


THE LONELY LIBRARY WORKER

BRIDGING COMMUNICATION GAPS

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Library Technician

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 @leximills21



INTRODUCING...ME!

- SENECA COLLEGE GRAD
- ELEMENTARY SCHOOL LIBRARY TECHNICIAN
- EXPERIENCE IN PUBLIC, ACADEMIC AND SCHOOL LIBRARIES
- PETE THE CAT IS MY SPIRIT ANIMAL





THE PROBLEM

- WE'RE LONELY WHICH CAN LEAD TO LOW MORALE
- WE'RE SPREAD OUT
- OFTEN THE ONLY ONE OF OUR "KIND" IN THE BUILDING
- CAN'T WE JUST TALK ABOUT MARC FOR A SECOND?!

NOT JUST #LIBRARYPROBZ

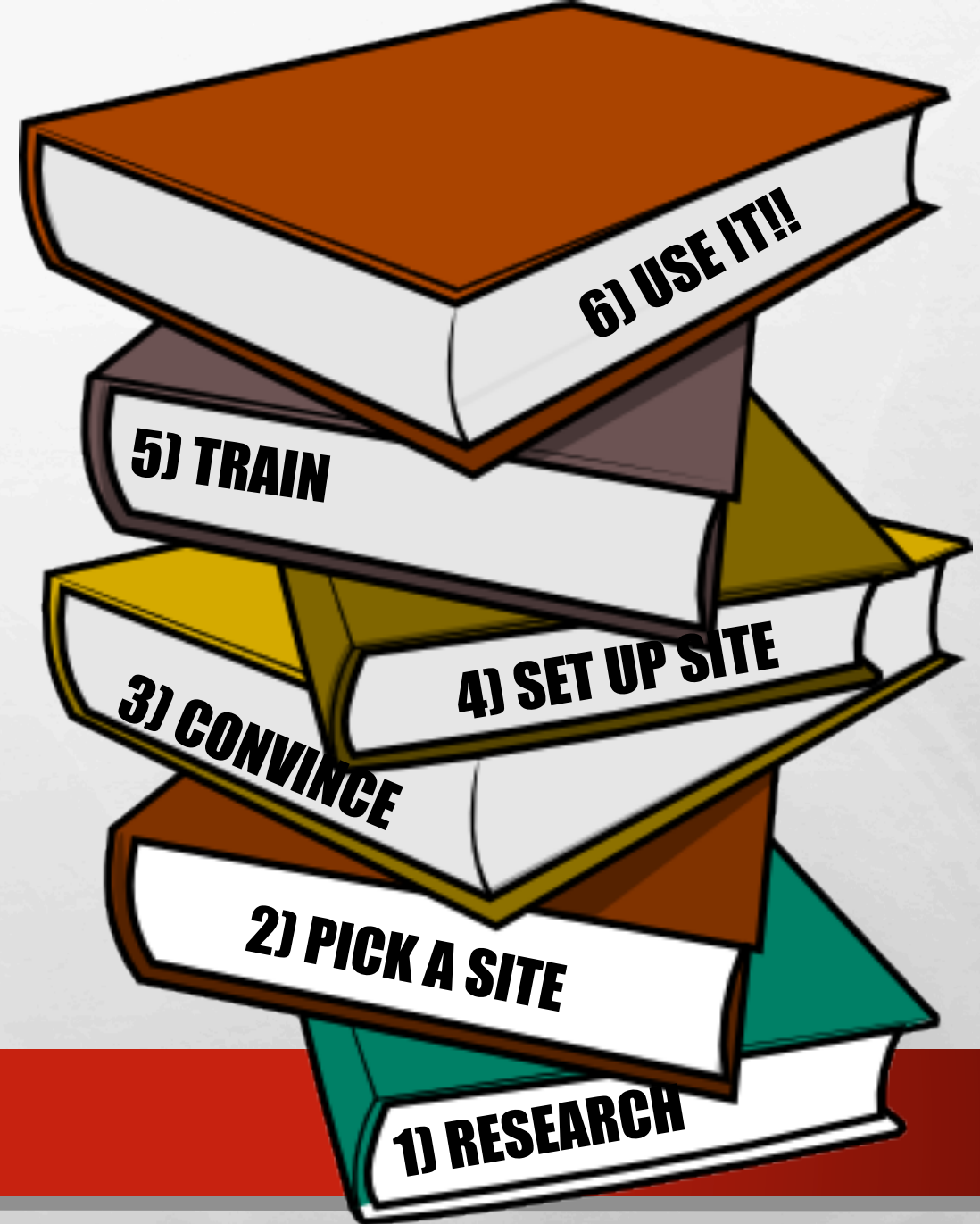
- BUSINESSES OFTEN DEAL WITH THE SAME ISSUES
- STRUGGLE WITH CREATING A UNIFIED COMPANY CULTURE
- “WHETHER YOUR COMPANY EMPLOYS THREE PEOPLE OR THREE HUNDRED PEOPLE, IN ONE OFFICE OR FIVE, EVERY LEADER SHOULD CONSTANTLY BE WORKING TOWARDS A SINGULAR COMPANY CULTURE WHERE EMPLOYEES FEEL ALIGNED WITH THE COMPANY MISSION.” (MARKOWITZ, “HOW TO CREATE A UNIFIED COMPANY CULTURE WITH MULTIPLE OFFICES”)
- FACELESS NAMES CAN MAKE IT DIFFICULT TO RELATE TO YOUR “COWORKERS” FROM ABROAD
- INDEPENDENTLY RUN BRANCHES, SEPARATING THEMSELVES FROM THE ORGANIZATION’S MISSION/
BRAND

THE SOLUTION!

- CREATE AN INTERNAL STAFF COMMUNICATION HUB!
- WHY?
 - INTERNET MAKES IT POSSIBLE TO CONNECT ANYTIME, ANYPLACE, ANYWHERE
 - WHEN FACE TO FACE MEETINGS AREN'T LOGISTICALLY POSSIBLE, CREATING A VIRTUAL SPACE CAN HELP BRIDGE THAT GAP
 - SHARE RESOURCES WITH YOUR COWORKERS
 - BOOST MORALE AND TEAM SPIRIT
 - UNLEASH YOUR INNER LIBRARY NERD!

AWESOME ...SO... WHAT DO WE DO ABOUT IT?

- DO YOUR RESEARCH
- PICK A SITE
- CONVINCING THE POWERS THAT BE
- SET UP YOUR SITE & DEVELOP GUIDELINES
- TRAIN STAFF
- USE IT REGULARLY!!



STEP ONE: DO YOUR RESEARCH



- TALK TO YOUR LIBRARY COWORKERS - SEE WHAT THEIR NEEDS ARE
- TALK TO YOUR LIBRARY FRIENDS IN OTHER LIBRARY SYSTEMS - WHAT DO THEY USE?
- PLAY AROUND WITH THE SITES
- KEEP AN OPEN MIND
- DON'T BE AFRAID TO TRY SOMETHING NEW
- NARROW DOWN YOUR GOALS FOR THE SITE

STEP TWO: PICK A SITE



- **TWO TYPES OF OPTIONS I SUGGEST**
 - **1) BLOGS**
 - WORDPRESS
 - BLOGGER
 - **2) PROFESSIONAL (SOCIAL) NETWORKING SITE**
 - YAMMER
 - LINKEDIN



WordPress.com



Recommended for a more technically savvy group.

409 MILLION people view 15.5 BILLION pages monthly
41.7 MILLION new posts and 60.5 MILLION new comments monthly

Pros

- Guided, step-by-step set-up
- Can be “invite only” /private
- More customizable than Blogger
- Mobile friendly
- Lots of help resources available
- FREE

Cons

- Time consuming set-up
- New password and program to learn
- Will likely require more training than other options

Blogger



**Recommended if you're already using
GOOGLE in your organization.**

Formerly Known As: Blogspot
Number of Active Users: 500+ million

Pros

- Guided, step-by-step set-up
- Only need a Google password
- Can be "invite only"/private
- Great for blogging newbies
- Mobile friendly
- Customizable
- Lots of help resources available
- FREE

Cons

- Will likely require some training
- Once you're good at it, it does have limitations (mostly cosmetic)

Yammer



**Recommended if your company uses
Microsoft Suite.**

Parent Company: Microsoft (2012)
8 million active users in 2013

Pros

- It's Facebook-esque interface makes it quick and easy to learn
- Secure, only members from your organization can join
- If you already use Microsoft suite, no new password to learn
- Mobile friendly
- Lots of help resources available

Cons

- Limited customizations
- Must use the Microsoft Suite

LinkedIn



Recommended for organizations that already have a lot of LinkedIn users.

Over 300 million users.

Pros

- Professional social network
- Can create “invite only”, private groups
- Facebook-esque interface, easy to learn
- Endorsements of your connections is nice for morale
- Mobile friendly
- Lots of help resources available
- FREE

Cons

- Time consuming set-up
- New password and program to learn
- Need to set up LinkedIn accounts
- Will likely require more training than some options

STEP THREE: WORKING WITH MANAGEMENT



- SOCIAL MEDIA IN THE WORKPLACE IS NOTHING NEW, ITS 2016
- UNDERSTANDING WHY MANAGEMENT MAY BE RESISTANT CAN HELP MAKE YOUR CASE



...because its ~~2015~~ 2016

HA! NOPE.

REASON #1: YOU WORK AT WORK

- YOU UNDERSTAND THEIR HESITANCY BUT THERE ARE NUMEROUS (TRIED AND TRUE) BENEFITS TO INCORPORATING SOCIAL NETWORKING AND COMMUNICATION IN THE WORKPLACE:
 - EMPLOYEES FEEL CONNECTED, GIVES FACES TO NAMES!
 - SOCIAL MEDIA CAN BE ACCESSED FROM ANY BRANCH IN ANY CITY
 - OPENS THE DOORS TO EVEN MORE RESOURCES, YOU GOT BACK UP!

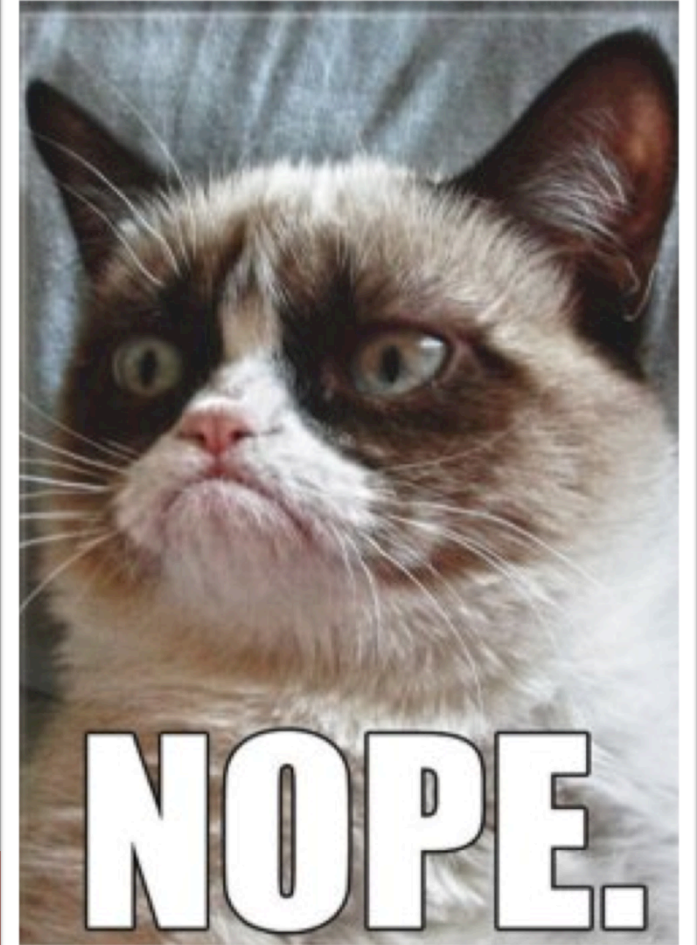


HMM...I DON'T KNOW.

REASON #2: CHANGE HATERS

- YES, LIBRARIES HAVE BEEN AROUND FOR YEARS BUT CHANGE IS INEVITABLE
- ACKNOWLEDGE THEIR CONCERNS, THEY ARE LEGITIMATE!
- MAKE IT AS PAINLESS AS POSSIBLE
 - TRY USING SITES STAFF ARE ALREADY FAMILIAR WITH
- SHOW THEM ALL THE BENEFITS OF THE NEW SITE
- HAVE RESOURCES AVAILABLE TO HELP THEM ADAPT
 - CONTACTS
 - FAQ SECTION
 - HOW TO MANUAL, ETC.

**Maybe we
could...**



WELL, MAYBE...BUT...

REASON #3: STAFF TRAINING

- ACKNOWLEDGE THAT TRAINING CAN BE EXPENSIVE
 - TRAVEL COSTS
 - ON CALLS
- LOOK INTO ALTERNATIVES TO IN PERSON MEETINGS IF COSTS ARE TOO HIGH
- LOOK AT YOUR STAFF SKILL LEVELS, HOW WILL THEY LEARN THE BEST?
 - ONLINE VIDEO CONFERENCING, SCREEN SHARING
 - HOW TO MANUALS
- HAVE A TEAM OF EXPERTS AVAILABLE TO ANSWER QUESTIONS



STEP FOUR: SET UP YOUR SITE



- 1) CREATE A TEAM OF EXPERTS TO REGISTER FOR AND SET UP THE SITE
- 2) DECIDE WHAT YOU'D LIKE TO SEE ON THE SITE
 - WORK WITH MANAGEMENT TO CREATE GUIDELINES ON APPROPRIATE USE
- 3) CUSTOMIZE THE SITE TO YOUR LIKING



ENLIST EXPERT TEAM & SET UP SITE

- FIND YOUR TEAM OF EXPERTS
 - ASK MANAGEMENT FOR SUGGESTIONS
 - PUT OUT A CALL FOR VOLUNTEERS
 - WORST CASE: SET IT UP YOURSELF (IT'S NOT THAT BAD)
- LOOK FOR PEOPLE WHO:
 - HAVE EXPERIENCE WITH THE CHOSEN SITE
 - ARE GENERALLY TECHNICALLY SAVVY
 - ARE FLEXIBLE AND EXCITED TO TRY SOMETHING NEW
- SIGN UP!





Alexandra Mills's blogs

Did you know?
You can now highlight a selected post with the new...

New Blog

Create your blog
You are not an author

Reading list | All blogs

Add

Add blogs to follow
You are not currently following any blogs
[Learn more](#)

All blogs

Blogger Buzz

The latest from

An update on Google Friend Connect


2 weeks ago by A Googler

Blogs List > **Create a new blog**


Title:

Address:
 to add a custom domain later.

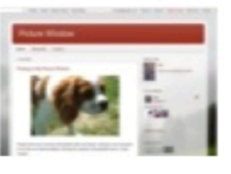
Template:




Simple




Dynamic Views




Picture Window



Awesome Inc.



Watermark



Ethereal

You can browse many more templates and customise your blog later.



[View blog](#)

Alexandra

[My blogs](#)Easy to Use Blogger · [Settings](#) > [Basic](#)[Google+](#)[Stats](#)[Earnings](#)[Campaigns](#)[Layout](#)[Template](#)[Settings](#)[Basic](#)[Posts and comments](#)[Mobile and email](#)[Language and formatting](#)[Search preferences](#)[Other](#)

Publishing

Blog Address

easytousebloggersample.blogspot.com

[Edit](#)[+ Set up a third-party URL for your blog](#) - Point your own registered URL to your blog.

HTTPS settings

HTTPS availability

No ▾

Turning on HTTPS availability will allow visitors to view your blog over an encrypted connection by visiting <https://easytousebloggersample.blogspot.com>. This feature is only supported for Blogspot domain blogs at present. [Learn more.](#)

Permissions

Blog Authors



Alexandra Mills

alexandranicolemills@gmail.com

Admin

[+ Add authors](#)

Blog Readers

Public [Edit](#)

Blog Readers

Public

Your blog is open to all readers by default.

Private - Only blog authors

Your blog is restricted so that only blog authors can read it.

Other visitors to this blog will not be able to read any posts; instead they will get a message stating that this is a private blog.

Private - Only these readers

You can restrict your blog to only readers that you choose. However, these readers will need to log in before reading your blog, adding an extra step. We'll save your readers list for you, so that you can switch back at any time.

No readers

[+ Add readers](#)

Save changes

Choose from Contacts

Cancel



My blogs

Easy to Use Blogger · Settings > Basic



- Settings
- Basic
- Posts and comments
- Email
- Language and formatting
- Search preferences
- Other

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HTTPS availability

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Permissions

Blog Authors

	Alexandra Mills	alexandranicolemills@gmail.com	Admin

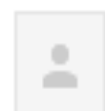
+ Add authors

Empty text input field for adding authors

- Invite authors
- Choose from Contacts
- Cancel

Blog Readers

Private - Only blog authors Edit



Alexandra Mills <no-reply@google.com>

10:33 AM (0 minutes ago) ☆



to me ▾



Hello,

The purpose of this message is to inform you that Alexandra Mills has invited you to contribute to their blog "Easy to Use Blogger". To accept this invitation, click on the button below.

[Accept invitation](#)

Important: You will need to sign in with a Google Account to accept the invitation and start contributing to this blog. If you don't have a Google Account you can create one [here](#).

Happy blogging,

The Blogger Team



You have been invited to contribute to a blog

SIGN IN

Blog title Easy to Use Blogger
Blog url <http://easytousebloggersample.blogspot.com/>
Invited by Alexandra Mills
Expires on 19 February 2016

Accepting this invitation will make your [Blogger profile](#) and email address visible to administrators of this blog. Additionally, public blogs will be visible on your Blogger or Google+ profiles.

HELP

[Help Centre](#)
[Help Forum](#)
[Video Tutorials](#)

COMMUNITY

[Blogger Buzz](#)
[+Blogger](#)

DEVELOPERS

[Blogger API](#)
[Developer Forum](#)

My blogs

Easy to Use Blogger · [Settings](#) > [Basic](#)



- Google+
- Stats
- Campaigns
- Layout
- Template
- Settings**
- [Basic](#)
- [Posts and comments](#)
- [Email](#)
- [Language and formatting](#)
- [Search preferences](#)
- [Other](#)

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easytousebloggersample.blogspot.com [Edit](#)

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Permissions

Blog Authors

	Unknown	alexandrawiens@gmail.com	Author ▾	✕
	Alexandra Mills	alexandranicolemills@gmail.com	Admin ▾	✕

+ [Add authors](#)

Blog Readers

Private - Only blog authors [Edit](#)



Search for people, jobs, companies, and more...



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Interests

Canada's fully-online ME

Companies

able education designed for

Groups

Pulse

viewed your profile in the
90 days

Education

SlideShare

on your update "The Lonely
Worker: Bridging Commu..."

Online Learning



Alexandra Mills

Library Technician at HPEDSB - Hastin

[Improve your profile](#)



Share an update



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Publish a post





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My Groups

Discover

My groups

My pending groups

Create group

GROUPS THAT I MANAGE



Bridging Communication Gaps in Libraries





Advanced

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Logo: Your logo will appear in the Groups Directory and on your group pages.

No file chosen

Note: PNG, JPEG, or GIF only; max size 100 KB



* I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.

* **Group Name:**

Note: "LinkedIn" is not allowed to be used in your group name.

* **Summary:** Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.

* **Description:** Your full description of this group will appear on your group pages.

* Group Owner Email:

alexandrawiens@gmail.com

Visibility: Make this an **Unlisted Group**

Unlisted groups are invisible on the member profile and not searchable. [Learn More](#)

Language:

English



Location: This group is based in a single geographic location.

* Agreement: Check to confirm you have read and accept the [Terms of Service](#).



Search for people, jobs, companies, and more...



Advanced



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Profile

My Network

Jobs

Interests

Business Services



My Groups

Discover

My groups

My pending groups

Create group

GROUPS THAT I MANAGE



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Group settings

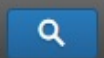
Manage

Group settings

GROUPS THAT I'M IN



Search for people, jobs, companies, and more...



Advanced



Bridging Communication Gaps in Libraries

1 member

- Discussions
- Jobs
- About
- Members
- Search
- Manage**

Manage Group

Moderation Queue
Requests to Join

Send an Announcement

Send Invitations

Pre-approve People

Members

Invited members

Pre-approved

Group Settings

Group Information

Group Rules

Templates

Change Owner

Delete Group

Link:

Send Invitations

Send invitations to your connections on LinkedIn or even other contacts who are not on LinkedIn. Recipients who accept your invitations will automatically become members of your group.

Connections:

Start typing the name of a connection
[Add other email addresses...](#)

*** Subject:**

Alexandra Mills invites you to join Bridging Communication Gaps in Libraries on LinkedIn

*** Welcome Message:**

I would like to invite you to join my group on LinkedIn. -Alexandra

[Send Invitations](#) or [Cancel](#)

* For our members' protection, group invitations cannot be customized.

WHAT WOULD YOU LIKE TO SEE ON THE SITE?

- WHAT TYPES OF THINGS WOULD YOU LIKE TO SEE?
 - FAQ'S, "LEFT FIELDERS"
 - LINKS TO AWESOME RESOURCES
 - CURRENT LIBRARY NEWS
 - UPDATES ON POLICIES AND PROCEDURES
 - NEW LIBRARY SYSTEM OR TECHNOLOGY? PLACE FOR TIPS & TRICKS
 - INFORMATION ON EVENTS (I.E. CONFERENCES, WAREHOUSE EVENTS, ETC)
 - TO MEME OR NOT TO MEME (CHOOSE MEME IN MODERATION)
 - DISCUSS SUBJECT HEADINGS FOR POSTS
- WHAT TYPES OF THINGS YOU DON'T WANT TO SEE?
 - THE SAME PEOPLE POSTING POST AFTER POST AFTER POST
 - NO NEGATIVITY!



CUSTOMIZE!

- ADD AN IDENTIFIABLE PHOTO THAT REPRESENTS YOUR LIBRARY
- ADD GROUP DESCRIPTIONS THAT DISCUSSES APPROPRIATE USES
- START SOME CONVERSATION THREADS
- ADD PAGES FOR THINGS SUCH AS:
 - FAQ'S
 - POLICIES,
 - INSTRUCTIONS



STEP FIVE: TRAINING



- RUN A PILOT PROGRAM TO TEST THE SITE
- CREATE OR LOCATE HOW-TO DOCUMENTATION TO DISTRIBUTE TO STAFF
- DECIDE ON A METHOD OF TRAINING AND DELIVER IT
 - IN PERSON MEETING?
 - WEB CONFERENCE?
 - UNLEASH YOUR EXPERTS ON THE BRANCHES



STEP SIX: USE IT REGULARLY!



- MAKE SURE YOU AND ALL STAFF ARE USING THE SITE
- MONITOR THE SITE FOR APPROPRIATE USE
- SHARE INTERESTING CONTENT, DON'T BE TOO SERIOUS
- MAKE SURE THAT POSTS ARE LIBRARY OR JOB RELATED
- ASK FOR INPUT
- ADD PHOTOS AND VIDEOS
- DON'T GET DISCOURAGED, IT COULD TAKE A WHILE



QUESTIONS?

- CONTACT ME!

- ALEXANDRANICOLEMILLS@GMAIL.COM
- TWITTER: @LEXIMILLS21
- CA.LINKEDIN.COM/IN/ALEXANDRAWIENSMILLS

