That Twitter thing:
Meaning and method behind micro-blogging in public libraries

Engagement and participation are key concepts framing a large part of the social media discourse across many research domains (Lutz, Hoffmann and Meckel 2014). As quasi-government agencies public libraries increasingly value Twitter as it provides a freely accessible, low-cost structure for improved engagement, relationship-building and communication with a wide spectrum of library followers. The Social-biblio.ca project, initiated in 2012, contributes to this work from the perspective of the public library organization. Highlights of a first phase - a national survey of public libraries’ Twitter practices - are introduced in conjunction with findings from several pilot projects that explored techniques for studying library micro-blogging. This work then establishes a provisional theoretical framework from which to consider preliminary results of the first of three in-depth @publiclibrary case studies.

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Tuesday, April 28th, 2:00 – 3:00 PM 200G Baldy Hall