

**Text Chat Transcript from April 24 Webinar:
People are talking about you...but do you know what they're saying?**

Eileen O'Shea:Hi everybody! Welcome!

Eileen O'Shea:that book: <http://www.amazon.com/Future-Reputation-Gossip-Privacy-Internet/dp/0300144229>

Tamara Stoker:Negative Yelp comment

Alison Scroggins:Negative comments :(

Heather McLeland-Wieser:do it regularly.

Carolina Fernandez:all good stuff

Eileen O'Shea:so far just normal stuff

patrick franks:no

Carolina Fernandez:relief

Kalyca Schultz:I have a Google alert set.

Rhonda Jessup:I have it in my Google Reader feed and in my Google news alerts

David Dodd:Yes--interesting negative post on Yelp.

Lisa Pavlock:just the usual so far

Bill Reed:No

Larissa Moebs:Google alert - good idea ^_^

David Dodd:I have a google alert set up...very helpful.

Nancy Tucker:LOL

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Eileen O'Shea:lol

Carolina Fernandez:good one

Kimberley Sherry:how do you set up a google alert?

Carolina Fernandez:posting it on my facebook

Stacy Tynan:I have calls from people who search for rockford library and find my number and call and don't realize I am Rockford IOWA not IL

Kalyca Schultz:I have an alert set for the college (weacademic library)

Elizabeth Greenfield:not applicable to mine - a private law library

Kalyca Schultz:(we're obvs an academic library) as well, so I can keep up with everything on camppus.

Shari Lambert:Stacy- I have the same thing!

Kalyca Schultz:And press releases as well.

Rhonda Jessup:One of our staff loves TweetDeck. We have found some interesting stuff!

Eileen O'Shea:that link: <http://stevefarnsworth.wordpress.com/2013/01/03/top-20-free-social-media-monitoring-tools-for-2013/>

Heather McLeland-Wieser:we use hootsuite plus various alerts

[Eileen O'Shea:google walsk you through setting up alerts: http://www.google.com/alerts](http://www.google.com/alerts)

Eileen O'Shea:actually they WALK you though it. :-)

Eileen O'Shea:I find they bring up a lot of ringers

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Heather McLeland-Wieser:Google alerts has recently been serving up alot of older mentions.

Kalyca Schultz:Is there a better product that does the same thing better then?

Kalyca Schultz::-(

Carolina Fernandez:no clue

Andrew Spires:yup

Heather McLeland-Wieser:yes.
just trying it out right now

Rebecca Forth:yes

Christie Smith:not familiar with klout

Cherise Mead 2:for personal use

Eileen O'Shea:heard of it

Madeline Pena:Nope

Heather Crozier:heard of it at least

patrick franks:How does google alert work for your libraries?

Larissa Moebs:heard of it, but haven't investigates

Diane Romm:No

Lisa Pavlock:not familiar

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Jessica Brawner:I've looked at it.

Michelle Waddy:nope

Evena Shu:Nopw

Courtney Bennett:personal Klout score 55!

Eileen O'Shea:klout: <http://klout.com/home>

Eileen O'Shea:I'm only 47 :-(

Gwen MacDonald:Missed the welcome.
From Sioux Lookout ON (Northwestern Ontario) and we still have lots of
snow and the temp is plus 3C
(37F)

Eileen O'Shea::-)

Sumiye Sugawara:Hi Gwen

Kalyca Schultz:We don't have one.

cheryl shelton:nope

Susan Ochs:nope

Christie Smith:we don't have one

Carolina Fernandez:our virtual librarian does

Gwen MacDonald:Hi Sumiye - learning something new!
:)

Heather McLeland-Wieser:yes

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Eileen O'Shea:uh oh. don't have one.

Rhonda Jessup:we do

Diane Romm:How do you add your library to Wikipedia?

Carolina Fernandez:I will

Tamara Stoker:Yes :)

Kalyca Schultz:My library--Brown Library at VA Western Comm Coll--is often confused with Brown University.

David Dodd:You need to become a Wikipedia editor.

David Dodd:Easy enough.

Diane Romm:Thanks David

Kalyca Schultz:Brown University's library, I mean.

Carolina Fernandez:so lucky!!! our Yelp reviews are extremely positive

Christie Smith:We have a marketing person (not me); I am responsible for updating facebook & Twitter. Wouldn't it be wise to have our marketing person write a wikipedia page, rather than me?

Michelle Waddy:went to couple different of mention sites and our library is completely absent

Heather McLeland-Wieser:Our Yelp entries tend to be totally skewed by our famous building.

Gets old frankly but we get lots of reviews :)

Michelle Waddy:well we are on wikipedia

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Heather McLeland-Wieser:Christie - write it yourself.
You are the expert on what you offer not the marketing person

Elizabeth Greenfield:Yelp is easily manipulated

Kimberley Sherry:lol My work Klout score is 10, but my personal is 43

David Dodd:45 klout...

Christie Smith:Heather, I am not the expert
I am a work-study student that works 12 hours a week.

Connie kwan:We are not in Yelp or on Wikipedia

Heather McLeland-Wieser:Christie - then one of your librarians should be
writing the article.

Heather McLeland-Wieser:And monitoring it.

Eileen O'Shea:Infopeople's Twitter feed has a Klout score of 46

Kimberley Sherry:We had a negative facebook post, my boss addressed
headon by thanking the person for letting us know there was a problem and
asking them to come discuss it further

Kalyca Schultz:How are you checking other people's Klout score? I only
saw where it made me login.

Kalyca Schultz:Kalissa

Kalyca Schultz:Ah ok thanks!

Keith Belton:http://en.wikipedia.org/wiki/Streisand_effect

Rhonda Jessup:It is corny to say but a complaint is a gift. I would rather
they were talking about it through social media where I can respond to it

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[Carolina Fernandez:customers like when you own up to your mistakes and repsond timely](#)

Laura Solomon:#amazonfail

Kalyca Schultz:Nope

Christine Minx:no

David Dodd:nope

elizabeth khaled:that is so wrong

Christine Minx:yikes!

Eileen O'Shea:here's the story: <http://blog.seattlepi.com/amazon/2009/04/13/amazonfail-an-inside-look-at-what-happened/>

Larissa Moebs:assume the worst

[patrick franks:I think you need a quality person of integrity monitoring your library on these social networks.](#)
[You should not put anybody in this position.](#)
[Anybody you choose may post silly stuff on the page that could draw some the negative criticism as well.](#)

Kalyca Schultz:Personal Klout= 47, no listing for my library, 42 for campus.

Heather McLeland-Wieser:We had a porn complaint that started on our FB page and ended up on local media.

We moved it off line but it wouldn't stay there!

Kimberley Sherry:We are having trouble connecting to student.

We had a poll on our FB page last week for National Library Week and the response was dismal, even with the hope of school swag

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Stacy Tynan:give something away as a prize for posting

Carolina Fernandez:PERHAPS CONNECT VIA TEXT?

Heather McLeland-Wieser:we ask questions all the time.

What is your favorite XYZ?

Ask people to help us develop a list on a topic

Kalyca Schultz:Just keep truckin and trying to engage--it builds over time.
Promote that you have a facebook page in blog, newsletter, other channels.

Courtney Bennett:last week...in general i've found "social media engagement" for businesses is REALLY low when there is any kind of emergency in the news (Hurricane Sandy and the Boston Bombings for recent example)

Nancy Tucker:market the FB poll in library instruction?

Carolina Fernandez:teens seem to use their phones more for texting and web browsing than talking

Kimberley Sherry:Great ideas!

Thanks!

Courtney Bennett:careful when running facebook contests: <http://socialmouths.com/blog/2012/09/04/facebook-contests-mistakes>

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[Eileen O'Shea:great infographic on internet trolls: http://mashable.com/2013/02/10/internet-trolls/](http://mashable.com/2013/02/10/internet-trolls/)

[Heather McLeland-Wieser:so one we struggle with is how to track use of our blogs.](#)

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[We have 2 and we think they are popular but can't get really good results](#)

Gwen MacDonald:Will there be a way to get a copy of the presentation as well as the chat?

Rebecca Forth:Can anyone help with a practical issue on Klout?
I want to see my personal Klout score, but am only able to see our library Klout score., no matter how many times I log out and try to log back in as myself.

Heather McLeland-Wieser:internally hosted wordpress

Jessica Brawner:I have the same problem with blogs

Eileen O'Shea:yes, we will post the text chat, the archives and the slides here: <http://infopeople.org/training/people-are-talking-about-you>

Kalyca Schultz:Rebecca, go to Google advanced search, and enter klout.com as domain searched.

Kimberley Sherry:lol I'm sitting her looking at the "Doing Social media so it matters" book

Gwen MacDonald:Thanks!

Kalyca Schultz:Enter your name in search term then.

Rebecca Forth:Will do, thanks!

Christine Minx:Regarding Yelp: Is it good etiquette to respond with a "thanks" for good reviews?

patrick franks:Is your book offered at the ala bookstore?

Eileen O'Shea:I've seen that on tripadvisor...

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patrick franks:ok thanks

Michelle Waddy:is there any books that focus on pinterest

Rebecca Forth:Thank you!!!

Heather McLeland-Wieser:thank you.

Carolina Fernandez:great info. I'm passing on a lot of this to our virtual librarian and PR person

Rebecca Forth:There are many

Elizabeth Greenfield:Your programs are always so good!

Gwen MacDonald:Yes, thanks - interesting talk and discussions.

Christie Smith:Thank you for the guidance and infomation with regards to social media.

Madeline Pena:Thank you Laura and InfoPeople! Great info!

Larissa Moebs:Thank you, Laura
(and Eileen/Infopeople) - really interesting!

Kimberley Sherry:Pinterest is evil and totally wonderfully addicting

Diane Romm:Very informative. Many thanks!

Katherine Adelberg:Thanks everyone!

Bill Reed:Thanks for the "do's" and "don't's"!!

Nancy Tucker:Thank you, Laura

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Tamara Stoker:Thanks Laura! This was very helpful and a really great presentation :)

Walter Cook:fantastic presentation!

Donna Mikeluk:Thank you Laura

Courtney Bennett:thanks Laura!

Maggie Block:thanks!

David Dodd:Thanks!

Heather Crozier:Thank you, Laura- you're so helpful!

Carolina Fernandez:thanks!!!

Kalyca Schultz:Thank you, Laura! Have to go do virtual reference now!

Michelle Waddy:thank you so much and love your book

Kendra Lacarte:Great!
Thanks!

patrick franks:thank yo laura good info

Becky Brewer:Did she say Rabblemouth?

Eileen O'Shea:https://survey.qualtrics.com/SE/?SID=SV_daJzZ4Rtq3VDZpr

Eileen O'Shea:rebel mouse

[Becky Brewer:Thanks.](#)

Madeline Pena:<https://www.rebelmouse.com/>

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Laura Solomon:Thanks all!

Malla Ramkishun:Thank you.