

## Deakin University Library: Web 2.0 – Let's look at what we can do...

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## Structure

### 1. What is Deakin University Library doing with web 2.0?

- Facebook
- Subject Guides (libGuides)
- iGoogle
- Meebo
- Experimental Options Webpage
- Poll
- Youtube
- Google coop search

### 2. What's next?



## Reliance on technology

<http://www.aniboom.com/Player.aspx?v=5079>



## Facebook

- [Facebook Page](#)
  - RSS Feeds
  - Chat to a librarian
  - Search Library resources
  - Induction Video
  - Photos
  - LibraryThing - Collection of Alfred Deakin books
  - Libguides
  - JSTOR, PubMed, WorldCat



## Facebook

- [Facebook Application](#)
  - Widget on Profile
  - Search Deakin Resources from Profile
  - Canvas Page



## Facebook

Successful?

- Facebook Application
  - One positive review from student
  - Two positive reviews from general staff members
  - One very positive feedback from academic staff member
  - 200 users have installed the application so far
  - Great retention stats
  - Up to 5% of active users daily - usually 1%
  - No promotion until late last month



## Facebook

### Successful?

- Facebook Page
  - 74 Fans
  - One spam wall post
  - No discussion board posts from anyone other than Deakin Library
  - No aims/ideas/promotion
  - Moderation?
  - Static/Changing/objectives?
  - What is the difference between the page and the website?
  -



## Libguides - Subject Guides

- Features
  - Liaison Librarians can update content quickly themselves
  - Feedback has been great
  - Increased usage
  - Quick Polls
  - Embed own code (pass through searches, embed videos, web applications)





## iGoogle Gadget

- Features
  - Exactly same as Facebook Application
  - Less than 100 users
  - Easier to code than Facebook app



## MeeboMe Widget - Live Help

- Appears on help pages only in the hours it is open
- Authentication problems (proxy server)
- Flash problems on public library workstations
- Increased usage
- No authentication needed - disadvantage/advantage?



## Experimental Options Page

- Influenced by US Libraries
- Promotes all our "beta" applications (inc RSS feeds)
- What distinguishes something that is not Beta?
- Promote other "beta" applications (not developed by Deakin)



## Quick Poll on homepage

- A quick poll was put up earlier this year on the homepage
- Assist in the design of the homepage
- Over 1000 responses in a week and a half
- Great way to get immediate feedback - engaging users in website design





### Quick links

- » [Create your My Library account](#)
- » [Hours and locations](#)
- » [Online forms](#)
- » [Borrowing](#)
- » [Endnote](#)
- » [Disability services](#)
- » [New books and trial databases](#)

### Help

- » [Find information on a topic](#)
- » [Subject Guides](#)
- » [Contact the Library](#)
- » [Have your say](#)
- » [Forgotten your Library PIN?](#)

### Other collections

- » [Deakin special collections](#)
- » [Libraries Australia](#)
- » [BONUS+](#)
- » [Interlibrary Loans](#)

### Quick Poll - Results

**My Library** Votes: 773

**My Library** Votes: 269

**My Library** Votes: 73

**My Library** Votes: 420

**My Library** Votes: 94

What is [My Library?](#)

## search for ...

**My Library**

books, journals, dvds

> [encore](#) > [more options](#)

Title

limit to:  journals

unit materials e.g. AIA103

> [reserve](#)

limit to:  e-readings  exam-papers

articles from journals, newspapers

> [more databases](#)

--select a general database--

### News from the Library



#### Live Help - Instant Message the Library

Receive instant answers to your questions



#### Library Rovers - Here to Help You

Tour the Library with the help of a Student Rover



#### Your Library. Your Space.

Check out the new introductory vodcast.

[More news from the Library](#)

### About the Library

- » [Introductory Video](#)
- » [Welcome](#)
- » [Staff directory](#)
- » [Facts and figures](#)

## Introductory Video - youtube

- Introductory Video promoting the use of the library to staff and students
- Over 1000 views



## What's next?

- How do you know what is next?
  - [alexa.com](http://alexa.com)
  - Survey...
  - Blogs (readwriteweb.com)
- What is Deakin Library doing next?
  - Netvibes
  - Twitter - someone please follow me!
  - MeeboMe video?
  - Encore and Facebook app?
  - Google apps for education?
  - Instructional vodcasts?



## Questions?

This presentation is available at <http://www.deakin.edu.au/library/media>

