly downloads of articles
  - Links to other web products and services
- Increased presence
  - Something “out there” every week
  - Penetration of new sectors
- Highlighting bibliographic information
  - Has been picked up on by Publishing Dept.

# Key Media Mentions

## CHECK OUT DRUGSCOPE'S WEEKLY BLOG

Keep up to date with drugs-related publications with the new DrugScope blog, created in response to user demand. The blog—DrugData Update—offers a focus article on Fridays looking at a subject in that week's media, or drawing attention to important new library acquisitions or services. The blog will be of prime interest to UK readers, but also more widely.

Access the blog at <http://drugscope.blogspot.com> or via RSS or atom, if you are into newsfeeds (details here: <http://drugscope.blogspot.com/2005/09/friday-focus-feeds-for-drugdata-update.html>).

DrugScope, the UK's leading independent centre of expertise on drugs, also publishes downloadable bulletins updated at regular intervals, covering new books, journal articles, grey literature and monographs. The bulletins can be found at the library and information services section of the DrugScope website.

Other resources include reading lists on a range of topics, such as drug-using parents, cannabis, or drugs in sport. *Pathfinders* are information tools which direct people to further sources of information, such as key websites, key texts and key contacts. Topics covered include

Addiction

Addiction 101, 613–615

# Networking

- The biggest positive outcome by far
- Organisation
  - Raising profile
  - Demonstrating modern practice
- Individual
  - Highlighting skills
    - Subject knowledge
    - Writing
    - Knowledge of user group (market) needs



# Internal Networking

- Chief Exec. & Press Office
  - Contributing
- Publishing
  - Promoting journal & new publications
  - *Druglink Blog*
- Education & Prevention
  - Contributing
  - Drug Education Forum

## External Networking

- Alcohol Concern
- Alcohol-drugs.co.uk
- CHILL Consortium
- Daily Dose
- Drug Education Forum
- ELISAD
- Home Office
- International Women's Month
- NLH
  - Specialist Library for Knowledge Management
  - Specialist Library for Ethnicity & Health
- SALIS
- World Book Day

# Virtual Networking

News Italia e Mondo

Hepatitis treatment blog - hepatitis c, health, treatment, drugs, hdv

Essex Drug & Alcohol Action Team

swers

atitis C -

Hepatitis C Info Site

Free Information on Ch

November 2006

## Drug Education Forum Blog

A blog to highlight news items about drug education issues and how they affect drug education in England

## www.alcohol-drugs.co.uk - the blog

customised training about drugs and alcohol

frontpage  
community home  
professional home  
young issues home  
site downloads

press releases  
latest news

### ABOUT

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### ON THE MAIN SITE

Main Site

Courses

Bookshop

« UK: News - Hartlepool Today: News, Sport, Jobs, Property, Cars, Entertainments and More | Main

November 03, 2006

### Access the evidence base

Since September 2006, DrugScope's Website and Information Service has been keeping us up-to-date with drugs publications through its blog, *DrugData Update*, <http://drugscope.blogspot.com/> Monday-Thursday it lists new additions to DrugData, DrugScope's database of 108,000+ books, articles and items of grey literature. On Fridays, it features a "focus article" on a topic of interest. You can access the blog from the main site at <http://www.alcohol-drugs.co.uk/the%20evidence.htm>

Posted at 03:45 PM in [Developments](#), [Editorial](#), [Evidence base](#) | [Permalink](#)

the development of embedded

on features of education and  
sites are featuring videoclips

iments and experiences  
uine visitors need to remind  
organisations and are likely to  
re examples they cite is their own

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I'm not telling

### Drug Education Forum Members



# Syndication



## DrugData Update

new publications added to the DrugScope collection, plus a weekly focus article on Alcohol and Other Drugs (AOD)

FRIDAY, NOVEMBER 03, 2006

### Friday Focus: Youth in the News



**It's National Youth Work Week, and the headlines have been full of news about young people,**

**spurred by the release of the Youth Justice Board's *Anti-Social Behaviour Orders: a summary of research into Anti-Social Behaviour Orders given to young people between January 2004 and January 2005.***

**The media coverage has focused on the number of breaches of ASBOs by under-18s (cf. Travis, Alan 'Teenagers see Asbos as badge of honour', *The***

ARCHIVES

September 2005  
 October 2005  
 November 2005  
 December 2005  
 January 2006  
 February 2006  
 March 2006  
 April 2006  
 May 2006  
 June 2006  
 July 2006  
 August 2006  
 September 2006  
 October 2006  
 November 2006



## www.alcohol-drugs.co.uk

customised training about drugs and alcohol

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### The evidence base

The largest information source in Europe is maintained by website and information services at DrugScope. This page from their blog will help keep you up to date with the latest drug publications.

In our [blog](#) we are now listing abstracts from journals that are of particular interest - [click here for more](#).

#### [DrugData Update](#)

#### ► [Friday Focus: Youth in the News](#)



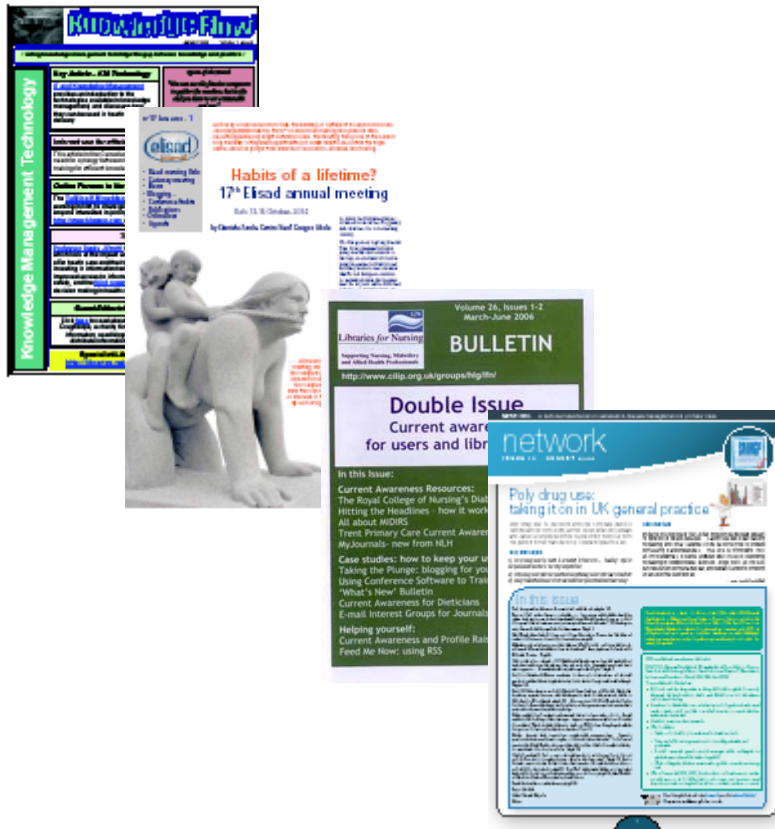
**It's National Youth Work Week, and the headlines have been full of news about young people, spurred by the release of the Youth Justice Board's *Anti-Social Behaviour Orders: a summary of research into Anti-Social Behaviour Orders given to young people between January 2004 and January 2005.***

**The media coverage has focused on the number of breaches of ASBOs by under-18s (cf. Travis, Alan 'Teenagers see Asbos as badge of honour', *The Guardian*, 2 November 2006). However, as well as reporting young people's perceptions and experiences, the report also describes the views of key professionals and sentencers, and finds variations in the use of ASBOs within the justice**

We are currently



# Virtual to Print – Article Placement



- NeLH Knowledge Management Specialist Library, *Knowledge Flow*
- *Elisad Journal*
- *Libraries for Nursing Bulletin*
- *SMMGP Network*

# Virtual to Real to Virtual again

- Elisad Conference 2005 (Oslo)
- Drug Education Forum meeting, 2005
- CHILL Consortium workshops, 2006
- SALIS/Elisad Conference 2006 (Boston)
- CHILL Consortium workshops, 2007
- CILIP CIG workshops, 2007
- ‘Five Weeks to a Social Library’, 2007
  - “the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries”

# Virtual & Real Coming Together

- Promoting blog on JISC lists, etc.
  - Existing Italian contact via Elisad
  - Writing post on alcohol history
  - Updating BME list for Black History Month post
- profile, enquiries, meetings
  - doping post during Winter Olympics
  - invited to exhibition press launches
  - invited to launch of Specialist Library for Ethnicity & Health

# Blogging Tips & Caveats

- Blogs can be used for any information
  - News & events
- Feeds can be used to update a website
  - Syndication / syndicate yourself
- The blog can ‘stand-alone’
  - Update regularly
- A robust editorial policy is advisable
  - Mission
  - Provide focus
  - Avoid overlap / duplication with website, etc.



# Network Building Tips & Caveats

- Use skills from real-life networking
- Pin-point needs of distant stakeholders
  - Well-written posts on point could draw them in
- Identify new areas to break into
- Recognise that it can take time to take off – like any new venture
- Publicise, but don't over-market
- Criticism shows that that the audience is taking it seriously

# Network Building Tips & Caveats

- If you are in a silo, blogging is a way to break through: knowledge transfer – not knowledge alone – is power in the modern world.
- Go forth and multiply!