

Web 2.OhMyGod to Web 2.OhNo

Campbell, Douglas¹; Hughes, Chelsea¹; Johnston, Courtney¹; Wells, CJ¹

¹National Library of New Zealand, Wellington, New Zealand

Libraries have fully embraced Web 2.0. We're blogging, MySpacing, Facebooking, Twittering, Flickring, Beboing and SecondLifing. We're self-congratulatory. We finally did it!

Or did we...?

We still have as many questions now as we did a year ago, they're just different: Has it worked? What were we aiming to achieve? Have we achieved it? What have we learned? How are we managing it all? *Are we managing it all?* Who is our community? Are we engaging with them in a meaningful way? ...and where to from here?

It's time to take a look back over the first wave to see how libraries have used and abused Web 2.0. We'll expose the good, the bad and the ugly, with a view to self-improvement.

We're not immune. We'll share lessons learned from our own foray in the weird world of Web 2.0, including maintaining a presence on a social media website, managing online communities, using social media as a customer service, and sitting on international working groups looking at social media.

Finally, we'll present processes we've been trialling for establishing and evaluating Web 2.0 services and suggest practical steps you can take.