



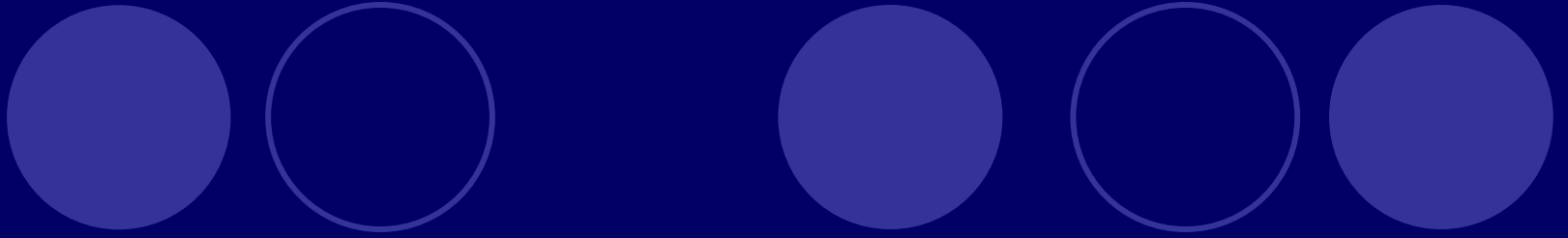
Online Marketing for Academic Libraries

Sarah Houghton-Jan, MA, MLIS

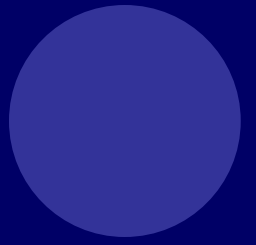
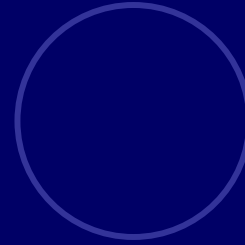
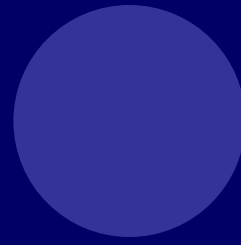
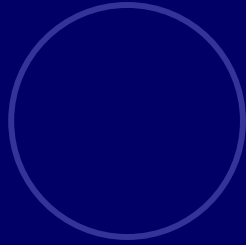
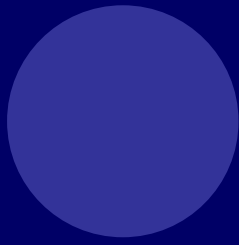
Digital Futures Manager for the San Jose Public Library

Author of LibrarianInBlack.net

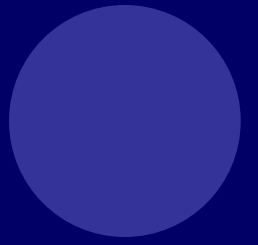
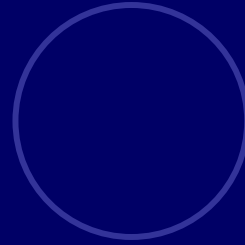
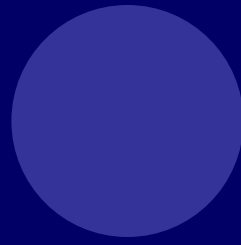
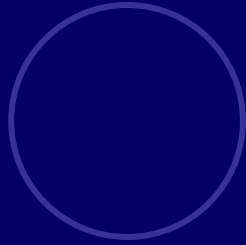
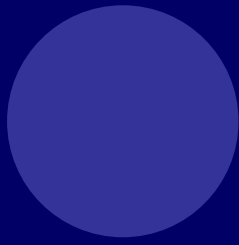
This presentation will be available at LibrarianInBlack.net



Connecting users with library services

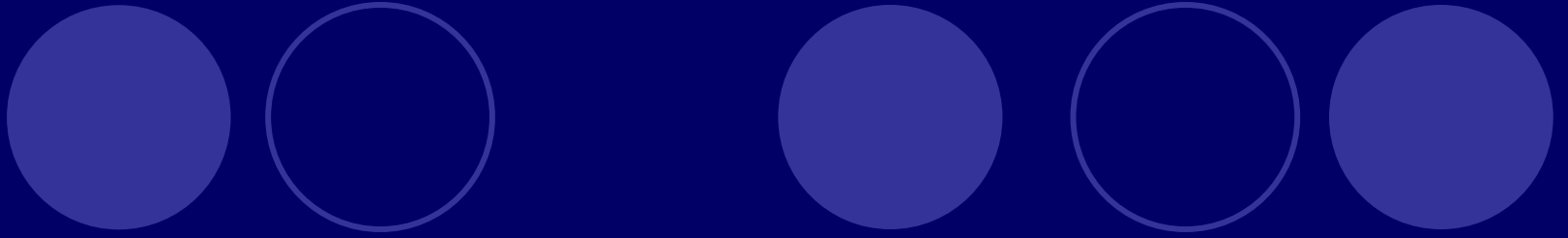


Connecting users with library staff



Online everyone's
customers are your
customers (university-related or not).

Suck it up.



Everything in today's
presentation is free
unless you see this: (\$)

Where do people look for addresses and phone numbers?

Make sure you're in:

- ◆ AskCity
- ◆ Yahoo! Local
- ◆ Google Maps
- ◆ Microsoft Live Search Maps



Not Just a Map...

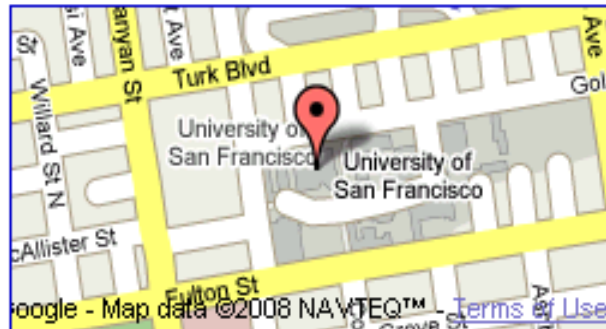
Richard A Gleeson Library

[Write a review](#)

2130 Fulton St
San Francisco, CA 94117
(415) 422-6167

Get Directions: [To here](#) - [From here](#)

[Edit](#) New!



Overview

[Reviews](#)

[Photos & Videos \(1\)](#)

[Web Pages \(9\)](#)

Web Pages

[University of San Francisco \(USF\) - USF Home](#)

USFnews. Working the gardens, April Action: Day of Service, Reflection USF students worked in Golden Gate Park for University Ministry's April Action, removing overgrown blackberry ...

www.usfca.edu/

[ACRL - ACRL Dr. EJ Josey Spectrum Scholar Mentor Program](#)

... The goal of this new program is to link participating **library** school students and newly graduated librarians, who are of American Indian/Alaska

Added info



[See photo »](#)

Get Listed in Library Directories



LIBWEB



Libraries411.com

Search Engine Findability

- ◆ Search major search engines for variations on your library's name
- ◆ Ensure that site is at the top
- ◆ Use major, minor, and metasearch engines
- ◆ Buy ads: Google AdWords, Yahoo! Smart Ads, Microsoft adCenter (\$)
- ◆ Website search engine optimization (!!!!) (\$)

URLs



- ◆ Have a short easy to remember URL
SpringfieldULibrary.edu vs.
SpringfieldUniversity.edu/Library
- ◆ Register multiple domain names (\$)
SpringfieldULibrary.edu
SpringfieldUniversityLibrary.edu
SUL.edu
+ .org, .com, .net, .info

Community Events Calendars

List library events and services in local community websites and calendars

- AmericanTowns.com
- CanadaEventsCalendar
- BookSaleScout.com
- Artsopolis.com
- Upcoming.org
- Eventful
- Craigslist (maybe \$)
- YourEventHub.com
- ImThere.com
- Going.com
- Down2Night.com
- BusyTonight.com
- Zvents
- LibraryThing Local

Eventful

Training for the Internet and Library Catalog



Darn... No image provided. [Add one!](#)

When

Jun 6, 2008 2:00 pm (Friday)

Where

[San Francisco Main Public Library](#) (map)

100 Larkin Street (at Grove)
San Francisco, California 94102-4733

Who

No performers specified

[\(add performer\)](#)

What

San Francisco Public Library Training for the Internet and Library Catalog (Ins...

Craigslist

7/1: Survivor's Yau-Man @ the Hercules Library! (hercules, pinole, san pablo, el sob)

Reply to: event-706545129@craigslist.org

Date: 2008-06-03, 1:57PM PDT

Survivor's Yau-Man Visits the Hercules Library!

Tuesday, July 1, 7 p.m.

Come meet Yau-Man Chan, one of the most popular contestants ever on the hit CBS television show Survivor! Yau-Man appeared in both Survivor: Fiji and Survivor: Micronesia. Find out how the show was filmed, the competition among the cast members, the many challenges he faced, and what life is like after the show!

please [flag](#) with care:

[miscategorized](#)

[prohibited](#)

[spam/overpost](#)

[best of craigslist](#)

LibraryThing Local

LibraryThing BETA

Language: English

What's on your bookshelf?
Over twenty-five million books on members' shelves

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LibraryThing Local

Become a [LibraryThing member](#) to do more with LibraryThing Local:

- Add your favorite bookstores and libraries
- Keep track of interesting events
- Connecting with friends, and more.

san jose, ca

Venues

Show: **All** | [Bookstore](#) | [Fair/Festival](#) | [Library](#) | [Other](#)

Biblioteca Latinoamericana Branch (San José Public Library) (0.5 miles)

921 South First St., San José, CA 95110

Fanime Con ~ San Jose McEnery Convention Center (1.3 miles)

150 W. San Carlos St., San Jose, CA 95113

Dr. Martin Luther King, Jr. Library (1.5 miles)

150 E. San Fernando St., San Jose, CA 95112-3580

Upcoming events



Dr. Martin Luther King, Jr. Library: Celebrating Jazz -- Photographs of an American Art Form Exhibit (April 1 at 09:00am)

SJ Jazz presents a photo exhibition by four outstanding photographers. Andy Nozaka has been photographing jazz musicians since 1963, he has photographed jazz giants such as Dizzy Gillespie, James Moody, Louis Armstrong, Max Roach and Miles Davis just to name a few. Peter Maiden is a well known Salsa ... [\(more\)](#)

Added by [sanjoselibraries](#).

Dr. Martin Luther King, Jr. Library: SJ Jazz Speaker Series with Orrin Keepnews (April 1 at 7:00pm)

Mr. Keepnews will be talking about the history and changing forms of Jazz. Orrin Keepnews is one of the most respected of all jazz producers. He has been involved in a countless number of important record dates. In addition to his work as a producer, Keepnews has written many liner notes and occasional ... [\(more\)](#)

[Event webpage](#)

Added by [sanjoselibraries](#).

Dr. Martin Luther King, Jr. Library: First Thursdays' Series - Struggle for Social Justice (April 3 at 7:30pm)

[Alma Garcia and Francisco Jimenez](#) discusses *Mexican American Community Builders: The Struggle for Social Justice*.

Find venues

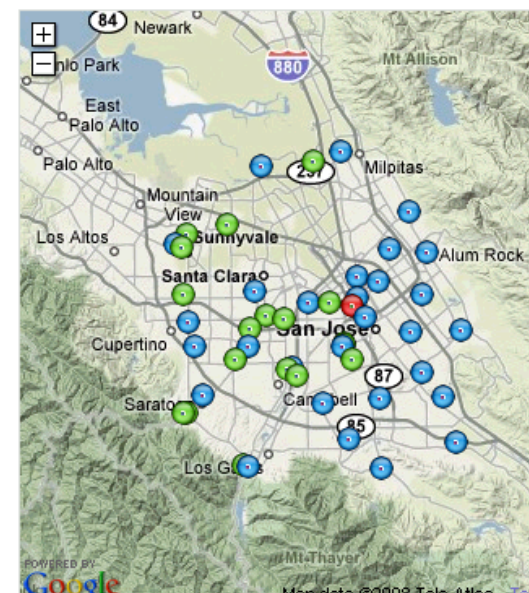
by location | by name

san jose, ca

10 miles

address or postal code

hide map



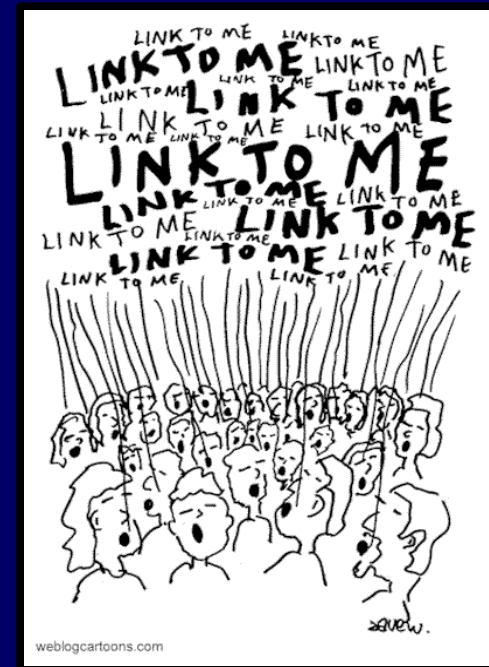
Link Love

Ensure that your library has a presence on local websites.

- ◆ Are you linked to in the right places?

- schools
- adult education centers
- community groups
- local book stores






- ◆ Find out! In Google & Yahoo!
link:YourLibraryURLHere



Wikipedia

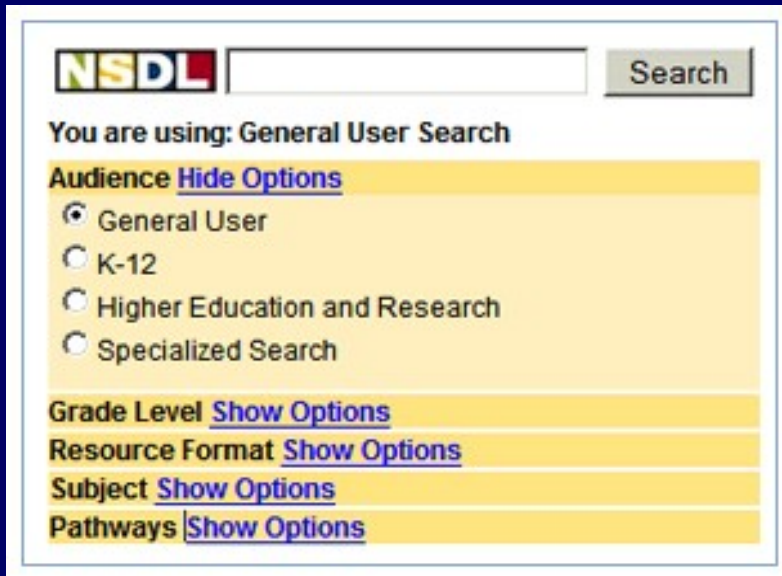
- ◆ List your library in Wikipedia on your town, county, and university entries.
 - External Links
 - Main Text
 - Talk yourself **UP!**

External links

- San Rafael, California is at coordinates  37.983256, -122.523694
- [Official website of the City of San Rafael](#) 
- [San Rafael Chamber of Commerce](#) 
- [San Rafael Public Library](#) 
- [Civic Center Library](#) 

iGoogle Gadgets

Create a search gadget for your catalog



NSDL

You are using: General User Search

Audience [Hide Options](#)

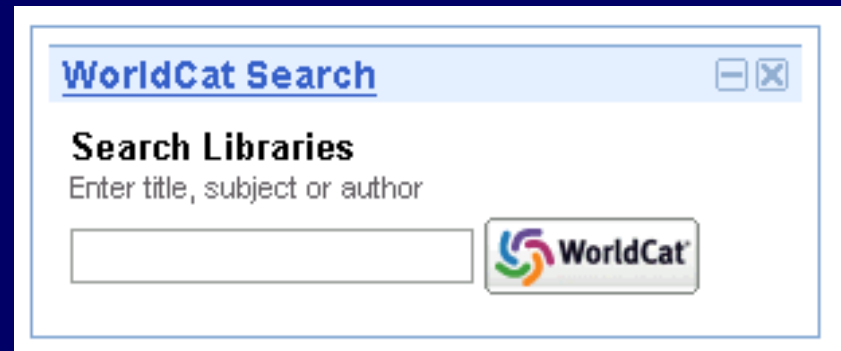
- General User
- K-12
- Higher Education and Research
- Specialized Search

Grade Level [Show Options](#)

Resource Format [Show Options](#)


Subject [Show Options](#)

Pathways [Show Options](#)



WorldCat Search

Search Libraries
Enter title, subject or author



Blog Search Engines

*Make sure library blogs are listed
in blog search engines.*

- ◆ **Feed Submitter** submits your feed to multiple sites.
- ◆ Robin Good's list of where to submit your blog & feed: <http://www.masternewmedia.org/rss/top55/>
- ◆ 20 Essential Blog Directories to Submit Your Blog To: <http://tinyurl.com/2xf2xz>
- ◆ RSS Specifications list of where to submit your feed: <http://www.rss-specifications.com/rss-submission.htm>

Feed Submitter

Submit your RSS feed to multiple sites for free

[Home](#) [Submit your RSS feed](#)

 [Subscribe to feed](#)

Submit your RSS feed

Feedsubmitter submits your RSS feed to [several searchengines and aggregators](#) at once. This saves you time. Just enter your email and feed URL below and click 'ok'.

Feed URL:

Your Email:

OK

Cancel

PAGES

[Add your service to Feedsubmitter.com](#)

[List of sites we're submitting to](#)
[Submit your RSS feed](#)

RECENT ARTICLES

[How to submit RSS feeds \(and other things\) to Google](#)

February 27, 2007 in [Resources](#)

You can submit content to Google a few different ways, some of them are very unknown. The official page with "all the options". And here is my list: [Google Sitemaps](#) (login required) [Google ...](#)

[Other great resources](#)

February 27, 2007 in [Resources](#)

[Rss Specifications: list of sites to submit RSS feeds](#)

[Feedsubmitter.com relaunched](#)

February 26, 2007 in [News](#)

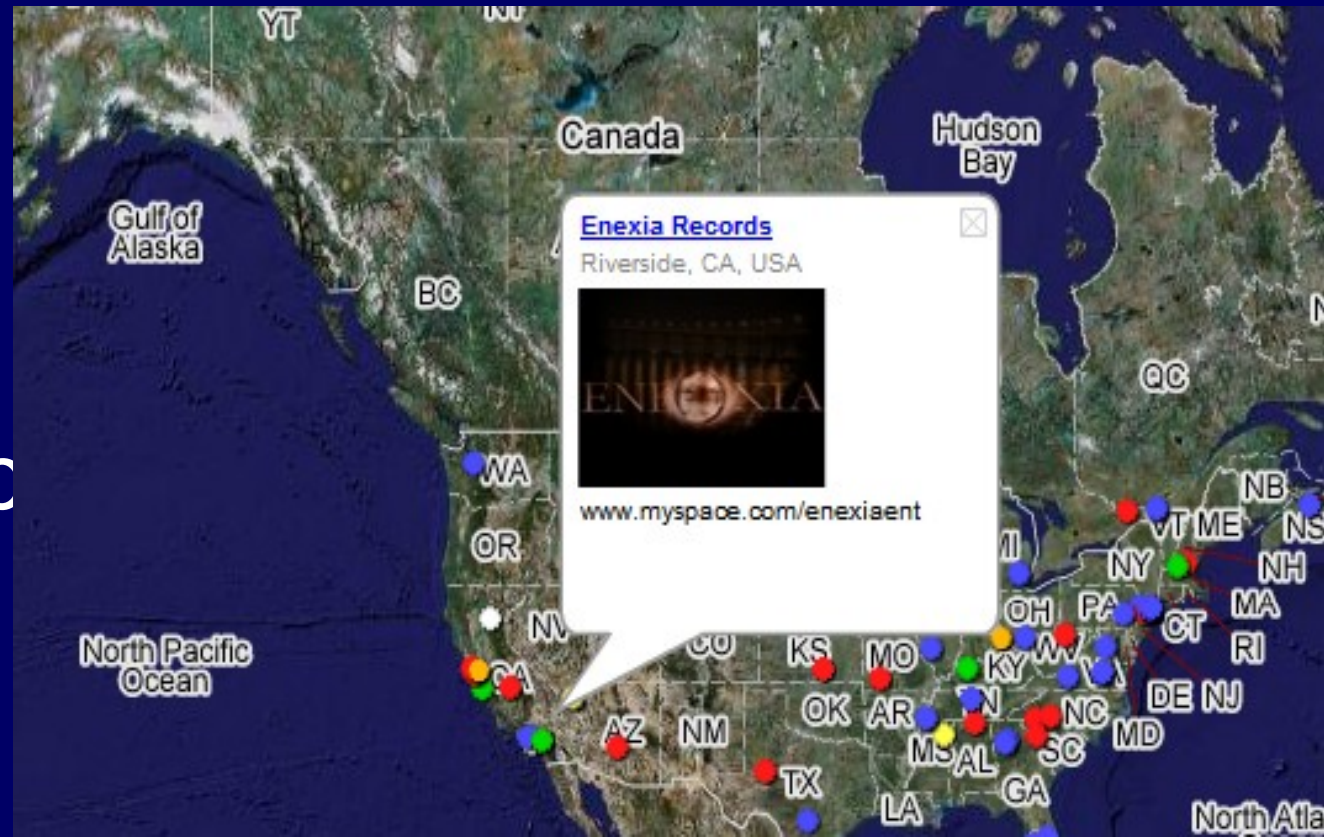
I wrote Feedsubmitter over two years ago and have not done much with it since. When I recently checked the log files, I almost fell over - over 120 000 people have used feedsubmitter to ...

Search

Blog Geo Search Engines

List your library's blogs on geographic blog search engines.

- ◆ Frappr
- ◆ FeedMap
- ◆ Blogwise
- ◆ gFeedMap



Social Review Websites

What are your customers saying about you?

- ◆ CitySearch
- ◆ InsiderPages
- ◆ JudysBook
- ◆ Yelp
- ◆ Local2Me



Gleeson Library

★★★★☆ based on 2 reviews

Categories: [Libraries](#), [Colleges & Universities](#) [Edit]

Neighborhood: Western Addition/NOPA
University of San Francisco
2130 Fulton St
San Francisco, CA 94117
www.usfca.edu/library

[Edit Business Info](#)



[Add Photos](#)

[First to Review](#)



Shawn C.

[Send to Friend](#)

[Bookmark](#)

[Send to Phone](#)

[Write a Review](#)

[Print version](#)

You Might Also Consider

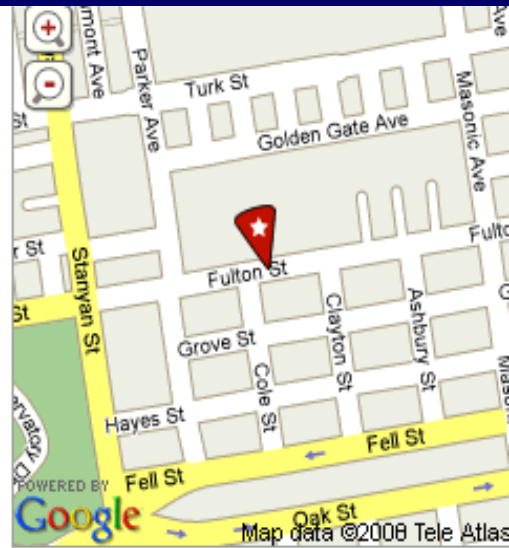
Sponsored Result

Academy of Art University

★★★★☆ 56 reviews

Neighborhood: SOMA

"I'm such a dork, I love school. I feel like I've gained so much in the MFA program. Most of the professors that I had were very encouraging..." [read more >](#)



[View Larger Map/Directions >](#)

Browse Nearby:

[Restaurants](#) | [Nightlife](#) | [Shopping](#) | [Coffee](#) | [All](#)

Hot and New

The Sentinel

★★★★☆ 11 reviews

Neighborhood: SOMA

Bissap Baobab

★★★★☆ 292 reviews

Neighborhood: Mission

Bourbon & Branch

★★★★☆ 730 reviews

Neighborhood: Civic Center/Tenderloin

Dosa

★★★★☆ 737 reviews

Neighborhood: Mission

1550 Hyde Cafe & Wine Bar

2 Reviews for Gleeson Library

[Search Reviews](#)

Sort by: [Recent + Votes](#) | [Time](#) ▲ | [Rating](#)



2
11

★★★★★

10/27/2007

The best building on campus!

Shawn C.

San Francisco, CA

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)



Elite '08
67
70

★★★★☆

12/02/2007

BO-RING!! Not only is place dead as fuck and filled with losers who like to get "good grades", but I can't even get any work done as there's way too many people to check out and judge. Plus, all I

Brandon D.

Dr. Martin Luther King Jr. Library



based on 89 reviews [Rating Details](#) »

Category: [Libraries](#) [\[Edit\]](#)

150 E. San Fernando Street
San Jose, CA 95112



(408) 808-2000



www.sjlibrary.org/about/location...

89!

Social Networking Sites

- ◆ What do your students, faculty, and staff use?
- ◆ MySpace, Facebook, Flickr, Ning, and others?
- ◆ Profiles – then what?
- ◆ Bulletins, flyers, groups, photos, notifications, wall alerts, etc. (some \$)
- ◆ Facebook applications (search options!)

*Library Success Wiki entry on
Social Networking Software*

Search

Applications edit

- Parking Wars
- (Lil) Green Patch
- Send Good Karma
- Vampires
- Addicted to The Office
- Pandora
- ▼ more

Santa Clara University -- Heafey Law Library

◀ Browse more Organizations



Location: 500 El Camino Real
Santa Clara, CA, 95050

Phone: 408-554-4452

Mon - Thurs: 8:00 am - 12:00 am
 Fri: 8:00 am - 10:00 pm
 Sat: 9:00 am - 10:00 pm
 Sun: 9:00 am - 12:00 am

Become a Fan

Share

▼ Fans
6 of 134 fans [See All](#)



Sterling Henderson



Fortuna Davinson



Shadie Parivar



David Brian Holt

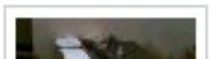


Carly Roden



Jennifer Kristen Lee

▼ Photos
4 fan photos [See All](#)



Search



Applications

edit

- Parking Wars
- Scrabulous
- (Lil) Green Patch
- Vampires
- Send Good Karma
- Pandora
- Free Gifts

▼ more

 Durham University Library

◀ Browse More Applications



The Durham University Library widget provides quick access to the Library catalogue and its resources within Facebook.

Please reply here if you have suggestions or find any problems, or send me an email if you prefer: library.webmaster@durham.ac.uk

Facebook is providing links to these applications as a courtesy, and makes no representations regarding the applications or any information related to them. Any questions regarding an application should be directed to the developer.

▼ Discussion Board

Displaying 1 discussion topic

[Start New Topic](#) | [See All](#)**I'm an alumni student can I still get on here?**

3 posts by 2 people. Updated on Nov 27, 2007 at 8:01 AM.

▼ Reviews

[Write Review](#) | [See All](#)

▼ The Wall

No one has said anything...yet.

This application can be added to your Facebook account.

[➔ Add Application](#)
[Become a Fan](#)[Share with Friends](#)[No Updates](#)[Block Application](#)

About this Application

Users:

2 daily active users

1% of total

Category

Education

This application was **not** developed by Facebook.

About the Developer



Andrew Preater
(Durham)

▼ Fans

6 fans

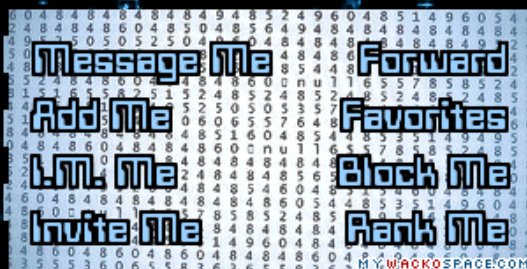
[See All](#)

OurLibrary



"Everyone has time to read.
You just have to give up
insane things like eating and
sleeping."

View My: [Pics](#) | [Videos](#)



MySpace URL:

<http://www.myspace.com/ourlibrary>



Contra Costa County Library

Bringing Teens and Ideas Together

OurLibrary's Latest Blog Entry [\[Subscribe to this Blog\]](#)

[Hilarious Video!](#) [\(view more\)](#)

[Make Your Friends Laugh](#) [\(view more\)](#)

[Win a \\$50 Gift Card to Guitar Center!](#) [\(view more\)](#)

[Valentine Sorrow](#) [\(view more\)](#)

[The Perfect Gift](#) [\(view more\)](#)

[\[View All Blog Entries\]](#)

OurLibrary's Blurbs

About me:

Contra Costa County Library is a one-stop shop for everything that teens need.



For your school life we've got the info, you need to do your work, 26 places for you to do it, and free tutors online to make it easy.

For your real life we've got access to endless hours of free entertainment: free



Georgia State University Library's photostream

pro

Sets | Tags | Archives | Favorites | Profile



**Sneak Peek
Reception for
faculty...**

40 photos



**Grand Opening
Event 11-15-07**

45 photos



**Other
(Non-Transformation)
Renovation...**



**Library South
Transformed**

1 photo



**Library North
Transformed**

19 photos



**Library North 1
& 2
Transformation.**

..



**Opening Day
LN 1&2**

16 photos



Links

80 photos



**Library North
1st Floor**

100 photos



**Library North
2nd Floor**

86 photos



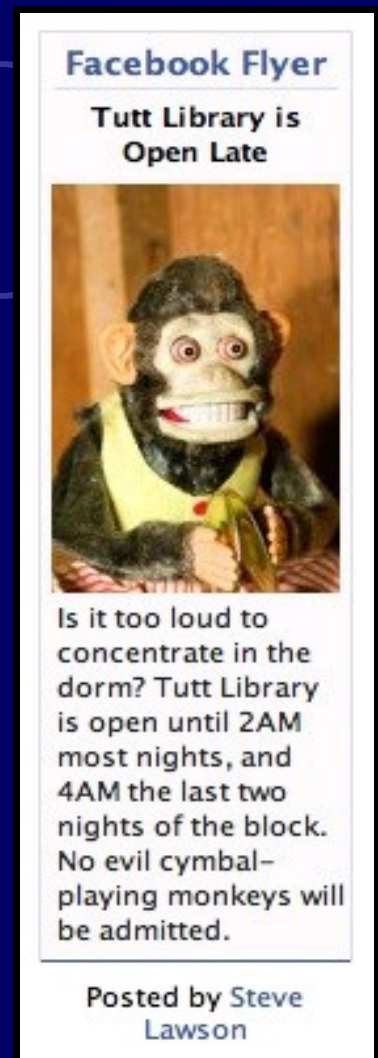
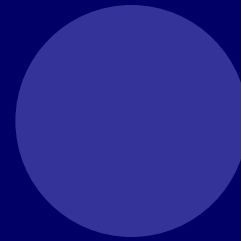
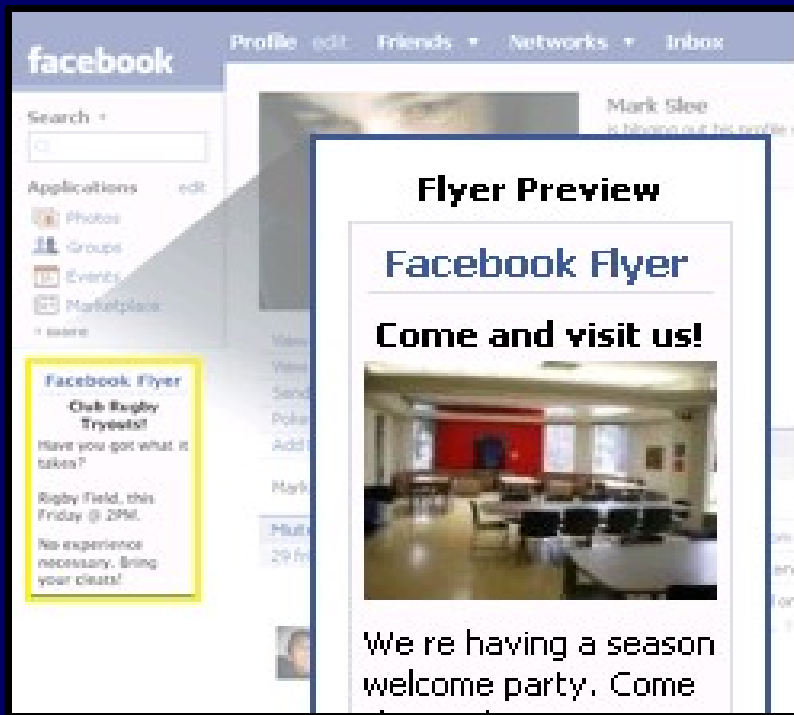
**Library North
3rd Floor**

30 photos



**Library North
4th Floor**

26 photos



Tuttle Library

Facebook Flyer image by Steve Lawson:
<http://www.flickr.com/photos/tuttlelibrary/154657720>

Mount Saint Vincent University Library

Facebook Flyer image by Stanislav Orlav:
<http://www.cla.ca/divisions/cacul/regenerations/2008/01/libraries-on-facebook-should-we-or.html>

\$10 = 5000

**Facebook Flyers to
targeted audiences**

WiFi Directories

List your library in Free WiFi directories.

- ◆ WiFiFreeSpot
- ◆ WiFiHotSpotList
- ◆ WiFi411
- ◆ WiFinder
- ◆ JiWire
- ◆ Wi-Fi Zone



Local Blogs and Forums

- ◆ Monitor your community and offer info
- ◆ How to find local blogs
 - Blogs by City
 - Blogdigger local
 - Metroblogging
 - feedmap

Also consider: technology and continuing ed boards and Google and Yahoo local groups

Interacting – Be Real

- ◆ Initial entry should be gentle and slow ... observe first
- ◆ Identify yourself
- ◆ Don't intrude—but be available
- ◆ Have authentic interactions
- ◆ Don't be heavy handed
- ◆ Show what you know



Expert Sites

List your staff as experts in various free expert-finding tools (maybe you'll earn \$!)

- AllExperts.com
- Ziki
- Illumio
- Qunu
- Yedda
- FAQQLY
- Otavo
- Yahoo Answers



Answer Board Librarians

[Home](#) | [Discussion Forum](#) | [What's New](#) | [Members](#) | [To-Dos](#) | [Invite](#)

[Join This Wiki](#)

Already
Signed

Search this wiki



wiki pages

- ▼ Slam the Boards!
 - Participating Librarians
 - Signing Up
 - Press/Hype
 - Tips on participating
 - Can't Make 9/10?
 - Remote Library Resources
 - After the event
 - Chat and Networking
 - Getting Recognition From the

Add page

top contributors

Ads by Google

Library Degree

Accredited School
Librarianship Degrees
Online at APU!
apu.edu/SchoolLibrarianship

Librarian Jobs

Welcome! Wikis are websites that everyone can build together. It's easy!

EasyEdit



Edit tags

Email page

[\(what's this?\)](#)

Slam the Boards!

The next "Slam" is Thursday, April 10, 2008.

BACKGROUND:

Very briefly, "Slam the Boards" is an attempt to get reference librarians to provide answers on popular "[Answer Board](#)" sites like Yahoo Answers, WikiAnswers, AskV... We also make it clear that the questions have been answered by librarians. This gives us the opportunity to demonstrate our question-answering skills to users who may not realize that librarians provide reference services. For more information, see the original posting below.

Let's make "Slam the Boards!" monthly (9/17/07)

(Scroll down for the original "Slam the Boards" posting from August)

OK, it's one week later. Still answering questions? Any answers turning into "Best Answers?" Just a few thoughts that have come along:

Recurrence

Let's keep this thing going!

The comments I've seen and received seem to suggest that a lot of librarians would like to make "Slam the Boards" a regular event. A couple of people have suggested monthly. So let's do it.

In the interest of making things easy to remember, I suggest that the 10th of each month be "Slam the Boards" day. That way it'll naturally rotate days of the week (and a weekend now & then). Remember, if you can't make the specific day, then pick up questions when you can. The idea is to stay involved and promote reference services.

Let's also be realistic...we all put a lot of time into the 9/10 event, which was a great way to announce ourselves, with some folks answering well over 25 questions. We

Email and RSS Subscriptions

Push out as much information as possible via e-mail and RSS

- ◆ Invest in newsletter software (maybe \$)
- ◆ Get email addresses from ILS?
- ◆ Have paper sign-ups and promotions
- ◆ Catalog/account info updates
- ◆ Blog updates
- ◆ Calendar/events updates

Virtual Reality Connections

Consider being present in Second Life and other online games and environments.

- ◆ Second Life Info Island
- ◆ World of Warcraft



<http://libraryplayground.wordpress.com/2007/02/11/hamilton-city-of-the-future/>



http://htgg2.stanford.edu/archives/2007/09/teaching_in_wor.html



<http://flickr.com/photos/photolibraries/2318759571/>



http://static.flickr.com/93/262303907_1cb0a7d0dc.jpg

Instant Messaging

For more and more customers, IM is a primary method of communication.

- ◆ It's not new.
- ◆ It's free, easy, and has a huge ROI.
- ◆ Choose an easy-to-remember screen name.
- ◆ Advertise, Advertise, Advertise.

Text Messaging

- ◆ Cell phones and SMS are now more popular than ever
- ◆ Offer both circulation notices and reference services via SMS (\$)



Text Messaging Reference

Txt a Science Librarian

Ask From Anywhere Anytime

Text Messaging Number - The Text Message reference phone number is available on [this webpage](#) to Yale students, faculty, and staff only. Be sure to add us to your speed dial list! If accessing from off-campus, first log in through the [VPN/Proxy network](#). Please include your yale.edu email address in your text message.

Hours- Text messages will be responded to as soon as possible. Staff are available to answer text messages from **12:00 pm to 5:00 pm on weekdays**. If a message is received off hours, a response will be sent by the following business day. If you do not receive a response as soon as you would like, try our [IM](#) service, call us at 432-3439, or see other options at [Ask a Reference Question](#). A [Library-wide Instant Messaging reference service](#) is available for longer hours.

Information- This service is ideal for simple questions that require brief answers. See [Ask a Reference Question](#) for in-depth questions.

Replies will be sent as text messages from [our phone #](#) (we use an Apple iPhone to provide this service). Concise responses may include abbreviations and common shorthand. If longer responses are necessary, an email may be sent to the address you provided.

This text messaging service is intended to assist the science related academic research, library help, and information needs of the students, faculty, and staff of Yale University only. See [Ask a Librarian](#) for general questions.

Interactive Website

- ◆ Can people register for library cards?
- ◆ Can customers share their opinions about library services?
- ◆ Can customers rate and review items?
- ◆ Can customers have an online library identity?



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- login
- my comments
- my book lists
- my author alerts



find a good book

- search for books
- fiction
- mysteries/thrillers/suspense
- romance
- science fiction/fantasy/horror
- nonfiction
- graphic novels

new titles

book clubs

listen to books

research books & authors

what we're reading

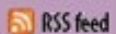
Spirit Car: Journey to a Dakota Past



Intrigued by the story that her mother spent two years at an Indian boarding sch...
[more]

more titles...

blog



Twin Cities Book Festival
Saturday, October 13, 2007
10:00 am to 5:00 pm
Minneapolis Community & Technical College

The read more...(0 comments)
posted by Sharon M. on Oct 9

BookSpace eNews



about bookspace

©Hennepin County Library
We welcome your comments and suggestions.

featured list

Black Voices



more titles from this list...

readers' lists

see all lists or share yours...

Must Love Dogs or Cats

Contributed by Kim B



more titles from this list...

book event



Author! Author! Maureen Millea Smith

Augsburg Park Library
Tuesday, Oct. 16, 7 p.m.

Friends' annual meeting at 6:45 p.m. precedes Edina Library librarian Millea Smith reading from her first novel, "When Charlotte Comes Home." This Minnesota Book Award-winning novel deals with unspoken and unrequited love, loss of life and innocence, changing times and personal identity.

more book events...

Make audio and video findable

Upload or list video with:

- ◆ YouTube
- ◆ Google Video
- ◆ BlipTV
- ◆ Blinkx
- ◆ SingingFish
- ◆ TeacherTube.com

Upload or list audio with:

- ◆ Yahoo Podcasts
- ◆ Podcast.net
- ◆ Podcast Alley
- ◆ Digital Podcast
- ◆ Podscope
- ◆ iTunes
- ◆ Odeo
- ◆ SingingFish

For more sites see:
<http://www.podcast411.com/page2.html>

Three Nifty Tools for Audio and Video

- Everyzing (\$)
 - Turns audio and video files into text
 - Search Engine Optimization for audio and video content
- TextAloud (\$)
 - Turns text into audio files
- Odiogo
 - Turns text into audio files
 - “Listen” button and embedded player for blogs

What are people saying about you?

To find blog posts, news stories, video, audio, and more that mention your library, use:

- ◆ Google News
- ◆ Yahoo News
- ◆ Ice Rocket
- ◆ Technorati
- ◆ Feedster
- ◆ Bloglines
- ◆ YouTube
- ◆ Flickr



Chitter on Twitter

The Twitter logo, featuring the word "twitter" in a lowercase, rounded, blue font with a white outline, set against a light blue rectangular background.

- ◆ Updates - Microblogging
- ◆ Be clear about what you're sending
 - Upcoming events?
 - New resources?

Guide to Twitter in Libraries by Ellyssa Kroski:
<http://oedb.org/blogs/ilibrarian/2007/a-guide-to-twitter-in-libraries/>

Lunar & Planetary Institute Library



LPI_Library

Following

TODAY, Fri., June 6, 3:30 PM Jim Zimbelman Precision Topography Applied to Problems in Planetary Geomorphology <http://twurl.nl/uw8rx2> #LPI

about 3 hours ago from web



Skype now lets you set-up your mobile number as your caller-id. Very nice. #Skype



about 3 hours ago from web

Carnival of Space #57 is live <http://twurl.nl/st178i> about 4 hours ago from web



Open course, Frontiers and Controversies in Astrophysics with Professor Charles Bailyn <http://twurl.nl/krgvmi> #Astronomy about 4 hours ago from web



Used an event microformat in New & Noteworthy this week, for the book auction. Works for everyone? Problems? <http://twurl.nl/l6r3g4> #LPI 10:29 AM June 05, 2008 from web



Both Recent Additions to the Collection and New and Noteworthy have been updated. <http://twurl.nl/gz27j8> #LPI 04:03 PM June 04, 2008 from web



Welcome LPI Summer Interns. <http://twurl.nl/1yagmq> #LPI 02:13 PM June 03, 2008 from web



Fri June 6, 2008, 3:30 PM Jim Zimbelman Precision Topography Applied to Problems in Planetary Geomorphology <http://twurl.nl/y2qrp0> #LPI 10:36 AM June 02, 2008 from web



PostScript version of the FGDC Digital Cartographic Standard for Geologic Map Symbolization is now available <http://twurl.nl/g4keqc> #FGDC 10:11 AM June 02, 2008 from



About

Name LPI_Library

Location Houston, Texas

Web <http://www.lpi.us...>

Bio The Library collection is primarily astronomy and geology.

Actions

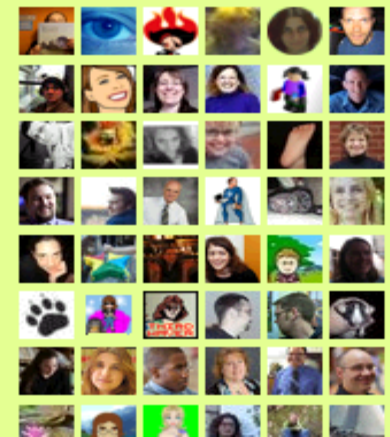
[message](#) LPI_Library

[nudge](#) LPI_Library

Stats

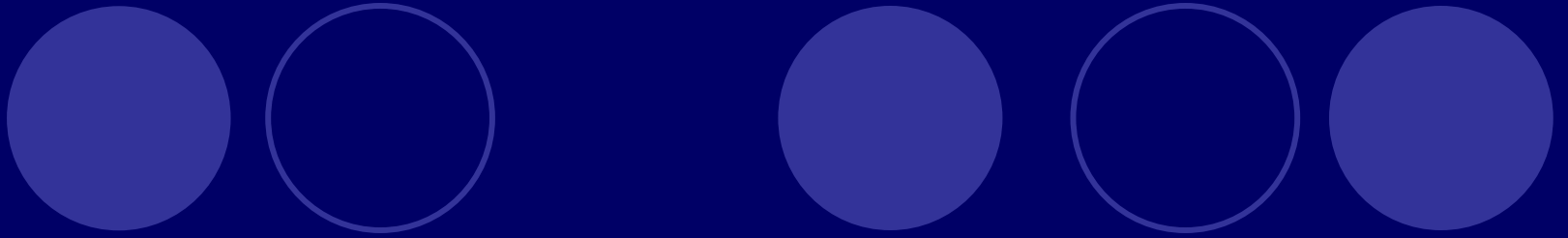
Following	119
Followers	248
Favorites	1
Updates	351

Following



And life goes on...

- ◆ Develop an online marketing plan with a budget of dollars and staff hours.
- ◆ Start with the easy things that you only have to do once.
- ◆ Move on to things that require maintenance.
- ◆ Duplicate content in multiple forums (Facebook, blog, Twitter) to save time.
- ◆ Keep your eyes open for new opportunities.



The list *will* go on...

and on...

and on...

Take it one day at a time.



Questions?

Sarah Houghton-Jan

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