Social Media and Mobile Technologies

Figure 45: Public Library Systems Use of Social Media Technologies		
	Overall Public Libraries	
	Internal Library Use (e.g., staff training, development, communication)	External Library Use (e.g., communicating with library users, general publics, marketing)
Social Media Technologies		
Communication (e.g., Blogger, WordPress, Vox, Twitter)	21.6% (n=1,546)	45.6% (n=3,256)
Social networking (e.g., Facebook, hi5)	25.4% (n=1,816)	70.7% (n=5,052)
Collaboration (e.g., PBWorks, Wetpaint)	12.3% (n=878)	8.2% (n=585)
Bookmarking (e.g., CiteULike, Delicious, GoogleReader)	14.9% (n=1,067)	8.1% (n=577)
News (e.g., Digg, Mixx, Newsvine)	6.4% (n=455)	6.0% (n=428)
Video Sharing (e.g., YouTube, Vimeo, Openfilm)	16.1% (n=1,149)	27.5% (n=1,966)
Photography (e.g., Flickr, Zoomr)	20.6% (n=1,475)	37.3% (n=2,665)
Location (e.g., Foursquare, Facebook places)	10.6% (n=757)	19.0% (n=1,360)
Events (e.g., Meetup.com, Eventful)	13.0% (n=930)	14.9% (n=1,068)
Will not total 100%, as categories are not mutually exclusive		

Figure 45 shows that the majority of public libraries now use some form of social media to connect with external publics. The most prevalent of these technologies is social media sites such as Facebook, which are used by 70.7 percent of public libraries in general, 78.4 percent of urban libraries, 78.6 of suburban libraries, and 64.9 percent of rural libraries. However, social media has not been embraced as much for internal communication, with only 25.4 percent of libraries using social networking services for this form of communication.

Figure 46: Public Library Systems Use of Social Media Technologies		
	Urban Public Libraries	
	Internal Library Use (e.g., staff training, development, communication)	External Library Use (e.g., communicating with library users, general publics, marketing)
Social Media Technologies		
Communication (e.g., Blogger, WordPress, Vox, Twitter)	38.9% (n=183)	73.6% (n=347)
Social networking (e.g., Facebook, hi5)	26.4% (n=125)	78.4% (n=369)
Collaboration (e.g., PBWorks, Wetpaint)	22.6% (n=106)	14.4% (n=68)
Bookmarking (e.g., CiteULike, Delicious, GoogleReader)	19.7% (n=93)	11.1% (n=52)
News (e.g., Digg, Mixx, Newsvine)	8.2% (n=39)	8.7% (n=41)
Video Sharing (e.g., YouTube, Vimeo, Openfilm)	26.4% (n=125)	49.0% (n=231)
Photography (e.g., Flickr, Zoomr)	29.8% (n=140)	57.2% (n=270)
Location (e.g., Foursquare, Facebook places)	12.0% (n=57)	27.9% (n=131)
Events (e.g., Meetup.com, Eventful)	13.9% (n=66)	18.8% (n=88)
Will not total 100%, as categories are not mutually exclusive		

Figure 47: Public Library Systems Use of Social Media Technologies	Suburban Public Libraries	
	Internal Library Use (e.g., staff training, development, communication)	External Library Use (e.g., communicating with library users, general publics, marketing)
Social Media Technologies		
Communication (e.g., Blogger, WordPress, Vox, Twitter)	23.9% (n=611)	54.3% (n=1,387)
Social networking (e.g., Facebook, hi5)	23.9% (n=611)	78.6% (n=2,009)
Collaboration (e.g., PBWorks, Wetpaint)	15.7% (n=400)	7.1% (n=182)
Bookmarking (e.g., CiteULike, Delicious, GoogleReader)	15.5% (n=397)	7.6% (n=193)
News (e.g., Digg, Mixx, Newsvine)	5.2% (n=132)	3.9% (n=100)
Video Sharing (e.g., YouTube, Vimeo, Openfilm)	16.1% (n=411)	33.7% (n=862)
Photography (e.g., Flickr, Zoomr)	21.0% (n=536)	39.3% (n=1,005)
Location (e.g., Foursquare, Facebook places)	8.7% (n=222)	19.9% (n=508)
Events (e.g., Meetup.com, Eventful)	15.0% (n=383)	17.6% (n=450)
Will not total 100%, as categories are not mutually exclusive		

Figure 48: Public Library Systems Use of Social Media Technologies		
	Rural Public Libraries	
	Internal Library Use (e.g., staff training, development, communication)	External Library Use (e.g., communicating with library users, general publics, marketing)
Social Media Technologies		
Communication (e.g., Blogger, WordPress, Vox, Twitter)	18.2% (n=751)	37.0% (n=1,522)
Social networking (e.g., Facebook, hi5)	26.2% (n=1,080)	64.9% (n=2,674)
Collaboration (e.g., PBWorks, Wetpaint)	14.0% (n=577)	8.1% (n=335)
Bookmarking (e.g., CiteULike, Delicious, GoogleReader)	6.9% (n=284)	8.1% (n=332)
News (e.g., Digg, Mixx, Newsvine)	38.4% (n=1,777)	7.0% (n=287)
Video Sharing (e.g., YouTube, Vimeo, Openfilm)	14.9% (n=613)	21.2% (n=873)
Photography (e.g., Flickr, Zoomr)	19.4% (n=799)	33.8% (n=1,391)
Location (e.g., Foursquare, Facebook places)	11.6% (n=479)	17.5% (n=721)
Events (e.g., Meetup.com, Eventful)	11.7% (n=482)	12.9% (n=529)
Will not total 100%, as categories are not mutually exclusive		

Figure 49: Public Library Systems that Make Use of Mobile Technology

Mobile Technologies	Metropolitan Status			
	Urban	Suburban	Rural	Overall
The library's website is optimized for mobile device access	36.1% (n=177)	19.3% (n=526)	9.3% (n=464)	14.2% (n=1,166)
The library has developed smartphone apps for access to library services and content	27.8% (n=136)	9.7% (n=265)	3.7% (n=185)	7.2% (n=586)
The library uses scanned codes for access to library services and content	31.9% (n=156)	17.8% (n=486)	6.5% (n=323)	11.8% (n=966)
Library does not make use of mobile technologies	35.2% (n=172)	61.9% (n=1,687)	82.3% (n=4,089)	72.7% (n=5,948)
Other	8.3% (n=41)	6.7% (n=182)	2.8% (n=138)	4.4% (n=361)
Will not total 100%, as respondents could select more than one option				

Public libraries are slowly beginning to adopt mobile web services. The majority of public libraries (72.7 percent) do not make use of make use of such technologies, but urban libraries have shown greater progress than suburban and rural libraries. 36.1 percent of urban libraries have optimized their websites for mobile device access, while only 19.3 percent of suburban libraries and 9.3 percent of rural libraries have done so.