

5-2010

Twitter Course for Special Libraries

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for Special Libraries

SLA Sci-Tech Division Webinar – May 12, 2010

1-2:30pm Eastern / 12-1:30pm Central /
11am-12:30pm Mountain / 10-11:30am Pacific

Free for SLA Sci-Tech Division members, \$25 for non-members

Sponsored by:  American Institute of Physics



Description:

Twitter, the popular micro-blogging social network is a great interactive tool for engaging library patrons in a real-time and mobile medium. Its skyrocketing popularity, strong and flexible features, and expanding role in the world of information make Twitter a fabulous tool for enhancing and expanding library services and collections. In this session, speaker Joe Murphy will present all the basic skills for implementing and supporting cutting edge services with this emerging mobile and social technology.

Learning outcomes:

By the end of this program, the participants will:

- Fully understand Twitter's evolving role and value in library services, specifically reference and instruction.
- Become familiar with Twitter's functionality and fluent with its multiple features.
- Become familiar with the basic and advanced uses of Twitter in order to design successful applications of Twitter in their libraries.
- Be familiar with the management and technological considerations in order to implement carefully planned services with sustainable work flows using Twitter at their libraries.
- Gain the full suite of hands on skills for designing, implementing, and providing reference and instruction services with Twitter.

Presenter:

Joe Murphy (@libraryfuture on Twitter) of the Yale Science Libraries (@yalescilib) is a leading innovator helping libraries engage mobile & social technologies by addressing the practical considerations. Joe received the *Library Journal* 'Movers & Shakers' award in 2009 for innovations in mobile reference, and is at the forefront of designing and implementing strategies for mobilizing library services & collections with tools such as Twitter.

Registration:

To register, send an email to Susan Shepherd, sushepherd@ucsd.edu with your name, affiliation, email address, and whether or not you are a member of the SLA Sci-Tech Division. Deadline for registration is May 5, 2010. Non-members please make your check for \$25 payable to Science-Technology Division and send it to:

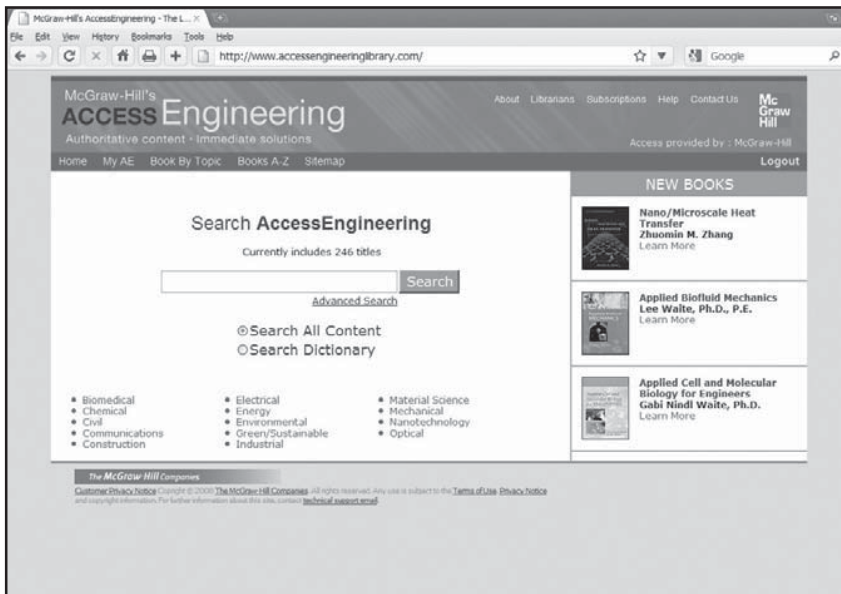
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