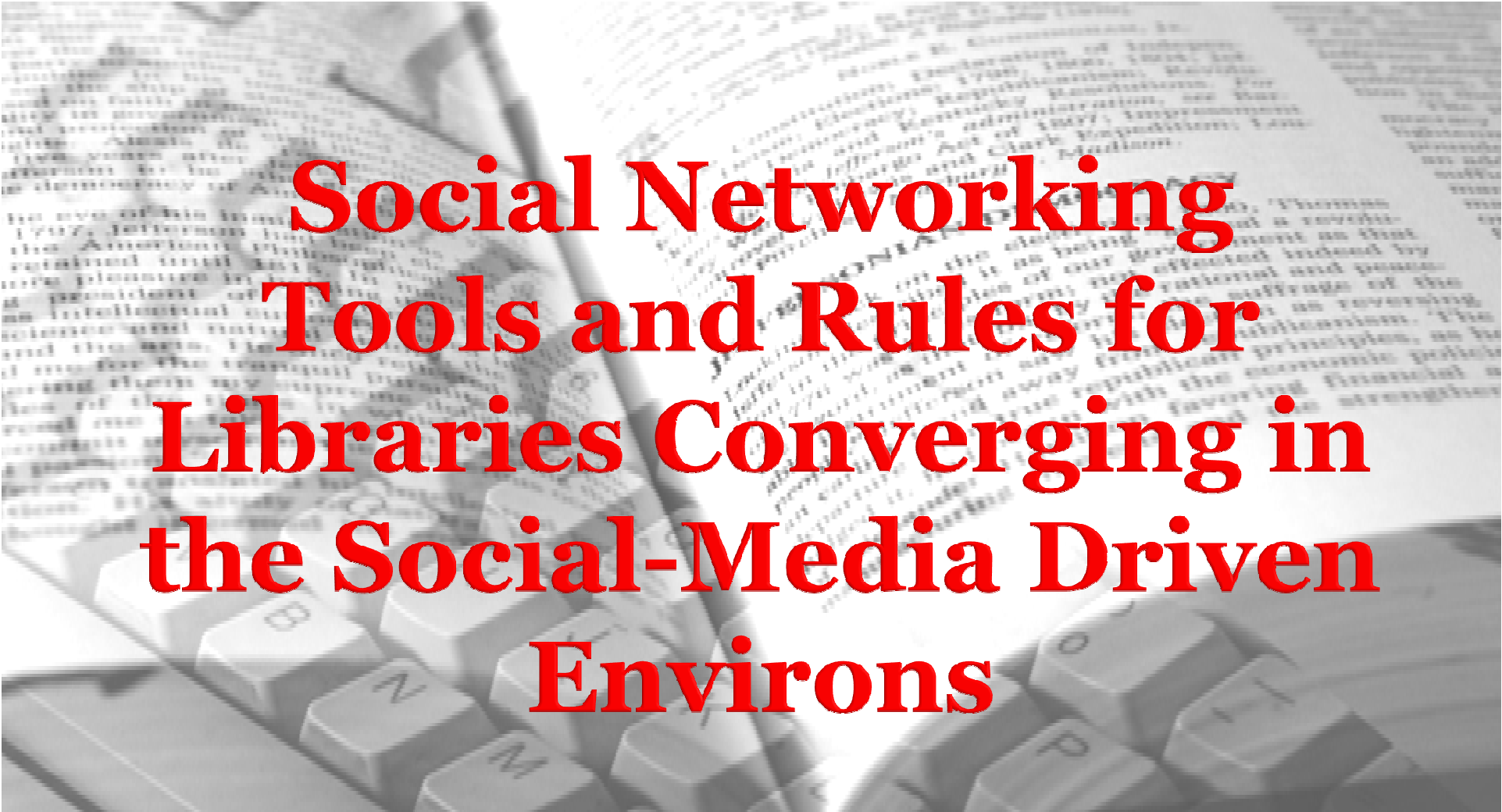




Social Networking Tools and Rules for Libraries Converging in the Social-Media Driven Environs

Reysa C. Alenzuela

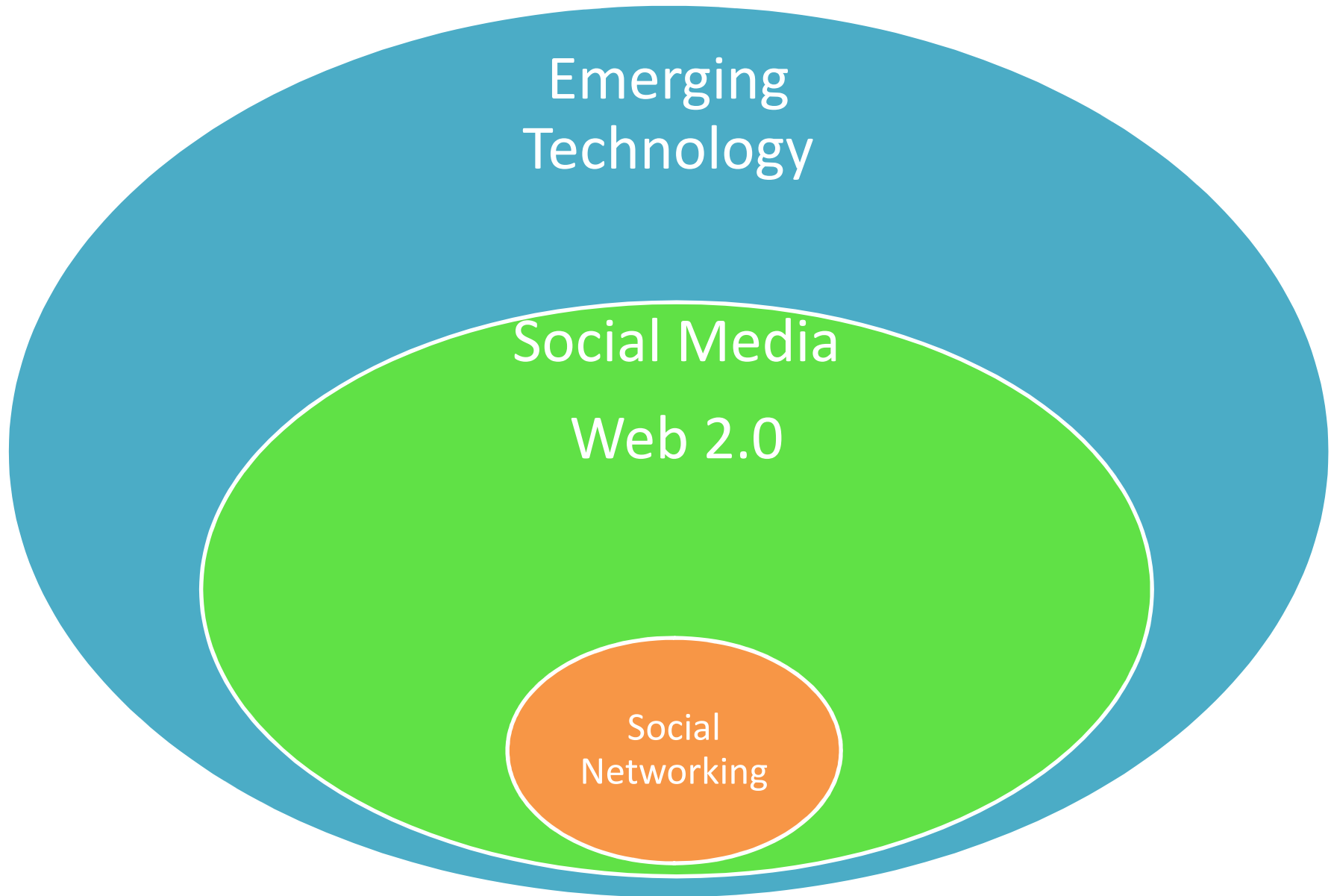
Director

Thomas Jefferson Information Center

OBJECTIVES

1. Provide an overview of Social Networking and its relation to other Social Media;
2. Present demographics of social networking in the Philippine environs;
3. Underscore the salient features of social networking sites in the Philippines;
4. Share a summary of working guidelines on how to effectively use social networking tools to enhance delivery of information, pull the interest of audiences, engage users/ researchers in discussion and promote learning.

The Social Media Environs



Emerging Technology



- significant technological developments
- broach new territory in significant way in their field

Social Media

✓ highly accessible

✓ scalable publishing technologies



Web 2.0

- second wave of Web technologies
- interactive
- easy-to-use

Web 2 Icons



Social Networking

The background of the slide is an abstract composition of intersecting lines in various shades of blue and green, creating a sense of depth and movement. Scattered throughout this geometric pattern are several white silhouettes of human figures in various poses, suggesting a network of people or a community.

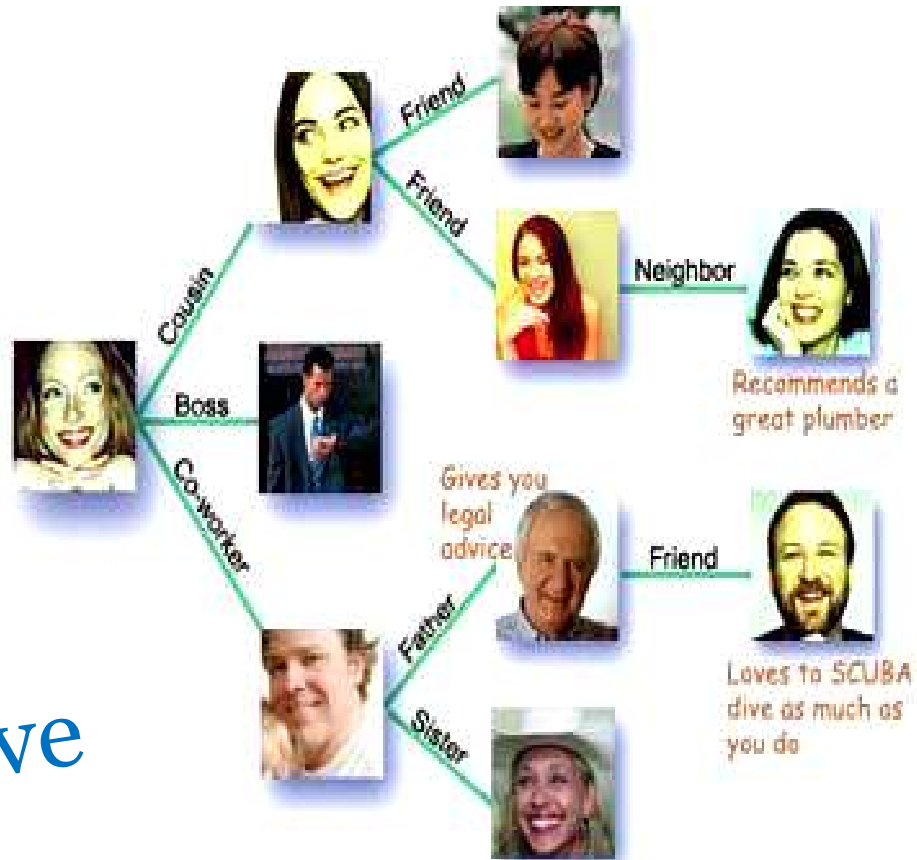
- an online place where a user can create a profile and build a personal network
- connects
- communities with a common interest

The Platform

👉 Interactive

👉 Participative

👉 Engaging



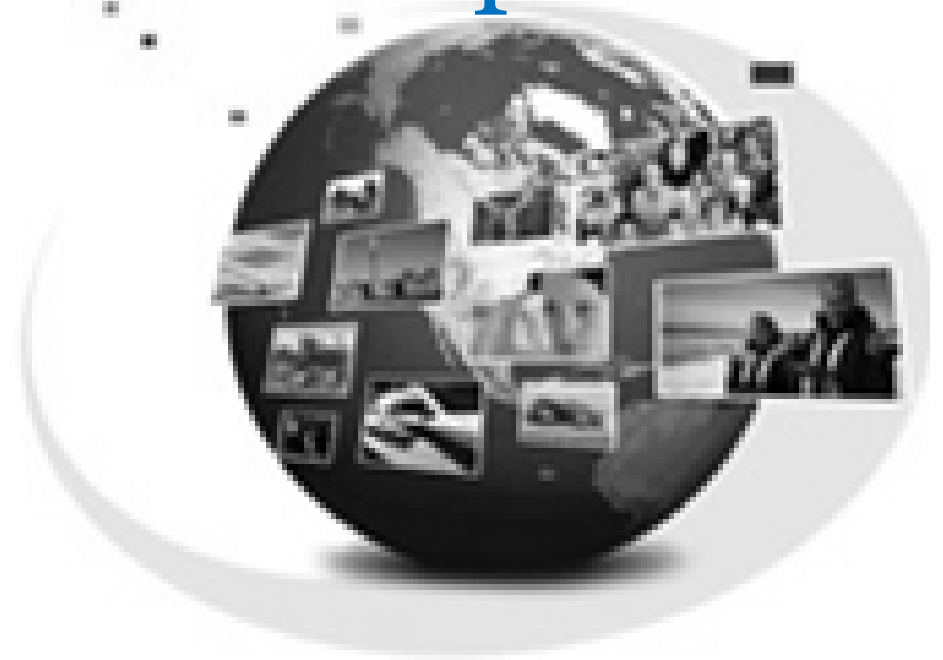
Types of Social Media Tools

- **Social Networking**
- **Wikis**
- **Blogs or Weblogs**
- **Microblogging**
- **Social Bookmarking**
- **Podcasting**
- **SMS and Instant Messaging (IM)**
- **LibraryThing**
- **Photo Sharing**
- **Audio & Video Sharing**

breitcsutoras.com

Environmental Scanning

👉 24.5% or 24 million Filipinos
use the internet



Royal Canadian Mounted Police
Gendarmes royales du Canada

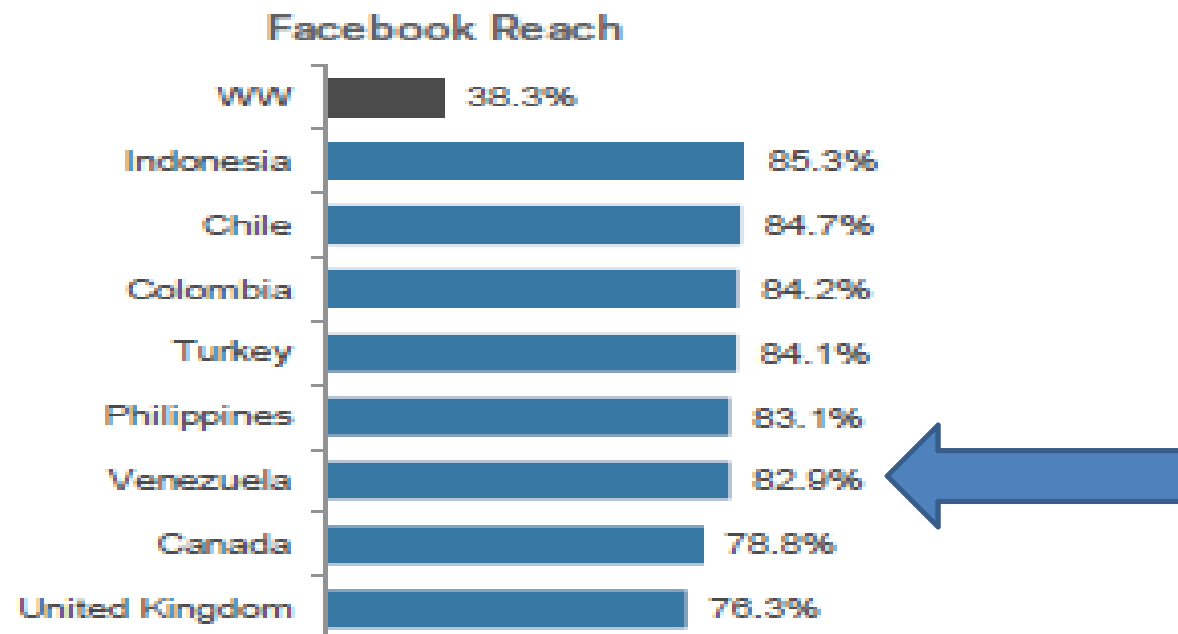
Can

Demographics

SOCIAL NETWORKING – EMERGING REGIONS

Indonesia, Chile and Colombia Lead All Countries in Facebook Penetration, With More Than 84% of Web Users in Those Countries Using the Social Network

Countries with Highest Facebook Penetration, December 2009



Source: ComScore, Inc.: [http:// www.comscore.com](http://www.comscore.com)

Top 3 Social Networking Sites in the Philippines

- Facebook
- Friendster
- Multiply

facebook,friendster,multiply,myspace,hi5

Search Trends

Tip: Use commas to compare multiple search terms.

Searches [Websites](#)

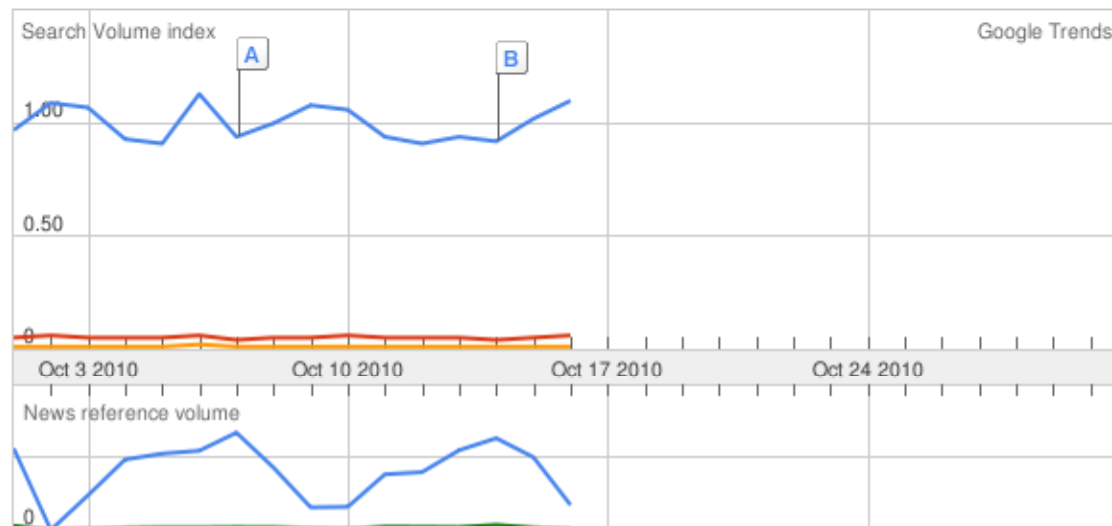
Philippines

All subregions

Oct 2010

Scale is based on the average traffic of **facebook** from Philippines in Oct 2010. [Learn more](#)

facebook 1.00 friendster 0.05 multiply 0.01 myspace 0 hi5 0



[Facebook unveils 'groups'](#)
Straits Times - Oct 7 2010

[TechBytes: Bing Facebook](#)
ABC News - Oct 14 2010

[More news results »](#)

Rank by facebook

Subregions

- [Misamis Oriental](#), Philippines
- [Manila](#), Philippines
- [Cebu](#), Philippines

Cities

- Quezon City, Philippines
- Cagayan De Oro, Philippines
- Makati, Philippines
- Manila, Philippines
- Cebu, Philippines

Languages

- Finnish
- Tagalog
- English

[Export this page as a CSV file](#)

Google Trends provides insights into broad search patterns. Please keep in mind that several approximations are used when computing these results.

facebook

10 Largest Countries Using Facebook

1.	United States	128,936,800
2.	United Kingdom	27,020,020
3.	Indonesia	26,277,000
4.	Turkey	22,924,780
5.	France	19,351,420
6.	Italy	16,858,340
7.	Canada	15,756,400
8.	Philippines	15,284,460
9.	Mexico	13,788,560
10.	India	11,534,480

👉 Philippines is among the top 5 countries for Facebook reach.

👉 Facebook has overtaken Friendster to capture the avid social networkers of Southeast Asia.

Total Users

% Online Population

Zoom Out



Users

43460 128936800

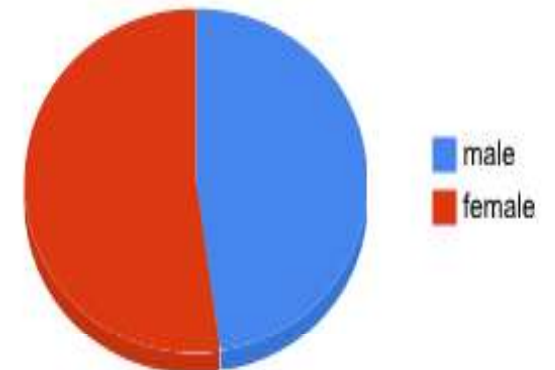
Not Pictured: Hong Kong, Maldives, Palestine, Singapore, Taiwan

Country Audience: 15,284,460

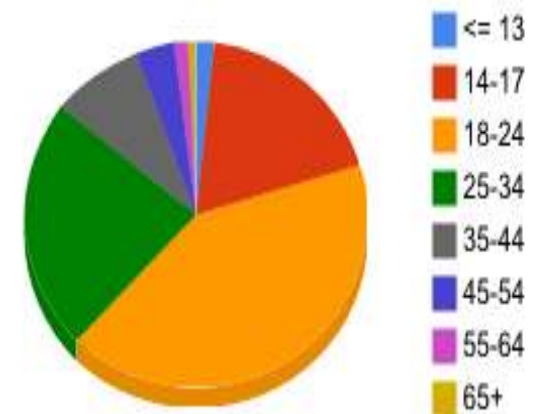
Percent of Global Audience: 3.13%

2077 retweet

Philippines Male / Female



Philippines Age Distribution





Salient Features

- ✓ It enables developers to create their own applications, which provides an ever-growing list of applications to use with it.
- ✓ Increasing in popularity for users over age of thirty.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Salient Features

- ✓ Page vs. Group
- ✓ Visibility
- ✓ Insights

[Apps](#)
[Blogs](#)
[Forums](#)
[Gifts](#)
[Groups](#)
[Mobile](#)
[3D Scenes](#)
[Classifieds](#)
[Yahoo Updates](#)


Who's Viewed Me?

New Messages

New Comments

New Birthdays

Personalize your URL

Send Money

Suggestions



Try Yahoo! Mail!



Classifieds



Shooting Game



Strategy Game



Tell your friends what you're doing right now...

what should i ponder on?

Apr 1, 10:55 PM 0 [View All](#)

Activity Stream

[All Events ▾](#)



Black is now friends with **amika kaori**

Yesterday 12:43 PM



Rosemarie Mogote Canson — Long time no friendster...

Wed 11:43 AM

Write a comment...



Angelie Yelo-Bachoco changed her primary photo...

Mon 12:26 PM



Salient Features

- More structured approach
- Has videos, forums, games
- Privacy – “Two Degrees”

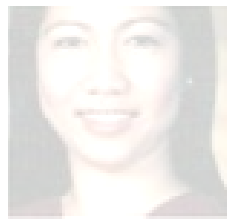


Who's Viewed Me (100)

since 12/26/09

More structured approach

Viewing profiles anonymously: **No** [Change settings](#)



Rosemarie

32, Married

[Send a Gift](#)

[Send Message](#)

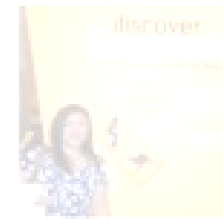


mS.xSeLoXaH

17, Single

[Send a Gift](#)

[Send Message](#)

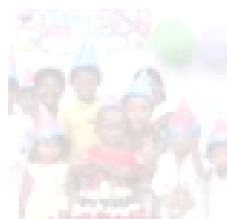


arlene

41, Single

[Send a Gift](#)

[Send Message](#)



cheryl

30, Married

[Send a Gift](#)

[Send Message](#)

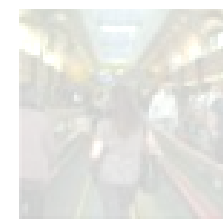


Jay Ver

60, It's
Complicated

[Send a Gift](#)

[Send Message](#)

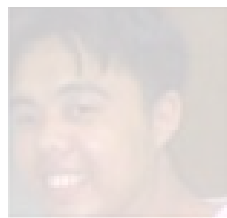


Catherine

35, Married

[Send a Gift](#)

[Send Message](#)

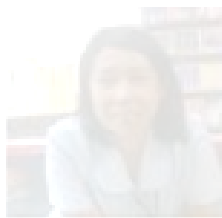


namvre

63, Single

[Send a Gift](#)

[Send Message](#)



dolores

39, Married

[Send a Gift](#)

[Send Message](#)



Skylar

25, Single

[Send a Gift](#)

[Send Message](#)



Anne

65, Married

[Send a Gift](#)

[Send Message](#)

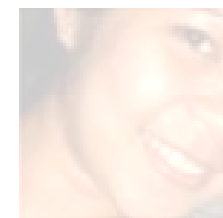


Faith

37, In a
Relationship

[Send a Gift](#)

[Send Message](#)



m-i-n-y-o-n...

22, Single

[Send a Gift](#)

[Send Message](#)



Jasmine



Ron



dhyvelyn

Hillary Clinton's Profile



Hillary Clinton

Female, New York, NY [More](#)

— From Today! Sect. Hillary Clinton On A Sarah Palin Presidency. bit.ly/b1dQpe (RT Pls!) 02/16/2010
[All Shoutouts](#)

Hillary Clinton's Fans (12996)



Marty



aini



Erin



Kristal



♥ Stephan...

[Become Fan](#)
[Send a Gift](#)
[Send Message](#)
[Add Bookmark](#)
[Forward to Friend](#)

Hillary Clinton's Photo Gallery



fan profile

Politician

Grab Skin

Get Yours

Search

[Friends](#) [College Search](#) [School Search](#) [Web Search](#) [Search Groups](#)

Search for friends

You can search by name, email, location or a combination of these.

orlando bloom

Results 1-10 of 993 1 2 3 4 5 6 7 8 9 10 Next >



Orlando Bloom (Actor)

male, 32, In a Relationship
Hometown: CANTERBURY ENGLAND
[See more results...](#)



Orlando Bloom

male, 32, Single
Hometown: Canterbury, Kent
[See more results...](#)



Orlando Bloom

male, 23, Single
Location: South San Francisco, ca, us
Hometown: San Marino
[See more results...](#)



Privacy – “Two Degrees”

Email Address: [ralenzuela@yahoo.com](#) [[Change Email Address](#)]

Create your personal URL link: [[Change Personal URL](#)]

Password: [[Change Password](#)]

Select Language: English

Site text and Emails will use the selected language.

Show horoscopes [?]: ☐ Yes ☒ No

Promote my profile [?]: Promote your profile! [Learn More](#)

[Cancel Account](#)

Privacy Settings

Display last name on profile [?]: ☐ Yes ☒ No

View profiles anonymously [?]: ☐ Yes ☒ No

Who can view my full profile [?]: My Friends

Who can view my public photos [?]: My Friends
Two Degrees
Anyone

Who can send me messages [?]: My Friends

Safe mode [?]: ☐ Yes ☒ No

About Multiply

Multiply is your one place for doing more with your media:

- **Share** your photos, videos and more safely, and get your friends and family discussing these.
- **Store** your media permanently, in full resolution, and easily organize and edit your collection.
- **Create** beautiful print products, like photo books, calendars, cards and more.

Multiply combines the fun of social networking with the usefulness of photo printing and photo-management software, making it the ideal home for your most cherished memories.



Easy Uploading

Our drag-and-drop uploading is great for a quick post, but the [AutoUploader](#) is the easiest way to get your photos and videos onto Multiply. Set it. Forget it. And never wait for an upload again.



Your Own Convenient Website

Share everything...your blog, videos, photos and more, in one place: your Multiply site. Get your own web address. Choose a professional theme. Change the colors. Make it yours.



Salient features

✦ Privacy

✦ Unlimited Photo sharing

✦ Personal Website

RYSA'S SITE

[HOME](#) [NOTES](#) [PHOTOS](#) [CALENDAR](#)

PHOTOS

- Random shots in Chicago

[+ Add Photos](#) [➡ View All](#)

NOTES

- Who said signing stuffs is just done by famous people?
- [none]

BLOG

[+ Add to Blog](#)

Import from LiveJournal, Blogger, Yahoo 360,
TypePad or Windows Live Spaces



xantho8

Rysa Alenzuela

Philippines



The Digital Land Grab Is On
Everyone Can Be A Player

Market your library

facebook

Home Profile Account



Miguel de Benavides Library - UST 

Wall

Info

Photos

Discussions



Mary Ann Pascual

<http://www.facebook.com/pages/NU-SUCK-bring-din-din-back-to-UST-/111938088850939>
 ?ref=ts



NU Suck!!

Club: 255 people



Suggest to Friends

Formerly the UST Central Library is the university library of the University of Santo Tomas.

Information

Location:
 University of Santo Tomas
 Manila, Philippines
 Mon - Sat:
 8:00 am - 8:00 pm

1,050 People Like This





facebook

Home Profile Account



Rizal Library 

Wall

Info

Photos

Discussions

Notes

Links

>>

Rizal Library + Others

Rizal Library

Just Others



Rizal Library

Rizal Library Schedule - July 14 - Open from 8:00am-5:00pm To the Ateneo Community: The Rizal Library is open from 8:00am - 5:00pm today. The Reference and Information Services Section (Ground Floor) is closed until 1:30pm for the Library Connect Seminar. ...
 July 14 at 8:48am · Share



Rizal Library

Rizal Library Schedule - June 30, 2010 (Wednesday) To the Ateneo Community: The Rizal Library will be closed on June 30, 2010 (Wednesday). Proclamation No. 20850 ...
 June 28 at 1:28pm · Share



Rizal Library

Access Online Databases through EBSCO Integrated Search You may access all online databases through EBSCO Integrated Search - <http://search.ebscohost.com/>. Through this site, you may access the contents of all the other databases such as JSTOR, Gale, Ebrary, etc...
 June 26 at 3:49pm · View Feedback (2) · Share



Rizal Library

Rizal Library - Closed on June 24, 2010 (Thursday) from 8:30 a.m.-10:45 a.m. for the Mass of the Holy Spirit

Suggest to Friends

As an integral component of the academic programs of the Loyola Schools, it's the mission of the Rizal Library to provide information and service in support of the teaching, research, and community service functions of the Ateneo de Manila University

Information

Location:
 Ateneo de Manila University,
 Katipunan Avenue, Loyola Heights
 Quezon City, Philippines, 1108
 Phone:
 (632)426-6001 ext. 5551-70

Announce new books in the library

facebook

JOSE RIZAL UNIVERSITY LIBRARY

Wall Info Photos Discussions Boxes Events

JOSE RIZAL UNIVERSITY LIBRARY + Others

JOSE RIZAL UNIVERSITY LIBRARY GOOD NEWS!!! For Elementary and High School Students, PROQUEST K-12 is now available in the Library!
<http://portal.bicchaik.com/portalweb/home.do>
 July 17 at 4:10pm · Share

JOSE RIZAL UNIVERSITY LIBRARY database by using the username: jose123 password:84100
 July 17 at 4:10pm · Share

JOSE RIZAL UNIVERSITY LIBRARY ask for the username and password
 Proquest Login - Proquest.com
 What happened? Proquest.com
 July 18 at 3:56pm · Share

Being the heart and soul of an institution, the library is committed to meeting the demands of its clientele by giving them the needed information and materials.

Information

Location:
 80 Shaw Boulevard
 Mandaluyong, Philippines, 1552
 Phone:

facebook

UP Diliman University Library

Wall Info WorldCat Discussions Notes Boxes

Discovering Connections, Connecting Discoveries.

UP DILIMAN LIBRARY

MISSION: To provide library users the best possible access to the information that they need in support of instruction, research and extension the best possible information services through the use of the new ICTs

Information

Location:
 The University Library University of the Philippines Diliman
 Quezon City, Philippines, 1101
 Phone:

Mary Martha Merilo Open po on Monday (July 26) ang Lib? :)
 7 hours ago · Flag

William Patrick Choking Buhian Good day! May full access po ba tayo sa journal na Nature?
 11 hours ago · Flag

Hannah Castillo <http://FreeOnlineSurveys.com/rendersurvey.asp?sid=jx2l7a0wdufkrc787875>
 Survey provided by FreeOnlineSurveys.com
 FreeOnlineSurveys.com
 Saturday at 3:06pm · Share · Flag

UP Diliman University Library e-Journal of the day: Artificial Life and Robotics

SpringerLink - Journal
www.springerlink.com

Artificial Life and Robotics

Link to useful websites

facebook 

Search 



Suggest to Friends

Subscribe via SMS

The ASRC is open to the Silliman community and to the general public, free of charge.

Information

Location:
Robert B. and Metta J. Silliman Library, Silliman University Campus
Dumaguete City, Philippines, 6200

Phone:
422-1036

Mon - Thurs:
8:00 am - 12:00 pm
2:00 pm - 6:00 pm

Fri:

American Studies Resource Center - Silliman University

Wall Info Photos Discussions Notes

Write something...

Attach:  

American Studies Resource Center - Silliman Univer... + Others

American Studies Resource Center - Silliman Univer... Just Others



American Studies Resource Center - Silliman University The "Questions from the Future" project answers concerns of young people in the Southeast Asia region. US Government officials including Secretary Clinton and many other senior leaders answer questions submitted by young people from the 10 ASEAN member nations.



YouTube - Americagov's Channel
www.youtube.com
Share your videos with friends, family, and the world

 Monday at 10:18pm · Comment · Like · Share



American Studies Resource Center - Silliman University



Democracy Challenge A video that completes the phrase "Democracy is..."
Movie: 56,427 people like this.



Connect with other libraries

Richard Estabillo

Jun Mey Castro

Kevin Mey Malabanan

Favorite Pages

6 of 19 Pages [See All](#)



Library Thing



ProQuest



CiteMe



Gale Virtual Reference Library



UPLB University Library



DLSU-Manila University Library

Photos

2 of 8 albums [See All](#)



Visit of Ambassador Liu Jianchao
 Created 8 hours ago



Launching of CNS Library
 Created about 6 months ago

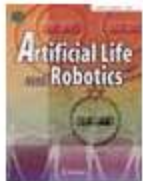
Links

[Google Scholar](#)
[CiteSpace](#)

UP Diliman University Library Hi William! Unfortunately, wala sa online subscriptions natin ang Nature, try this link to find out more about the Online Subscriptions of the Library:
<http://www.mainlib.upd.edu.ph/?q=online-subscriptions>
 Monday at 8:15am · Flag

UP Diliman University Library By the way William, we have the print copy of the said journal in the College of Science.
 Monday at 8:28am · Flag

 **Hannah Castillo** <http://FreeOnlineSurveys.com/rendersurvey.asp?sid=jx2l7a0wdufkrc787875>
Survey provided by FreeOnlineSurveys.com
FreeOnlineSurveys.com
 July 24 at 3:06pm · Share · Flag

UP Diliman University Library e-Journal of the day: Artificial Life and Robotics
 **SpringerLink - Journal**
www.springerlink.com
 July 24 at 11:56am · Share
 Felmar Rowell Singco likes this.

UP Diliman University Library e-Journal of the day: American Journal of Criminal Justice
 **SpringerLink - Journal**
www.springerlink.com

Create discussion threads

Facebook | AmericanCorner Davao



View Photos of AmericanCorner (7)
Send AmericanCorner a Message
Poke AmericanCorner

Email me at: acdavao@addu.edu.ph
or acdavao@gmail.com

Information

Website:
<http://www.acdavao.blogspot.com>
<http://library.addu.edu.ph>

Mutual Friends
26 friends in common [See All](#)



Jay De Jesus



Fretzie Flores Alfaro



Jo Fernandez

Friends
283 friends [See All](#)



comments and reactions, on Sunday

Wall Info Photos Links Events Notes

Write something...

Attach:    



AmericanCor
share with you the Future". T the Southeast many other se from the 10 A comments and
Monday at 2:44p



AmericanCor
YouTube vid you a link to th questions and
Monday at 2:

 You and 3 o



Kenne
ending about t better e
Can we listen to who try happen

YouTube video "ASEAN 2010: Questions from the Future" I would like to share with you a link to the YouTube video "ASEAN 2010: Questions from the Future". The video answers questions and concerns of young people in the Southeast Asia region...

Monday at 2:36pm · Comment · Unlike · Share

 You and 3 others like this.



Kenneth Crawley What about the promises of Obama and Hillary on ending wars in Iraq and Afganistan, and then increasing the war? What about the promise of closing Guantomino, and the promise of making a better economy in the U.S.? Can we now believe these ...
[See More](#)
Monday at 3:20pm · Like



Kenneth Crawley You may discount what one American says, so lets look at what we call the 'Majority of the American people', which is counted in polls. Is Obama and Hillary doing the fantastic job that they say? If so, it should show in the American polls ...
[See More](#)
Monday at 3:54pm · Like



Ji-le Tolimao "effective programming that will reach more vulnerable and isolated places and deliver TANGIBLE programs that will give them hope..." ironic, how can US actually promise something like that when they, themselves are still having problems o...
[See More](#)
19 hours ago · Like ·  1 person



Kenneth Crawley Americans know that Obama and Hillary are just a lot of empty words and promises. Still, the majority in the last election fell for all the glitter, but it won't happen in the next election.
15 hours ago · Like

Solicit feedback



U.S. Embassy, Manila Philippines What would it take to improve the living standards of women and laborers to make them less vulnerable to traffickers' promises of a "better life?"

June 15 at 12:45pm · Comment · Like

👍 11 people like this.



Jeff Spriggs III education and awareness, provide necessary training and skills that can be used to better themselves and their circumstances. education is the key!

June 15 at 12:47pm · Like · 👍 1 person · Flag



Jane Gaayon provide women advance trainings and programs for self awareness ready to boot themselves in the work field...

June 15 at 12:56pm · Like · Flag



Bailanie Akmad Mamalo Continuous Support to send ourselves to school. Specially to the woman like me (us) Young moro's (minorities of the Philippines), who's at present having difficulties in sending our self to school because of the financial constrain. Help us be in school, help us be educated, lend us scholarship program so that we have more, and more chance to be in a corporate world....

June 15 at 1:08pm · Like · Flag



Doy Ramiro Sincerity in helping, Hard work from policy makers and enforcers, and Political will...

June 15 at 1:16pm · Like · Flag



Bernie Cervantes as in any horrendous trade, kill the market. for as long as there are people who will earn or profit, it cant be stopped.

June 15 at 1:48pm · Like · 👍 1 person · Flag



Gerry Boi create a good environment for business to foster foreign and local investments to create job opportunities

June 15 at 1:50pm · Like · Flag

Hold competitions that will spur involvement

Phone:
422-1036

Mon - Thurs:
8:00 am - 12:00 pm
2:00 pm - 6:00 pm

Fri:
8:00 am - 12:00 am
2:00 pm - 6:00 pm

Sat:
8:00 am - 12:00 am
2:00 pm - 5:00 am

Sun:
2:00 pm - 5:00 pm

2 Friends Like This



American
Corner
Davao



Lorna
Tumulak
Yso

236 People Like This



American
Corner
Davao



Mona
Francisco



Asteria B.
Lirazan



American Studies Resource Center - Silliman University



Democracy Challenge A video that completes the phrase "Democracy is..."
Movie: 56,501 people like this.



July 20 at 5:18pm · Comment · Like · Share



American Studies Resource Center - Silliman University



eJournal USA Welcome to the eJournal USA Facebook page. We work for the U.S. State Department to publish a monthly online magazine and lots of books on just about everything you can imagine. We'd love to hear what you have to say about our best stuff. So please feel free to tell...

Writer: 147,892 people like this.

See More

July 20 at 5:16pm · Comment · Like · Share



American Studies Resource Center - Silliman University



An Update From the International AIDS Conference in Vienna | U.S. Department of State Blog

blogs.state.gov

Writing for the U.S. Department of State DipNote blog, Thomas J. Walsh provides a readout of the International AIDS Conference in Vienna, where former U.S. President Bill Clinton and Bill Gates offered assessments of the global response to AIDS.

July 20 at 5:15pm · Comment · Like · Share



American Studies Resource Center - Silliman University

**Focus on goal not
on technology**



One size does not fit all



Involve Everybody



**No lone-ranger
rule.**

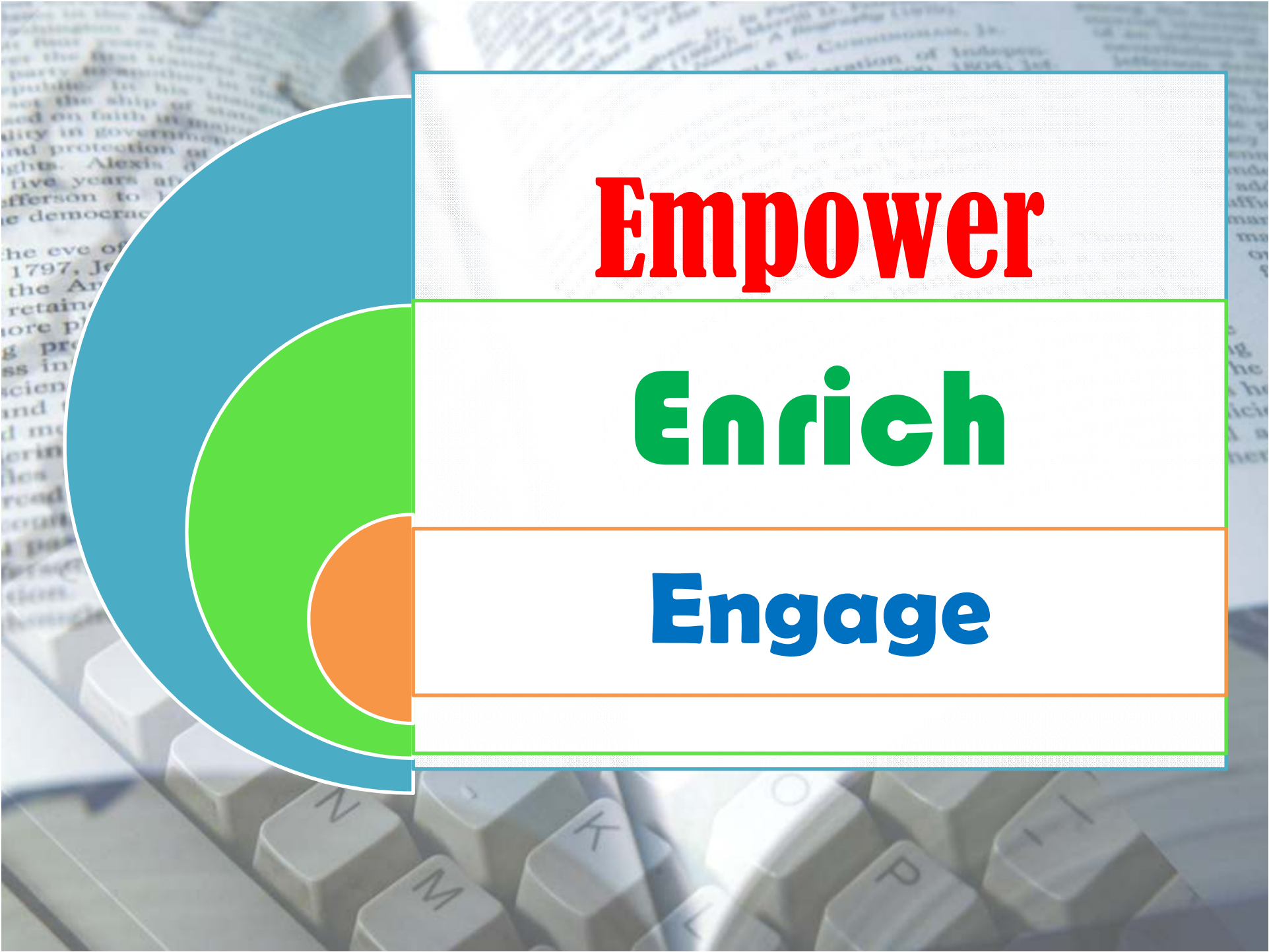
Go where your audiences are.



Know your audiences.

1. Demonstrated behaviours.
2. Self-reported behaviours.
3. Need and preferences.
4. Demographic data.
5. Professional, Social, and Service Organizations.
6. Influencers and promoters.
7. Creating audience archetypes of personas.





Empower

Enrich

Engage



**SHARING
SHARING**

BUILDING

SUSTAINING

THANK YOU