

DIGITAL CUSTOMERS

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San Mateo County Library



Is this how you think of
your digital customers?

Or maybe this?





Or this?

Digital Services in Libraries

FACT: Our customers are increasingly wired.

FACT: The new digital divide is in information skills, not access.

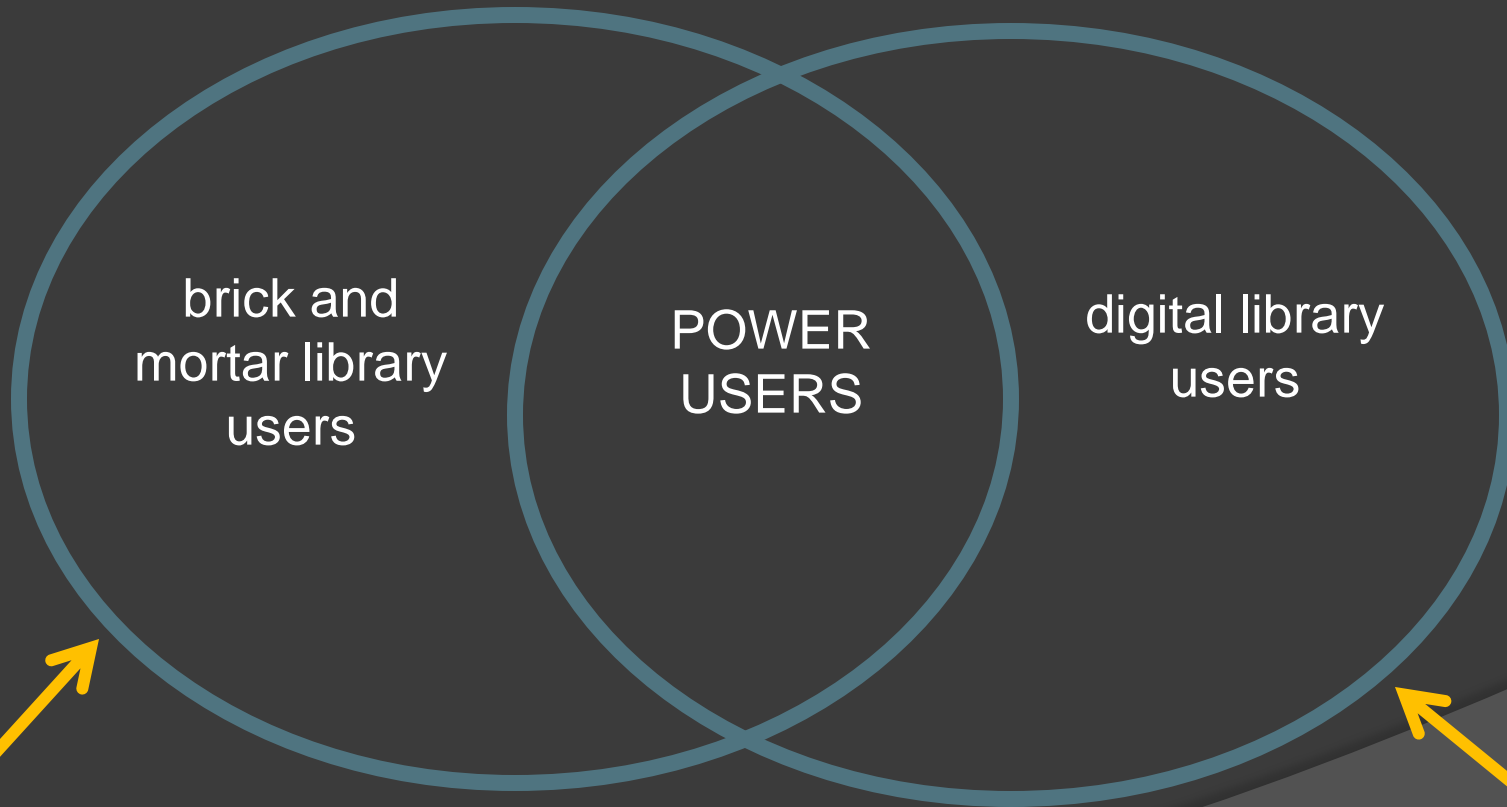
FACT: Our customers spend more time online than in physical community spaces.

QUESTION: Where is the library?

Online, everyone is your potential customer.

- Loosen up about jurisdictional borders
- Talk about this over with governing agencies
- Collaborate more with each other on all things digital

Library Users Today



This group is growing slowly.

This group is growing dramatically.

Digital Users and Non-Users

- ◎ Digital users
 - They know what we have and use it
- ◎ Digital non-users are *potential* users
 - They *don't know* what we have
 - OR
 - They know, but *don't want* to use it

How do we market to these groups?

Digital User Activity

(annual per capita statistics)

	Marin County Free Library (150,000)	San Mateo County Library (350,000)
Website visits	5.6	6.3
Database usage	0.7	0.4
eBooks usage	0.2	0.3
Virtual Reference usage	0.01	0.01

Determining Digital Needs

- ⦿ What do they want more of from us?
- ⦿ Have we even asked?
 - Surveys online and in print
 - Ask about digital activity
 - Ask about information needs
 - DO NOT ask about what they want from the library!

Raising Awareness and Usage

- ⦿ What do we want them to be using more?
- ⦿ PR on our websites
- ⦿ PR outside our websites
 - In print (in libraries and community facilities)
 - Digitally (online outreach)
 - F2F (staff talking with people, word of mouth)

Contra Costa County Library: Avatar Design Contest

Avatar Design Contest: [Enter the Contest Now!](#)

Give OurLibrary a Face



Give **OurLibrary** a Face:

What does a library look like?

Does a library wear glasses?

Is a library old and wise?

Or is it young and hip?

Is a library an animal, vegetable, or mineral?

Think you know the answers to the above questions? Think you have what it takes to give the library a face? Then [enter our contest!](#) You could **WIN AN IPOD SHUFFLE** and the chance to exhibit your artwork at **OurLibrary**, the library's new MySpace page.

Monterey Public Library: Free Wireless Networks



Monterey Public
LIBRARY

Wireless Internet Service

802.11b/g (Wi-Fi) wireless Internet access is now available in most areas of the Library. The Library provides wireless service to expand access to Internet information sources and services, including the Library catalog and databases. All you need to log in is a laptop with a wireless card or another Wi-Fi device.

About the wireless network

The wireless network is connected to the Internet through the City of Monterey's high-speed I-Net.

To protect your privacy and prevent spamming, you will not be able to use email client software (Outlook, Eudora, Thunderbird, Mail, etc.) with unsecured email protocols (POP3, SMTP, IMAP) on the wireless network. Your email provider probably also provides Web access to your account. You will not be able to use FTP (file transfer protocol) or file sharing software on the wireless network.

Alameda County Library: MySpace

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Film](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

Alameda County Library is in your extended network

Alameda County Library's Latest Blog Entry [[Subscribe to this Blog](#)]

Back to School ([view more](#))

We won! ([view more](#))

New DVDs ([view more](#))

Coming Soon! ([view more](#))

Summer Reading Blog ([view more](#))

[\[View All Blog Entries\]](#)

Alameda County Library

"Alameda County Library"



Female
22 years old
FREMONT,
CALIFORNIA
United States

Last Login:
8/23/2007

View My: [Pics](#) | [Videos](#)

Contacting Alameda County Library

- | | |
|---|---|
|  Send Message |  Forward to Friend |
|  Add to Friends |  Add to Favorites |
|  Instant Message |  Block User |

Redwood City Public Library: Flickr

flickr LOVES YOU™ Signed in as San Mateo County Library   (7 new) Help Sign Out

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Redwood City Public Library's photos [View as slideshow](#)

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Vamos a Leer



Over 100 people attended the wildly successful event and approximately 88 of those were elementary...

 © All rights reserved.
Uploaded on Aug 28, 2007

Books and smiles



The children attending Vamos a Leer were treated to stories and took part in two fun...

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Uploaded on Aug 28, 2007

Around the Library

37 photos



Burlingame Public Library: IM Availability

BURLINGAME PUBLIC LIBRARY LIBRARY

[Departments](#) > [Library](#) > [Library Services](#)

Instant Message the Library

[Printer Friendly](#)



**Get your questions answered
*instantly!***

**IM the Librarian between 3:00 pm and 6:00 pm
Monday-Friday**

askbpl ●

 askbpl is offline
leave a message

Type **here** and hit enter to send an offline message.

edit nickname: [meeboguest90186f](#)

 [get meebop](#)

Simply type your question in the white box on the left and press ENTER.
Or use your personal Instant Message service.
Askbpl works with AIM, MSN and Google Talk.

AIM: askbpl	
MSN: askbpl@hotmail.com	
Google Talk: askbpl@gmail.com	

San Francisco Public Library: Eventful

eventful
Life is short... make it Eventful!

home | my eventful | **events** | venues | calendars | groups | users | performers | dema

What Where When Category
concert, lecture, etc. city, state or zip (optional) dec 31st, friday, next week...

Two-Wheelers at the Main



Darn...
no image
provided!
[Add one](#)

When Apr 1, 2007 12:00 am (Sunday) to
Sep 7, 2007 12:00 am (Friday)

Where [San Francisco Main Library \(map\)](#)
100 Larkin Street
San Francisco, California 94102

Who No performers specified
([add performer](#))

What "Two-Wheelers at the Main." A display highlighting
the Library's collection of books, magazines and
historical photos on motorcycles, scooters and

Ch-ch-ch-ch-changes!

*The idea of a library web presence
is **changing**.*

- ⦿ Static library-controlled site

☹ BOO! HISS!

- ⦿ Diversified presence on and off site, with user content and involvement

☺ YAY! ROCK ON!

Let the games begin!