Using Social Media for Advocacy
by
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Based on REFORMA/Webjunction joint webinar:

“Using Social Media to Make the Case for Supporting Library Services”
(http://www.webjunction.org/c/document_library/get_file?folderId=86131544&name=DLFE22490001.pdf)

Further References and Resources

• IFLA Internet Manifesto:

• “Online Advocacy Tools, Social Networking”, e.politics:
  http://www.epolitics.com/2008/06/19/online-advocacy-tools-socialnetworks/

• “New York Public Library campaign builds online community”, PRWeek:

• “Twitter Strategy Blog Series #6- Non-Profit and Issues Advocacy”, Fresh Influence:

• Dewey and Main, a blog focused on working with local communities and using social media:
  http://deweyandmail.wordpress.com/
List of Resources on Social Media and Advocacy

- 5 Tips To Avoid Being Filtered From Twitter Search (don’t get filtered out of search!)

- As the book changes form, the library must champion its own power base—readers [Advocates must know who they are serving] by Tom Peters -- Library Journal, 11/1/2009

- How Advocates Can Utilize Social Media by the American Heart Association

- IBM Center for Business of Government “Leveraging Web 2.0 in Government”

- Libraries, Advocacy and Social Media by ALA

- The 'M' Word - Marketing Libraries A blog designed to bring the wonderful world of marketing to librarians.

- Mobile Libraries Devoted To documenting any and all topics relating to services provided by libraries to patrons within mobile environments. Library mobile services are defined as any and all library services that are provided via mobile technologies.

- Public Media 2.0: Dynamic, Engaged Publics from the Center for Social Media

- Skaters for Public Skateparks: A grassroots organization that utilizes a variety of SM for advocacy

- Social Media for Advocacy Presentation by Dr. Curtis Rogers

REFORMA

Social Media Presence

- Twitter http://twitter.com/reformaNet

- Flickr http://www.flickr.com/photos/13454454@N00/

- YouTube http://www.youtube.com/user/REFORMA1971

- ALA Connect http://connect.ala.org/node/71678

- REFORMA Wiki http://reformaknowledge.wetpaint.com/

- Facebook Group http://www.facebook.com/pages/REFORMA/26439643928