

Location-Based Social Networks

Location-Based Social Networks
An *Infopeople* Webinar

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Presenter: Dawne Tortorella
drt@bellcow.com

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Agenda

- Geo-Mapping: Get on the Map
- Mobile Services and Patron Patterns
- Case Studies
- Additional Resources

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Geo-Mapping

Location → Activity → Time

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Location-Based Social Networks

Claim Library Directory Listings

- Google Places
- Facebook Places
- Yelp
- Foursquare



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Google Places



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Facebook Places



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Location-Based Social Networks



Exercise - Demo

- Enter Library Name, City in chat window
- Search Google Places
 - Is it listed?
 - Is it owned?
- Search Yelp
 - Listed?
 - Claimed?

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What do we use our mobile phones for?

Dining	Entertainment	Games
Maps/Search	Music	News
Video	Weather	

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Location-Based Social Networks

Front Door to our Library is 6 inches²

91% of mobile internet access is to socialize...
...compared to 79% on desktops

By 2014, mobile internet should take over desktop internet usage

Infographic from Microsoft Tag

Reflection of the Mobile Demographic

30% of smartphone owners accessed social networks via mobile devices

One half of all local searches are performed on mobile devices

Women aged 35-54 are the most active group in mobile socialization

Infographic from Microsoft Tag

2011 Study on Mobile Phone Use

- Are we reflective of the general population?
- Of our users?

What do people use their mobile phones for?

Games	61%
Weather	55%
Maps / Search	50%
Social Networking	49%
Music	42%
News	36%
Entertainment	33%
Dining	25%
Video	21%

Infographic from Microsoft Tag

Location-Based Social Networks

Tweet – Meeting of Time & Space



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Geotag Flickr Photos



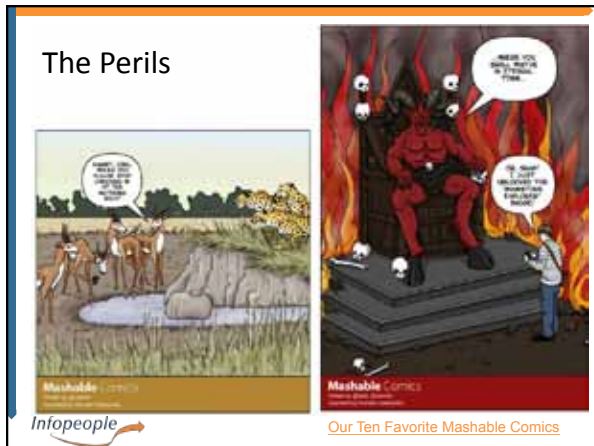
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The reach of an octopus



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Location-Based Social Networks







Location-Based Social Networks

Library Anywhere

- Find a library in the area
- Search the catalog
- Select item
- Enter barcode & pin
- Place a hold
- Manage your account



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Location, Location, Location



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Location-Based Social Networks



