Social Networking in the (Law) Library: can you do that?
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What is social media?

Broad definition from Wikipedia: http://en.wikipedia.org/wiki/Social_media

Schmid Law Library: http://law.unl.edu/library
Twitter: http://twitter.com/schmidlibrary
Law Librarian Conversations radio show: http://lawlibcon.classcaster.net/
Mobile website, UNL Libraries: http://www.unl.edu/libr/mobile/

Libraries using social media:

Flickr: Civilian Conservation Corps, Oregon State University
    http://www.flickr.com/photos/osucommons/sets/72157613061881243/
Flickr: U.S. National Archives
    http://www.flickr.com/photos/usnationalarchives/
NING network: Law Libraries and Librarians
    http://lawlibraries.ning.com/
Delicious: Library Journal article
    http://www.libraryjournal.com/article/CA6476403.html
Delicious: Blog post list of libraries using Delicious
    http://angelacw.wordpress.com/2007/06/04/delicious-libraries/
Library of Congress – great example!
http://www.ignitesocialmedia.com/social-media-marketing-example-library-of-congress/

Why use social media?

How small business can use social media: http://www.wpsmallbusiness.com/web-strategy/social-media/