



## BUILDING LIBRARY & INFORMATION SERVICES USING SOCIAL MEDIA

### Case study from North West Ambulance Service NHS Trust

For the past year NWAS LIS has used free web tools to increase the reach and impact of our Services. You don't have to be a web expert to exploit the potential of social media. This poster shares the lessons learned based on practical experience.



#### ABOUT NWASLIS

- New Library Service created in March 2009
- NWAS is the only ambulance trust to have a dedicated Library Service
- Serves a wide and geographical area, from Crewe to Carlisle
- Contact is either electronic or in person

#### GOOGLE BUILT MY LIBRARY

Web 2.0 is spoken and written about in terms of innovation and additionally to existing services. This poster takes a different view. NWAS LIS had no legacy systems, no library, no money to invest in web technology and software and limited Web 2.0 skills. But we did build an effective library service using free web and social networking tools.

#### WE DID HAVE

- A can do approach – something that works is better than nothing at all
- Willingness to learn – even a novice user can create something useful
- Supportive colleagues – there is real expertise out there if you know where to look
- Willingness to learn from failure – not everything works, treat failures as learning opportunities

#### HOW TO GET STARTED

- Talk to your IT Department, they are really helpful
- Exploit the speed of Web 2.0 by creating quick solutions
- Work hard to create content
- Measure your audience it can be inspiring
- Convince your organisation that you are safe on the web. Don't push the boundaries on content and read policy documents

#### THERE ARE BENEFITS

- You can build a service that works 24/7 and can be accessed at any location
- You can respond quickly. Web 2.0 tools are easy to use and instantly available
- Be innovative and save time. Use RSS to automatically harvest and post data
- Personalise your services, tailor them to small groups and individuals

#### THERE MUST BE CHALLENGES

- Not all users are web literate. Plan your web presence on the one message many channels theory. You do need alternative ways to get your message across
- There are no backups in Web 2.0, so find ways to backup important content
- It's never going to be perfect. The web moves on and you have to move to, can leave things a bit rough at the edges
- IT departments are sensitive about security – that will limit what you can do

# NWASLIS

KNOWLEDGE FOR LIFE