

Western Australian Public Libraries

Learning Web 2.0 Basics

Scope:

To increase awareness in all staff of basic Web 2.0 technologies to foster:

- Meaningful discussions about how these can be utilised by the libraries;
- Staff understanding of how customers use these services via the Public Access PCs in each library

Resources:

It is estimated that this programme will take an average of 10 hours staff time per week for the nominated library representative in answering staff queries. This may be reduced if other library systems nominate one or more representatives. All course content and delivery are provided by the Skills Development Librarian and the eServices Coordinator from the City of Swan Libraries. All content and delivery questions can be forwarded to cityofswanlibraries@gmail.com

It is envisaged that:

- Each week's study can be completed in 15 minutes per day or in a one hour extended session;
- Managers will make available a separate one hour per week for staff discussion;
- Everyone will be encouraged to spend extra time each week to play/explore each new skill.

Background:

The State Library of NSW has released their 2008 [Public Libraries Learning 2.0](#) under Creative Commons. This allows anyone to use this material on the proviso that proper credit and attribution are given and no financial gain is made from such use. (Creative Commons will be explored in Week 3). Mylee Joseph and Ellen Forsyth who managed the NSW State-wide project are very supportive of City of Swan using their materials and allowing access to public libraries in Western Australia.

Given that the NSW training was run in 2007, the technologies and services listed have been reviewed for relevancy. Most of the original course material has been retained as many of the newer technologies (used in the follow-up training [Public Libraries and New Technologies](#)) are based on the knowledge presented in this course. A few ideas from [Murdoch University Library's 23 Things](#) and several Swan ideas have been added.

In recognition that some staff do not have access to computing technology outside of work, and may not have used any of these Web technologies, our course has been pared down so that this 10 weeks will only embody basic Web 2.0 technologies. This gives all staff more time to explore and understand each area. It is hoped to also include a segment on cyber safety each week.

Implementation

The City of Swan Libraries' approach to training staff is:

- Enthusiasm and participation of staff and management at all levels;
- Providing time within their usual work schedules;
- Providing access to work technology outside of their usual work time (within each library's normal opening hours);
- Allowing staff to "own" the training and the time/attention they give each module;
- Incentives and prizes

Prizes:

Each library is encouraged to include prizes as incentives for completing this training. The prizes add to the uniqueness of the training and help to create a little excitement. To encourage all staff to participate in this training there will not be any prizes for first finished. The prizes will be drawn out of a hat for all staff (at all levels) who have completed the training.

All staff who complete the *Discover* and *Explore* sections of each week's topic (and write blogs posts about each) will receive a Certificate of Completion. It is hoped that a State-wide body will approve these certificates. This course has also been approved by the [ALIA Professional Development Scheme](#). Successful completion equates to 10 points in the Informal Learning Activities section of the Scheme.

Schedule:

Each week's training material will be released on a Wednesday so that both Course Coordinators can be available to answer any questions as they arise. Once the material is released, it will remain on the website. The intention is that enthusiastic people cannot get too far ahead, but anyone can play catch-up. An additional 3 weeks is allowed at the end of the course to allow time for everyone to complete all modules.

Access:

Each library will need to ensure that they can access the following services or sites from staff computers. If these areas are locked down due to Council policies negotiation may be required.

- [Blogspot](#)
- [Survey Monkey](#)
- [You tube](#)
- [Gmail](#)
- [Flickr](#)
- [Creative Commons](#)
- [Wikipedia](#)
- RSS tagging
- [Google Reader](#)
- [Wetpaint](#)
- PB [wiki](#)
- [Google videos](#)
- [Del.icio.us](#)
- [Library Thing](#)
- [MySpace](#)
- [Facebook](#)
- [Twitter](#)
- [Geocaching Australia](#)

It is also a good idea for each library to have Social Media Guidelines or similar in place when participating in this programme. Some organisations do cover social media and online content usage as part of existing Code of Conduct policies.

A draft set of Online Content Guidelines for City of Swan Libraries has been developed but these are not yet available. Other libraries considering creating their own policy or guidelines, may be interested in viewing this [list of 40 social media staff guidelines](#) or IBM's plain English [Social Computing Guidelines](#). Many organisations are listing their policies online in order to improve the transparency of their processes.

Staff Management:

Libraries have differing staffing numbers and responsibilities. Below are some examples of ways to manage staff access and involvement:

- All staff in the workroom (i.e. not assisting customers) can discuss and work through the course between 11:00-11:30am each day.
- All staff can individually access the course for 30 minutes within their work time each day, but they must indicate (e.g. via hat or sign) that they are training so they are not interrupted. At these libraries, all staff have 30 minutes together at the end of each weekly all staff meeting to discuss and assist each other.
- At one library staff were encouraged to watch and discuss the video components of each week's course as a group before individually writing their blog posts.
- One library used their training budget to bring in casual staff to cover the service points so that all staff had an opportunity to attend this training in work time.
- One library (who did not have access to all if the above sites via their work PCs) hired three PCS which staff took turns to use for this training.

Programme:

The programme is implemented over ten weeks. A further three weeks is advisable to allow staff with leave or other commitments enough time to work through the programme and so be eligible for the prize draw. Each library can join the programme from **6 October 2010**. Libraries are advised to start early in order to be prepared for the follow-up course planned for **February 2011**.

<http://swanlibraries.blogspot.com/>

As this programme is a work in progress, some the individual bullet points below may change as and if more appropriate resources are found.

Week 1: Introduction to Course

- Read: opening blurb
- Read: 20 reasons why learning emerging technologies is part of every librarian's job
- Complete: Self-assessment checklist
- Watch: Youtube clip Web 2.0 The machine is Us
- Read: 7 ½ Habits of Lifelong Learning
- Discover: Cultivating a Personal Learning Network
- Explore: Video of Stephen Fry explaining Web 2.0
- Decide: How *you* are going to make time for this course

Week 2: Introduction to Blogs

- Read: blurb on blogs
- Watch: Youtube clip Blogs in Plain English
- View: How other Australian libraries are using blogs
- Read: Blogging etiquette and your Library's Social Media Policy
- Discover: Youtube clip on setting up a blogger account
- Create: a gmail account for yourself
- Create: a Blogger account for yourself
- Write: and publish your first blog post
- Email: cityofswanlibraries@gmail.com with the name of your blog

From Week 2, all participants will be required to post a blog (over 150 words in length) about their experience with each of the tools. Ideally each blog post should provide insights into what has been discovered and learned. Each new area or skill should be included in posts from the time they are learned (e.g. including photos from Week 3).

Participants are strongly encouraged to also read and comment on each other's blogs, to foster a sense of community and increase enthusiasm and commitment. .

Week 3: Sharing Images

- Read: blurb on image sharing;
- Watch: online photosharing in plain English;
- View: How other libraries use Flickr;
- View: Flickr Groups;
- Understand: Creative Commons;
- Understand: Photo posting etiquette;
- Upload: or link to a photo on Flickr;
- Upload: a picture of your own and write a blog post about it.

Week 4: RSS Aggregators/Feeds

- Read: blurb on RSS feeds;
- Watch: video on RSS aggregators;
- Create: a Google Reader account;
- Add: 5 RSS feeds to your account;
- Write: a blog post about your experiences with RSS readers;
- Comment: on another participant's blog or a blog on your Reader.

Week 5: Wikis

- Read: blurb on wikis and their uses;
- Watch: video on wikis;
- View: Library and government wikis;
- Understand: PB Wiki;
- Add or edit: an entry in the Western Australia Public Libraries Wiki;
- Write: a blog post about wikis and how these could be used in your Library.

Week 6: Tagging, del.icio.us and LibraryThing

- Read: blurb on tagging;
- Watch: Social Bookmarking in Plain English;
- Read: blurb on Del.icio.us;
- View: how other libraries are using Del.icio.us;
- Tag: some articles you find;
- Write: a blog post on how del-icio-us could be by us - Internally or also with customers;
- Read: blurb on LibraryThing;
- Watch: the LibraryThing Tour;
- Create: a Librarything account and catalogue 5 books; Blog: about your findings and link your LibraryThing account.

Week 7: Social networking, Facebook and Twitter

- Read: the Facebook blurb;
- Watch: Social networking in Plain English;
- Create: a Facebook account;
- View: how other libraries use Facebook and MySpace;
- Write: a blog post about your experiences and thoughts of Facebook;
- Read: the Twitter Blurb;
- Watch: Twitter in Plain English;
- View: how other libraries are using Twitter;
- Create: a personal Twitter account;
- Write: some tweets about the course using #Swan2.0;
- Tweet: at least once a day for 5 days;
- Write: a blog post about the experience and list your Twitter name for others to follow.

Week 8: Video online

- Read: blurb on online video sharing;
- Watch: Information R/evolution;
- Explore: YouTube & Google Videos;
- View: how other libraries are using YouTube and Google Video;
- Blog: about your thoughts on these services and how we can use them;
- Embed: a favourite video clip in your blog.

Week 9: Podcasting

- Read: blurb on podcasting;
- Watch: Podcasts in plain English;
- View: how other libraries are using Podcasts;
- Listen: to a podcast or even subscribe to a podcast;
- Embed: a link in your blog to a favourite podcast;
- Write: a blog about how we could use podcasts at your library.

Week 10: Geocaching & Wrap-up

- Read: blurb on geocaching;
- Watch: Geocaching in Plain English;
- Write: a blog post about Geocaches located near your home/branch/community;
- If adventurous: check out a geocache or set up a geocache site of your own;
- Write: a blog post suggestions how we could use Geocaching for the library;
- Complete: self-assessment checklist again;
- Write: a blog post about what you have learned, high points etc.;
- Write: a blog post about your thoughts on this training and what you would like to see in next year's schedule.

Evaluation:

The programme will be evaluated by determining the levels of staff participation, staff enthusiasm and knowledge gained

Participation

The percentage of those who start the course and who complete the course will be compared. The target is a completion rate of 50% of all staff per participating library.

Knowledge gained

All participants are asked to complete a simple knowledge survey at the beginning and the end of the course. It is likely that the results of the initial survey will be answers predominantly in the first two columns (No clue or Heard about it). The aim of the concluding survey is for answers to be predominantly in the second two columns (tried it / use it regularly). It is not the intention of this course to create any power users. Swan will create one survey per participating library organisation to assist in returning accurate statistics.

Staff enthusiasm

This will be measured over the months after the completion of the training. The aim is for staff-driven and staff-owned suggestions for library use of these new technologies and an increase in reported customer satisfaction of staff helpfulness in these areas.

Where to next?

City of Swan Libraries' staff aim to run a follow-up course in **February 2011** to utilise some of the more recent developments and mashups (i.e. utilising one or more of these basic technologies in new ways). Some of the items which may be included are:

- Image generators
- Slideshare
- Google docs
- Other online collaborative tools
- More social tagging – Digg, Tumblr
- Online gaming in libraries – Warcraft, Second Life
- Mashups – Augmented Reality
- Refining your blog with 3rd party apps
- Google analytics
- Google alerts
- Survey Monkey
- Online shopping
- Vodcasts
- Online music – Pandora radio
- Prezi
- QR codes

The final decision on whether this will go ahead will depend upon the success of this program, City of Swan resources and budget, and the introduction of any other State-wide initiatives.