



Presented by Jennifer Bielewski  
Handheld Librarian III  
July 28-29, 2010

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**Welcome to our session!**

- Introduction
- Rhyme and reason
- SMS: a place in the library?
- Types of services available via SMS
- Resources




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**Meet and Greet Survey**

- Do you believe it has a place in the library?  
YES/NO
- Do you currently offer a texting service or notice to your patrons/students?  
YES/NO
- Do you have a texting device on you right now? YES/NO
- Are you texting or reading a text right at this moment? YES/NO

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## Trends & Technology



- Use is on rise
- Standards
- Supply and demand
- Suite of services
- Resources

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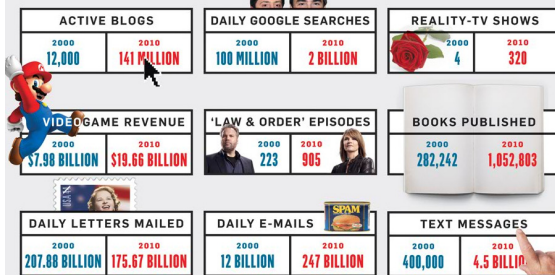
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## From Newsweek



<http://www.newsweek.com/feature/2010/01/22/by-the-numbers-how-the-digital-revolution-changed-our-world.html>

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## Email vs. Texting

- **90 trillion** – The number of emails sent on the Internet in 2009.
- **247 billion** – Average number of email messages per day.
- **1.4 billion** – The number of email users worldwide.
- **100 million** – New email users since the year before.
- **81%** – The percentage of emails that were spam.
- **92%** – Peak spam levels late in the year.
- **24%** – Increase in spam since last year.
- **200 billion** – The number of spam emails per day (assuming 81% are spam).
- But it's still a preferred way of contact

<http://royal.pingdom.com/2010/01/22/internet-2009-in-numbers/>

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## Constant Connectivity

- Phone, Fax, Face-to-Face, Chat, Social Networking, SMS
- Marketing
- Information
- Reference
- Action/Reply



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## (1) New Message



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## Suite of Services



- "Free"
  - Usually through a gateway from Instant Message/Chat services
  - Google Voice, AIM
- Fee / Subscription
  - MOSIO's Text a Librarian
  - Altarama
  - LibraryH3lp
  - My Info Quest
  - GuidebyCell
- Tons more! Including sites like ChaCha, KGB, Google

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## SIGNUP, RESEND, STOP

- Needs Assessment
- Objective/Goals
- Evaluation
- Training/Implementation
- Market
- Review
- Add to Technology Plan



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## Resources

- Best Practices Wiki  
(M-Libraries, SMS Reference Services)
  - Handheld Conferences
  - <http://www.delicious.com/eduserv>
- Tag bundles:**
- Libraries Going Mobile
  - Joy of Text



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## Thank you!

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