Handheld Librarian
Online Conference

CONCURRENT SESSION:
“Sending out an SMS”

with Joe Murphy
SPONSORS

Alliance Library System

Learning Times

My Info Quest
Sending Out an SMS – Joe Murphy

http://twitter.com/libraryfuture
Hashtag = #hhlib

www.facebook.com/joemurphy3

Twitter: @libraryfuture

Photo credit: Lisa Carlucci Thomas
Sending Out an SMS – Joe Murphy

What to expect from this session:

• The role of SMS in our lives & info usage
• All about implementing SMS ref programs
  – Tech options
  – Management & staffing
• SMS for libraries beyond SMS ref
• The future of SMS & libraries
• SMS & mobile librarians
• Cell phones & physical lib spaces
• The mobile future of libraries

Twitter: @libraryfuture
Text messaging is the focus of mobile communication & info exchange. It is the most important addition to library services of our time.
Tweetable:
The role of SMS in our lives is growing. Alerts by SMS: weather, air lines, 911, politics, ordering pizza, emergency alerts + more!
Tweetable:
In my so called mobile life I engage w/ ~ 400 text msgs per day for personal communication, news, current awareness, & searching

Twitter: @libraryfuture
Tweetable:
SMS is now used for so much more than communication, it is also a major way that we engage with info

Twitter: @libraryfuture
Tweetable:
The role of SMS in our exp w/ info is evolving & growing, esp as a medium for engaging info thru searching, discovery, & exchange.
Sending Out an SMS – Joe Murphy

Tweetable:
SMS transforms the phones in our pockets to discovery devices thru mobile answer & searching services

Twitter: @libraryfuture
Tweetable:
Through Mobile searching services such as Google SMS, ChaCha, & KGB we search the web & get answers from real people in real time

http://www.flickr.com/photos/kamshots/523413820/

Twitter: @libraryfuture
Tweetable:
Thru the mobile use of social networking sites, esp Twitter & Facebook, we use SMS for seeking info from social circle.

http://www.flickr.com/photos/joeydigits/2610967804/

Twitter: @libraryfuture
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Tweetable:
We also use SMS increasingly for knowledge management: tracking & sharing info and resources w/ SMS alerts.

http://www.flickr.com/photos/tkn_wiebe/2294455254/

Twitter: @libraryfuture
Tweetable:
Libraries can stay relevant in this evolving mobile landscape by offering answers & info services via text messaging

http://www.flickr.com/photos/mmoorr/348607373/

Twitter: @libraryfuture
Tweetable:
SMS is a natural extension of all info services, & thus shd be a central focus for libraries

http://www.flickr.com/photos/poptech2006/2968935507/

Twitter:  @libraryfuture
Tweetable:
Choosing a tech for
SMS ref can be tricky
but is THE major
concern affecting all
aspects of the
service
Sending Out an SMS – Joe Murphy

Tweetable:
The major considerations for evaluating SMS ref techs: cost, staff work flows, mtg patron expectations, flexibility of tool

http://www.flickr.com/photos/ideaconstructor/434960152/

Twitter: @libraryfuture
Tweetable:
Options for tech for SMS ref: SMS/IM mashups, direct w/ cell phones, web based, SMS/Email conversion software. Eval carefully

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Tweetable:
Using a cell phone is best, gives mobility, no expectation gap, least steps for staff, flexible for future services

http://www.flickr.com/photos/trey78/3708523830/

Twitter: @libraryfuture
Tweetable:
Librarians shd focus on the future. Lets make the flexibility of the technologies a priority.

Twitter: @libraryfuture
BEST PRACTICES FROM THE FIELD

Micro-Blogging for Science and Technology Libraries

Joe Murphy

When text messaging and blogging meet, sci-tech libraries win. Micro-blogs are social networks for broadcasting news that have a very short character limit in the vein of text messaging. Increasingly popular micro-blog clients such as Twitter and Pownce offer a short-winded platform for sharing information with patrons by combining the interaction and push technology of blogs with the mobility of text messaging. The most popular micro-blogging client, Twitter (http://twitter.com), allows posts of up to 140 characters in length to be uploaded and read online or through instant messaging (IM) and even from mobile devices via text messaging.

Twitter is by no means the only, or even the most powerful, micro-blog. Pownce (http://pownce.com) allows file sharing; Tumblr (http://www.tumblr.com) makes it possible to add tags to posts and even to post videos; and Jaiku’s (http://www.jaiku.com) recent partnership with Google promises further innovations that might include mash-ups with other products such as Blogger, Google Talk, Orkut, Google Docs, etc.

Tweetable:
We cant talk abt SMS lib services w/ out addressing Twitter & cant talk abt twitter for libs w/ out addressing SMS ref

Twitter: @libraryfuture
Tweetable:
Does the popularity of twitter make it a viable option for mobile ref or is patrons needing a Twitter accnt was too high a barrier?
Tweetable:
Get the SMS ref phone # into patrons’ phones & foster the connection between that contact & their needed info

http://www.flickr.com/photos/moriza/175599244/

Twitter: @libraryfuture
Tweetable:

We need a carefully planned mgt structure for SMS ref because it’s a major service shift w/ unique considerations

http://www.flickr.com/photos/pierrelaphoto/3108811009/

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Tweetable:
Meet the Mobile Landscape: adapt mgt models to meet the modern mobile info environment

http://www.flickr.com/photos/moriza/126238642/

Twitter: @libraryfuture
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Tweetable:
Staffing concerns for SMS ref: work flows for trading shifts, applying traditional service excellence to mobile models

Twitter: @libraryfuture
Tweetable:
Mobile literacy: librarians need an emerging skill set for engaging info services thru mobile devices

Ppt and paper at http://www.flickr.com/photos/joeydigits/3357643763/

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Interacting

- Familiar with the diverse methods of communicating w/ & w/in social networking sites
- Able to connect with and provide synchronous & asynchronous services to patrons using these communication tools
- Aware of & able to apply the unique cultural norms and expectations of each communication method
- Skills for interacting over the various mobile communication channels
  - Mobile applications for smart phones, mobile webpages, email (if interactive), software and third party clients, and text message.

Twitter: @libraryfuture
Tweetable:
@yalescilib blazed the trail w/ 1 of the 1st programmatic SMS ref services using a mobile device @ a large institution

Twitter: @libraryfuture
Tips to start an SMS ref program:
- explore techs,
- plan for mgt, train/play, test, launch!
Contact @libraryfuture for assistance

http://www.flickr.com/photos/thegloaming/2716809311/
Sending Out an SMS – Joe Murphy

Tweetable:
SMS can expand all ref services & is the keystone to mobile virtual reference

Twitter: @libraryfuture
Sending Out an SMS – Joe Murphy

Tweetable:
We can get a good sense of what to expect for the future of SMS ref by keeping a finger on the pulse of SMS & mobile info trends
Tweetable:
Consortia/collabs will be impt for SMS reference to address staffing & cost
From the Stacks
Joe Murphy earned a MLISc degree from the University of Hawaii at Manoa in 2006. He is now Science Librarian, Coordinator of Instruction and Technology at Yale University's Science Library, where he created a ground-breaking text-slibrarian program. He recently co-authored a compelling paper outlining social networking competencies for librarians, and provides consulting for implementing innovative services. Also known as libfuture on Twitter, google Joe; you'll find him on nearly every social networking site out there. We contacted Joe to learn more about how he's using Web 2.0 technologies in his work, how he sees others using these technologies, and what he thinks the future has in store.

Tell us about your "It's a Science Librarian" program at Yale. I blazed the trail with a text messaging (SMS) reference service at the Yale Science Libraries to provide answers on the go for our modern mobile patrons. We use an Apple iPhone to provide this service because it allows us to meet the mobility of our patrons and information, and is flexible enough to provide services in the mobile web.

What are some other exciting projects that incorporate social media and Web 2.0 technologies? Successful library 2.0 services are mobile, virtual, and social, exciting projects sit at the confluence of mobile devices, social networking, and information. We use our Twitter account (yourself!) to assist in discovery, monitor patron concerns, engage in proactive customer service, make our expertise available, and to provide reference. Twitter is great for enhancing instruction: engaging students in class and beyond the lecture hall. Twitter is transforming how we engage in scholarly communication, so I teach about its roles and the skills needed by successful consumers and contributors.

What are some of the next things you see others, including researchers and students, doing with 2.0? I appreciate responsive businesses using Twitter for customer service, which is something libraries can learn a lot from. I love mobile-friendly OPACs and library web pages, applications for online social networks including Facebook and MySpace by libraries, advanced uses of Ning for education, and enhancing collections with multimedia. I am impressed by libraries teaching information skills for social networking sites and Web 2.0 tools. I am also excited about alternative and advanced methods of connecting users to electronic content, like Lisa Carlucci Thomas's investigation into accessibility of e-content through multiple eBook readers at the Yale Libraries.

Tweetable:
We will see a return to libs using cell phones in near future as libs embrace the tide of mobile devices

Twitter: @libraryfuture
Tweetable:
libs will partnering w/ established mobile info services such as ChaCha

Twitter: @libraryfuture
Tweetable:
Txt msg ref is just the tip of the iceberg for using SMS to enhance library services

Twitter: @libraryfuture
Tweetable:

SMS can be used to enhance other mobile techs for patrons & librarians

Twitter: @libraryfuture
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Tweetable:
Librarians can leverage SMS to enhance in-class instruction & expand teaching beyond the classroom.

Twitter: @libraryfuture
Tweetable: Techs & policies that enable mobile librarians will be the most important contemporary development in librarianship.

Twitter: @libraryfuture
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Tweetable:
conferences & events can engage mobile participation to survive & flourish in the economic crisis

Twitter: @libraryfuture
Tweetable:
Cell phones are central to our experience with info, so libraries NEED to be friendly to mobile devices.
Tweetable:
Librarians designing mobile library services need to be personally familiar with mobile tech - if you can't live with it, you can't feel it.

Twitter: @libraryfuture
Sending Out an SMS – Joe Murphy

Tweetable:
The future of libs= total integration of services & collections w/ mobile devices thru mobile apps/SMS/Twitter

http://www.flickr.com/photos/joeydigits/3695207552/

Twitter: @libraryfuture
Tweetable:
The roles & nature of libs will evolve alongside mobile techs if we engage them w/out compromising traditional strengths.
Sending Out an SMS – Joe Murphy

Tweetable:
SMS is how we engage w/ info so Text message ref can ensure libs stay relevant for our modern mobile patrons

Twitter: @libraryfuture
Tweetable:
Keeping up to date & adapting to SMS & new mobile techs can be an everyday struggle but a rewarding endeavor!

Twitter: @libraryfuture
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• joseph.murphy@yale.edu
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Twitter: @libraryfuture