

Social Media Use

Please let us know how you are using social media today at your library.

*** = Required**

***1. Name of Library:**

***2. Contact Person:**

***3. Contact Email:**

4. I work at

- Academic Library
- Public Library
- K-12 School Library
- Special Library

5. My title/main responsibility at my library is:

- Library Director/Librarian
- Public Relations/Marketing/Communications
- Children/Youth Services
- Reference/Research
- Technology/Web Services
- Other

Other (please specify)

6. My library uses the following types of Social Media applications to promote and market library services:

	Yes, use	Planning to use	No, need training	No, not using
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs/Blogging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second Life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos Sharing (Flickr, Smug Mug, Picasa)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online Videos (YouTube, Vimeo, TeacherTube)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Four Square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

7. My library uses the following social media/web 2.0 tools:

	Yes, use	Planning to use	No, need training	No, not using
Social bookmarking (ex. Delicious)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social cataloging for books (LibraryThing, Goodreads)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social news aggregator (Redditt, Digg)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter aggregator (Tweetsearch, Tweetdeck)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcasting/iTunes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wikis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meebo/IM (Instant messaging)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ning/Google/Yahoo Groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google Apps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

8. Do you think Social Media tools are important for marketing and promoting library services?

- Yes
- No
- Somewhat

Please briefly comment.

9. What does your library use Social Media/Web 2.0 tools for? (check all that apply)

- Promoting general library services
- Marketing specific adult programs/services
- Provide quick updates to users
- Marketing specific children/youth programs/services
- Reach new audience of potential users Issue press releases
- Book discussions/groups
- Friends of the Library Information
- Contests
- Other (add in box below)

Other (please specify)

10. Are you targeting a specific age group with social media/Web 2.0 tools? (Choose all that apply)

- Under 18
- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- Over 65

Other (please specify)

11. Please share the link(s) to your library's social media and/or Web 2.0 website/feed/stream:

Facebook:

Twitter:

Blog:

Wiki:

Other:

12. Does your library have (or plan to have) a website or other services geared for use by mobile devices?

- Have a mobile website
- Planning a mobile website
- Wondering what we should do about mobile devices
- Have not yet planned for that yet

13. What kind of training in Social Media, Web 2.0 tools, and/or Mobile access would you like for yourself and library staff?

14. What else would you like to share?

Thank you for participating in this social media survey! You will be redirected to the Maine State Library "For Libraries" web page.