POZNAŃ UNIVERSITY LIBRARY IN WEB 2.0
– A DEVELOPMENT OF USER-FRIENDLY DIGITAL COMMUNICATION SYSTEM AND THE RESULTING BENEFITS AND VALUE.

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Poznań University Library is a member of LIBER, IAML, CERL. We want to reach out to other libraries to collaborate with us and we look forward to deepening cooperation on a wide range of issues.
www.lib.amu.edu.pl
USER-FRIENDLY COMMUNICATION BETWEEN LIBRARY AND ITS PATRONS IN THE CYBERSPACE

Asynchronous and synchronic:
- Web site of the Library (since 1999)
- ASK a LIBRARIAN – interactive inquiry service (since 2010)
- Fan page on the Facebook social networking platform (since Jan. 13, 2010)
Interactive communication with the user:

- provides communication between Library and the user in the cyberspace via social platforms (GG, AIM, Yahoo, Meebo and Skype), mobile phone and e-mail services,
- ensures a well-developed remote communication panel (Helpdesk Ticket System)
- professional information in real time and quick response time (24h) is provided by a team of library consultants
- service available 24/7
ASK service – interactive inquiry service system

Usage statistics (including different types of communication) for Ask a Librarian enquiry service for 2011.
University Library Fanpage is a tool for the Library to reach and connect with diversified target audiences

- informs and announces upcoming events
- provokes discussion among fans on the news received from the Library,
- Library is able to identify users’ expectations and anticipate their future needs, gathers opinion and views on available services
- promotes information on the Library among fans and their friends (prospective new patrons?)
- May 10 – book launch
Poznań University Library Fanpage fans

- Age group 19-24 (students?)
- Users comment on events, post messages with their opinions.
- No option for uploading photos and films
- Co-sharing of links.
- The most popular and commented: photos, exhibition coverage, new services.
- Fans (as of April 2012): 1918
- Friends of fans (in 2012): 343,282
The Fan page creates a particular community atmosphere, prospective users get an unofficial feel of the library.

Facebook’s format provokes strong and passionate response and becomes an extension of real life, not only professional life.

Easy participation in online library life, involving little or no effort.

THANK YOU FOR YOUR ATTENTION
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