

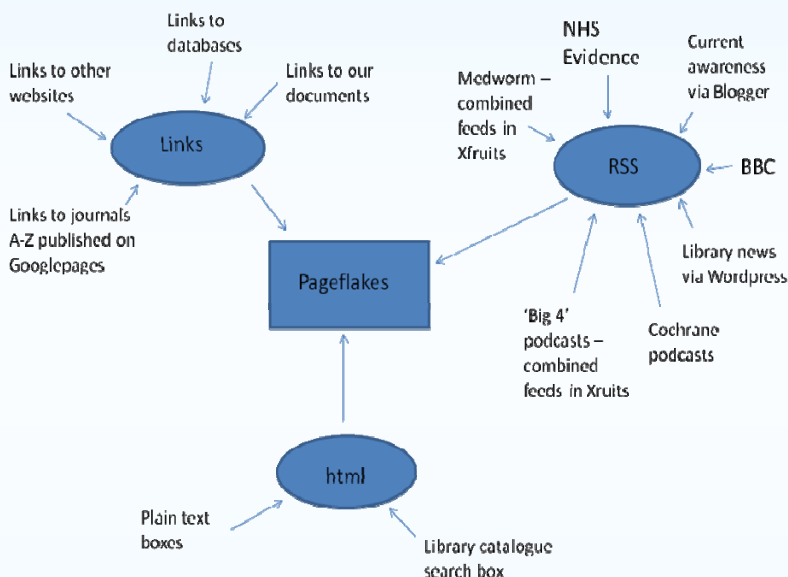
Pageflakes: an interim solution to an NHS Trust library website

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AIMS

- A content-rich web presence to raise awareness of library collections, services and staff expertise
- To provide a specialty-targeted information service
- To support resource discovery, wherever staff are based
- To provide a mix of clinical and non-clinical information incorporating recent research, database links, e-books, news, training opportunities and current awareness
- Increase use of e-resources funded nationally, regionally and locally



LESSONS LEARNED

PROS

- Utilises free externally-hosted software
- Minimal staff training required/easy to edit
- Library staff have control over content
- Good integration with other Web 2.0 tools
- Self-updating pages
- Wide range of features (flakes) to choose from
- No need to register to view the site
- Displays local RSS feeds (acquisitions, library notices)
- Image of library as proactive
- Opportunity for library staff to develop web-based skills

CONS

- Difficulty in obtaining accurate usage statistics
- No control over impromptu sponsorship advertising
- Lack of technical advice/support
- Length of time to set up
- Difficult to customise and add own branding
- Restricted access on some Trust computers
- No automatic back up facility
- Occasionally slow to load



FUTURE DEVELOPMENTS

- Linked to new Trust website and intranet via library pages
- Need to promote via multiple channels to drive up usage
- Need for more formal evaluation to determine future content



METHOD

- Evaluated various Web 2.0 tools and selected Pageflakes due to ease of use and aesthetics
- Incorporated Xfruits to streamline content from multiple RSS feeds, blogging software to produce our own feeds, and Googlepages to produce a journals A-Z
- Backed up all content and urls manually
- Each specialty page adopts a standard layout which includes links to relevant e-books, databases, key websites and journals
- Users can also search the library catalogue using a search box widget
- Resulted in 10 specialty pages, 4 general information pages and 1 page on patient safety

