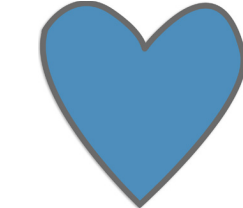


Capturing and Sharing What Users Love About Their Library to Capitalize on Our Strengths

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Background and Purpose

To discover and share elements of the library that users value as important to their success. We wanted to create a vehicle to interact with users that would be easily accessible, interactive, informative, and fun.

The overall objective is to create an ongoing vehicle for users to submit and share what they value about the library.

Process

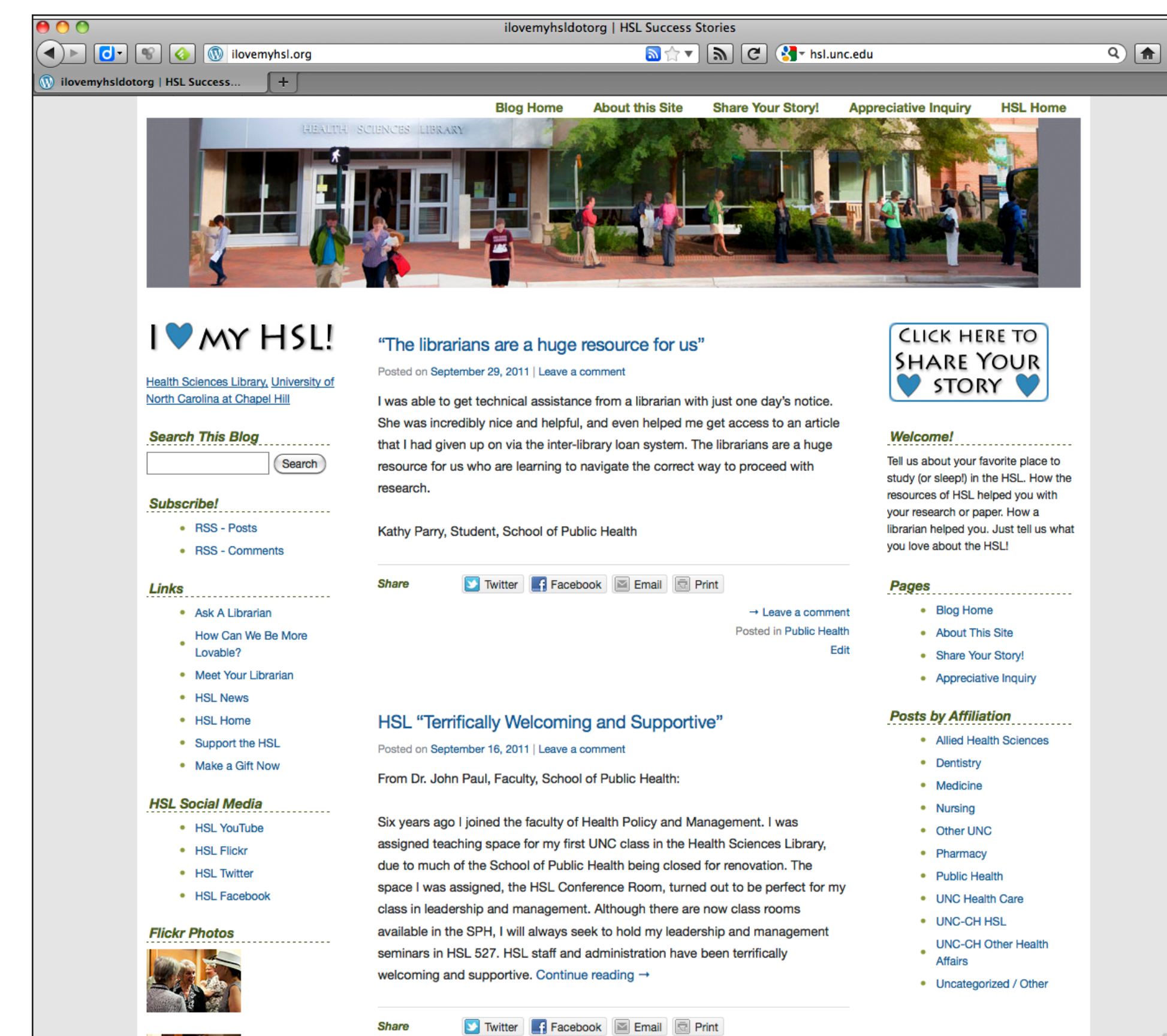
Initially, we designed a “success” blog within the User Services department intended to capture and share stories of appreciation and success in users’ own words.

The library decided to integrate the blog with ideas from HSL Development and Communications and to integrate it into the library’s overall web presence. The blog was renamed “I Love My HSL” to reflect this larger purpose and to help create a fun, interactive environment for HSL users.

The “I Love My HSL” blog was officially launched on Valentine’s Day, 2011.

Features

“I Love My HSL” is a Wordpress blog that integrates features of social media, digital storytelling, and Appreciative Inquiry (AI).



<http://ilovemyhsl.org/>

Social Media

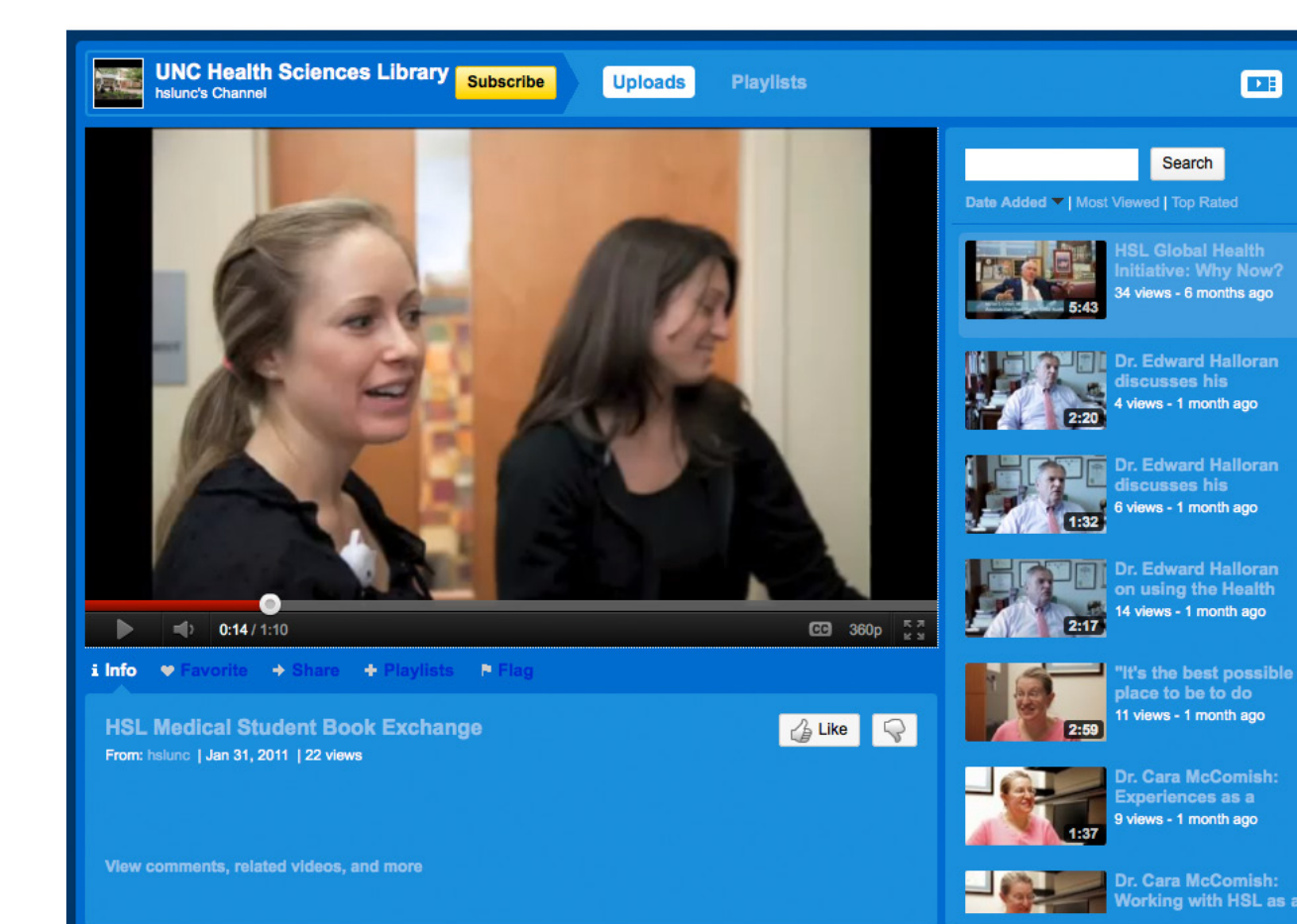
In addition to allowing comments on posts, the blog includes an interactive form (“Share Your Story”). It also includes links to and integration with other HSL social media sites including Flickr, YouTube, Twitter, and Facebook.



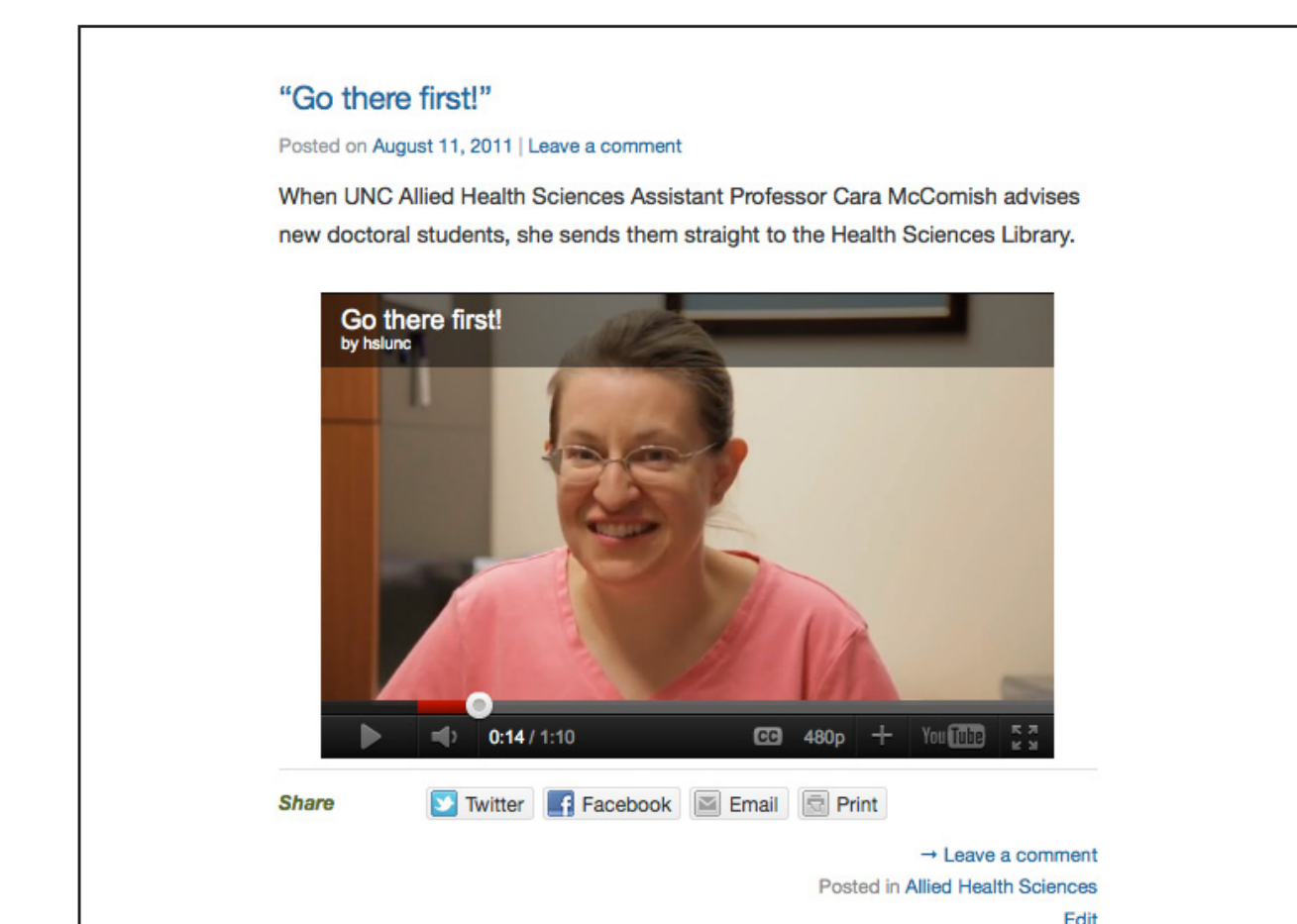
HSL Twitter (@hslunc)

Digital Storytelling

Digital Storytelling is an approach to storytelling that uses digital media such as images, audio, and video to make stories engaging. “I Love My HSL” uses all of these media.



An I Love My HSL video on YouTube
<http://www.youtube.com/user/hslunc>



An HSL YouTube video embedded on <http://ilovemyhsl.org/> blog

Appreciative Inquiry (AI)

We drew on ideas from AI to ground and inspire our efforts. AI is an organization development approach that focuses on success stories to bring about positive change. For more information, see <http://ilovemyhsl.org/appreciative-inquiry/>.

Results

This approach has already gathered more significant examples of what users value and appreciate than other methods previously used.

Library liaisons and others use submissions to assess the value of their roles and of specific resources and services. Stories are part of an integrated marketing/communication effort.

As the library engages in high-level conversations and negotiations at the institutional level, information gathered is used to support the library’s value.

I ♥ MY HSL!



An HSL YouTube video embedded on <http://ilovemyhsl.org/> blog (full screen view)

Challenges

A major challenge is to build on the momentum and encourage users to submit stories at a rate that keeps the blog alive. We are focusing on creating more in-depth stories, following up on submissions using multimedia, including audio and video. Work has begun to analyze blog statistics and to work toward further integration with social media.

Conclusion

“I Love My HSL” has provided the library with rich data already used in a variety of ways. Analytics and anecdotal evidence have convinced library leadership that the blog is a success, and we plan to continue to analyze, grow and further enhance the blog.