

Facebook: Using an Online Social Networking Tool to Foster Friendships and Promote Librarian Visibility

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Look up my profile and Facebook me!

- What is Facebook?
 - A popular social networking site at www.facebook.com
 - Originally began as a site for people with .edu email addresses only; now is open to anyone
 - Organized through educational or geographical networks (e.g. I belong to an Indiana SE network and a Louisville, KY network)

- Who uses Facebook?
 - Lots of college students, since it started out as a college student only network
 - “More than half (55%) of all online American youths ages 12-17 use online social networking sites.” (Pew Internet Life)
 - “Facebook says it has 50 million active members and is adding 200,000 new ones each day.” (nytimes.com)

- Why do people use Facebook?
 - To stay in touch with current friends
 - To reconnect with old friends
 - To meet new people

- How are libraries using Facebook?
 - Outreach: web presence where students are
 - Mode of communication: students can contact librarians for research assistance and reference questions

- Concerns and issues for librarians using Facebook:
 - Privacy and professionalism:
 - Is it invading a student’s space to be present on Facebook? Do students even want us there?
 - How much of your personal life do you want to reveal to students through your profile?

Selected Bibliography:

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