Social Medias

in library service

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The World According to Google

• Five years from now the internet will be dominated by Chinese language content.

• Today’s teenager are the model of how the web will work in the five years – They jump from app to app to app seamlessly.

• Within five years there will be broadband well above 100mbps in performance – and distribution distinctions between TV, radio and the web will go away.

• More Video.
ubiquitous computing, ubiquitous information, ubiquitous networks, at unlimited speed, about everything, everywhere, from anywhere, on all kinds of devices that make it ridiculously easy to connect, organize, share, collect, collaborate and publish.

Michael Wesch, Prof. Kansas State University
THAILAND: DATA SNAPSHOT

67,448,120
TOTAL POPULATION

17,779,139
INTERNET USERS

24,000,000
ACTIVE FACEBOOK USERS

84,075,036
ACTIVE MOBILE SUBSCRIPTIONS

34%
URBAN

66%
RURAL

26%
INTERNET PENETRATION

36%
FACEBOOK PENETRATION

125%
MOBILE PENETRATION
THAILAND: INTERNET INDICATORS

- Average time that internet users spend using the internet each day through a desktop or laptop: 5H 07M
- Mobile internet penetration as a percentage of total population: 24%
- Average time that mobile internet users spend using mobile internet each day: 3H 04M

Sources: US Census Bureau, GlobalWebIndex Wave 11
THAILAND: SOCIAL INDICATORS

- **Social Media Penetration as a Percentage of the Total Population:** 25%
- **Average Time Social Media Users Spend On Social Media Each Day:** 3H 39M
- **Percentage of Mobile Users Using Social Media Apps On Their Phone:** 50%
- **Percentage of Mobile Users Using Location-Based Services:** 36%

We Are Social • Sources: US Census Bureau, GlobalWebIndex Wave 11
THAILAND: SOCIAL MEDIA USE

- ANY SOCIAL NETWORK
  - Own an Account: 97%
  - Used in the Past Month: 76%

- FACEBOOK
  - Own an Account: 96%
  - Used in the Past Month: 68%

- GOOGLE+
  - Own an Account: 69%
  - Used in the Past Month: 36%

- TWITTER
  - Own an Account: 57%
  - Used in the Past Month: 32%

- INSTAGRAM
  - Own an Account: 40%
  - Used in the Past Month: 22%

- LINKEDIN
  - Own an Account: 23%
  - Used in the Past Month: 7%
THAILAND: SMARTPHONE USAGE

SMARTPHONE PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION: 31%
SMARTPHONE USERS SEARCHING FOR LOCAL INFORMATION VIA THEIR PHONE: 95%
SMARTPHONE USERS RESEARCHING PRODUCTS VIA THEIR PHONE: 94%
SMARTPHONE USERS WHO HAVE MADE A PURCHASE VIA THEIR PHONE: 51%

Source: Google’s "Our Mobile Planet" Report
This is what a library looks like.
21st CENTURY LIBRARY
PEOPLE
- Existing users
- New target users
- Skills of the library staff
- Admin & Management

PARTNERS
- Retail shops
- International partner
- Radio station

PLACES
- University landmark
- Living room of the university
- Imbued with ubiquitous learning

PROGRAMS
- Core stockholding
- ICT services
- Time-management and opening hours

These elements form a cycle, indicating interconnected relationships between people, partners, places, and programs.
PEOPLE

• Existing users
• New target users
• Skills of the library staff
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PROGRAMS

• Core stockholding
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• Customer relation
PLACES

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PARTNERS

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Open for more discussion
Be connected
Open to new resources
How can librarian use social media?

As a resource:
• Collect digital resource
• Build new digital resource

As a tool:
• Resource suggestion
• Resource review
• Resource rating
• Targeting your audiences
Massive Open Online Course (MOOCs)
Learn almost anything for free
Google Apps for Education

Millions of students and teachers already use Google Apps