Reaching Patrons: Online Outreach for Libraries

Jennifer Koerber, Librarian
Boston Public Library,
Honan-Allston Branch
Why Online Outreach?

- Increasingly, our users are online as much as off.
- We need to put ourselves out where they already are.
- They need to be able to find us, 24 hours a day.
Most importantly:

- Online, everyone in the world is a potential patron.
Local results for public library near Boston, MA

A. Boston Public Library www.bpl.org
700 Boylston St, Boston, 02116 - (617) 536-5400
★ ★ ★ ★ ★ 53 reviews - Get directions - More information

B. French Library & Cultural Center www.frenchlib.org
53 Marlborough St, Boston, 02116 - (617) 912-0400
Get directions - More information

C. Mary Baker Library for the Betterment of Humanity www.marybakereddylibrary.org
200 Massachusetts Ave, Boston, 02115 - (617) 450-7000
Get directions - More information
More local business results »

Boston Public Library Home Page
Principal facilities located in Boston, Massachusetts. Besides acting as a circulating library for the Boston area (25 branches), BPL hosts a huge ...
www.bpl.org/ - 32k - Mar 4, 2007 - Cached - Similar pages
Electronic Resources - www.bpl.org/electronic/
Central Library - www.bpl.org/central/index.htm
General/Contact Info - www.bpl.org/general/index.htm
Branch Hours - www.bpl.org/general/hours.htm
More results from www.bpl.org »

BPL Catalogs
The Boston Public Library has many catalogs and databases that contain information about the millions of books (over 7.5 million) and other materials held ...
www.bpl.org/catalogs/index.htm - 21k - Cached - Similar pages
The **Boston Public Library** is the largest municipal public library in the United States[^1] and was established in 1848. It was the first publicly supported municipal library in the United States and the first public library to allow people to borrow books and other materials. The Boston Public Library is also the **library of last resort[^2]** of the Commonwealth of Massachusetts; all adult residents of the state are entitled to borrowing and research privileges, and the library receives state funding.

### Contents

1. Collections
2. History and Architecture
   - 2.1 The McKim Building
   - 2.2 Monumental Inscriptions
   - 2.3 Bates Hall
   - 2.4 The Johnson Building
3. Art, Rare Books and Exhibits
4. Branch library system
5. Technology
6. References
7. External links
8. Gallery

### Collections

With 14.9 million volumes, the Boston Public Library is the third largest library in the United States[^3]. In addition to its extensive circulating library, which includes works in many languages, the Boston Public Library's collection has special strengths in art and art history (available on the third floor of the McKim building) and American history (including significant research material), and maintains a depository of governmental...
LOCATE WIFI SERVICE ACROSS THE STREET and around the world.

- Search thousands of unique FREE and commercial WiFi HotSpots Worldwide.
- Browse the details of WiFi Internet Service Providers (WISP) across the Globe.
- Find the right WiFi HotSpot Service Plan for you. Info and links for Online Sign up are available with several of the most popular WiFi Internet providers.
- Check out our WiFi Guide for information on the basics of WiFi, simple tips for setting up your own network, and easy-to-follow steps on how to connect to a WiFi HotSpot.

SPECIAL PROMOTION:
Boingo Wireless - Sign up now and get your 2nd month FREE! Global WiFi roaming software included!

---

**WiFi Location Directory:**

1. Country (required)
   - United States

2. State/Province
   - Massachusetts

3. City
   - Allston

   US Search by City/State OR Zip

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<tr>
<th>Zip Code</th>
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<tr>
<td></td>
<td>10 miles</td>
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Network (optional)
- All Network Providers

HotSpot Type (optional)
- Library

Service:
- Free
- Commercial

[Show Wi-Fi Hot Spot Locations]
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<td>Women's History Month events (Boston)</td>
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<td>Jewelry Wholesale prices</td>
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<tr>
<td>2/26-3/5</td>
<td>I Want Candy (Boston)</td>
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<td>2/27-3/5</td>
<td>It's Ski Time Again at Whiteface (Lake Placid Area)</td>
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<tr>
<td>3/1-3/5</td>
<td>PRINT PASS -- Free Advance MOVIE Screening (Boston)</td>
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<tr>
<td>3/5</td>
<td>Celebrity Author Series Event with Mayor Menino (Jamaica Plain, MA)</td>
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<tr>
<td>3/5</td>
<td>Boston Massacre Reenactment (Old State House)</td>
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<tr>
<td>3/5</td>
<td>ISAGENIX Fat burning/impurities release Cleansing programs 3/5 Tues. (Dover, NH)</td>
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<tr>
<td>3/5</td>
<td>* FREE * Skin Care Clinic</td>
</tr>
<tr>
<td>3/5</td>
<td>Meet Paul Revere (Old State House)</td>
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<tr>
<td>3/5</td>
<td>South Shore Women's Business Network Norwood Luncheon</td>
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Mike Rush for state Senate 2010 web site violates campaign and finance law

WEST ROXBURY - Not only does it look like state Rep. Mike Rush is running for state Senate in 2010, but his new web site violates campaign and political finance laws.
ESL Conversation Group

date: Tuesday, March 11, 2008

time: 11:30 AM to 3:30 PM

venue: Boston Public Library - Honan-Allston Branch

address: 300 North Harvard Street
Allston, MA 02134

Add Comment / Correction

Search Events

Browse Events

MARCH, 2008

Quick Trip To The Longfellow House
17th-Century French Painting And Sculpture
18th-Century European Ceramics And Paintings
American Art At Harvard

Allston Resources

Money Matters
Real Estate for Allston
Local Jobs
Mortgages / Loans
and more...

Things To Do
Movie Times / TV Listings
Local Food / Farmers Markets
Restaurants
and more...

On-The-Go Essentials
Maps / Directions
Traffic
Train
Weather
Wi-Fi Locations

Add Your Event

PREVIOUS EVENT | NEXT EVENT

Add Event to Calendar
Mattapan

The most random highway destination sign in the Boston area

By adong - 1/10/10 - 7:44 pm
Good companies/Annoying Companies

Submitted by H2otown on Wed, 03/12/2008 - 12:22pm.

Leslie makes a rundown -- Plus: Tivo, UPS; Minus: Verizon, Doggie Day. Your pros and cons in the world of commerce? Leslie's Latest News: Good companies / Annoying companies
Powered by ScribeFire.

Footage

Submitted by H2otown on Wed, 03/12/2008 - 12:20pm.
Boston Public Library - Honan-Allston Branch

Category: Libraries [Edit]
Neighborhood: Allston/Brighton
300 North Harvard Street
(between Brainerd Rd & Estonia St)
Allston, MA 02134
(617) 787-8313
www.bpl.org/branches/allston.htm

Add Photos

3 Reviews for Boston Public Library - Honan-Allston Branch

Sort by: Recent + Votes ▼ | Time | Rating | Useful | Funny | Cool | Total Votes

Selected Review

Jennifer K.
Brighton, MA

03/25/2008

Hello, all. I'm one of the librarians at the Honan-Allston Branch, and I wanted to respond to the two reviews here.

@ Greg M: Since I first read your review, I've been trying to figure out exactly what happened, and I still don't know. As long as DVDs (and CDs, for that matter) have existed, we've always been willing to take the newer format for an item in exchange for an older format lost. Please, anyone reading this, if something like this happens again, ask to speak to a senior librarian. Greg, I'm sorry you were treated this way and I hope that you've tried again with us.
March 05, 2007

**Untitled**

... the various features the meetup website offers for organizers? And if the Starbucks was too crowded, did we know that the Boston Public Library... or objectivism, says he's from some “meetup steering committee” & he likes to check on local Boston groups to see how things are going & give us tips ...

16 hours ago 355 words userAmanda Subscribe Share (Focus Exclude) 12 blogs link

**Links for 2007-03-04 [del.icio.us]**

... unusual and culturally significant books and artworks at a bunch of major institutions, including the Boston Public Library, the Metropolitan Museum of Art... on the European Commission to establish a new policy that would require all government-funded research to be made available to the public shortly after ...

23 hours ago 455 words P2P Foundation Subscribe Share (Focus Exclude) 64 blogs link
New York Public Library

Looks like there's an end to all the touristy pics. I just got the call from the camera workshop and it is ready for pick up. Woo-hoo! Hopefully, fresh pics coming your way soon.
What’s happening?

Latest: okey doke – signing off from #il2009. Next stop, Boston! 2 months ago

Real-time results for boston public library

DCpepper I’m legit! Just copped a boston public library card. about 4 hours ago from UberTwitter

DanielPatrick1 I’ve lived in Boston for about 6 months and this is my first time in the Boston public library at Copley...I think I’m in love. about 5 hours ago from Tweed

whatsgoodBOSTON RT @seaportboston Check out the Made in MA film series Monday nights at 6 p.m. at the Boston Public Library! http://ow.ly/VfY4 about 7 hours ago from web

tipsdeviajero RT @seaportboston: Check out the Made in MA film series Monday nights at 6 p.m. at the Boston Public Library! http://ow.ly/VfY4 about 7 hours ago from TweetDeck

seaportboston Check out the Made in MA film series Monday nights at 6 p.m. at the Boston Public Library! http://ow.ly/VfY4
Boston Public Library
700 Boylston St
at Dartmouth St
Boston, MA 02116
(617) 536-5400

FROM THE TOP 12 LISTS

Claude K. did this...
Check out the old section. It's some of the best architecture in the city. (1 day)

TAGS

Use tags to let people know what they can expect to find here:
FROM THE TOP 12 LISTS

Claude K. did this...
Check out the old section. It's some of the best architecture in the city. (1 day ago)

Emily B. did this...
Take an art & architecture tour (5 days ago) [Link]

Dawn F. did this...
The FREE Art and Architecture tour runs about an hour long and is an excellent overview of the buildings and their history. Check web site, as tour times vary throughout the week. (December 5, 2009) [Link]

Steve F. did this...
Skim through the presidential library to find out WTF ol' George W was doing pre 9/11 (October 9, 2009)

Joanne M. did this...
grab coffee at the cafe and sit outside by the fountain in the beautiful courtyard. (August 15, 2009)

TAGS
Use tags to let people know what they can expect to find here:

+ library
+ wifi
Welcome to the Blogging Libraries Wiki

The purpose of this wiki is to collect links to library blogs. Read the help page for tips on how to add your library’s blog and check out the about page for more info on this wiki. And if you have any questions, please get in touch.

Looking for a list of librarian blogs? Check out this list at LISWiki.

Categories

Academic Libraries

“Academic” refers to any post-secondary institution, including universities and colleges. Visit the list of academic library blogs.

Public Libraries

The term “public” needs no explanation, so go ahead and visit the list of public library blogs!

School Libraries

“School” refers to any K-12 institution. Visit the list of school library blogs.

Special Libraries

“Special” refers to any institution that isn’t a public, academic or school library! This category includes corporate and government libraries. Visit the list of special library blogs.

Blogs for Internal Library Communication

“Internal communication” are blogs used for internal staff communication within a library. Visit the list of internal library blogs.
Honan–Allston Branch

Tomorrow, H&R Block will be at the Honan–Allston Branch with information about the American Recovery & Reinvestment Act. Stop by the library at 2pm with your questions or to listen to the questions of others. on Friday dear

Wall  Info  Photos  Discussions  +

What's on your mind?

Attach:  

Honan–Allston Branch

Tomorrow, H&R Block will be at the Honan–Allston Branch with information about the American Recovery & Reinvestment Act. Stop by the library at 2pm with your questions or to listen to the questions of others.

Fri at 4:38pm - Comment - Like

Honan–Allston Branch

This Saturday, December 5th, the Friends of the Honan–Allston Branch will host their annual Holiday Party and Book Sale. From 10am – 2pm, join us for light refreshments and light entertainment for the whole family. Kids can join us in the Children’s room for: 11a Drop-In Science for ages 8-12 1p Holiday Yodeling w/Kerr...

See More
December 3, 2000 at 11:27am - Comment - Like

Honan–Allston Branch

On Saturday, October 10th, join us at the Honan–Allston Branch to listen to local historian Bill Marchione spin tales of Boston as it once was. He’ll be reading selections from his most recent book, “Boston Miscellany,” and will share his great store of Boston tidbits and insights.
Lone Arrangers
Working together while working alone

Do you work in an archive— or library— by yourself? Alllll alone, or just in your department? So do we!
A free service for all libraries and consortia

One profile, one place where data about your institution and its services can be maintained, easily referenced, and syndicated across the Web

Learn more about WorldCat Registry

First time here?

Get started!

Search for your institution to see if its Registry profile already exists

Already have a Registry profile for your institution?

Sign In

or

Create a User Account
The Trial Court Law Libraries offer four methods to contact a reference librarian:

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<th>Service Description</th>
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<tr>
<td><img src="image" alt="Chat!" /> <strong>Chat Live with a librarian!</strong></td>
<td><strong>Chat</strong> with a legal reference librarian in real time over the web.</td>
</tr>
<tr>
<td><img src="image" alt="E-Mail" /> <strong>E-Mail a librarian!</strong></td>
<td><strong>E-Mail</strong>. Fill out a simple form to send your question to our reference staff. On weekdays, you can expect an answer in 24 hours or less.</td>
</tr>
<tr>
<td><img src="image" alt="Call" /> <strong>Call a librarian!</strong></td>
<td><strong>Telephone</strong>. Click on the telephone to find a list of library locations with phone numbers.</td>
</tr>
<tr>
<td><img src="image" alt="Visit a Law Library" /> <strong>Visit a Law Library!</strong></td>
<td><strong>Visit a Law Library</strong>. Just like local public libraries, we are open to everyone. You can receive in-person legal referral assistance, borrow books, and use print and electronic resources. Click on the bookshelf to find a list of library locations, directions, and phone numbers.</td>
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<th>Hours:</th>
<th>Monday - Friday 8:30 a.m. - 4:30 p.m.</th>
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<tr>
<td>Hours:</td>
<td>Monday - Friday 5:00 - 7:00 p.m.</td>
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<tr>
<td>Hours:</td>
<td>Submit your question anytime. Questions are answered Monday - Friday 8:30 a.m. - 4:30 p.m., usually within 24 hours of receipt.</td>
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<td>Hours:</td>
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<tr>
<td>Hours:</td>
<td>Monday - Friday 8:30 a.m. - 4:30 p.m.</td>
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Instant Messenger Reference Service

Reference IM

Du Bois Reference is online

Service Hours:
Monday-Thursday 8:30am - 9:30pm
Friday 8:30am - 6:00pm
Saturday 10:00am - 6:00pm
Sunday 1:00pm - 9:00pm

To IM with a reference librarian at the Du Bois Library using another service:

AIM: dbcolref
Yahoo: dbcolref
MSN: dbcolref@hotmail.com
Gtalk: dbcolref@gmail.com

Please note: IM questions are taken on a first-come-first-served order. During busy times it may take longer to answer your IM if staff are busy helping patrons in-person at the Reference & Research Assistance Desk.

As an alternative to using IM Reference Service, you may email a librarian, call the Reference Desk at 413.545.0150, or visit the Reference Desk for assistance.
The 3rd Community Conversation is tonight at the South Boston branch, 6p. Talk with us in person or online. http://tinyurl.com/ycdl3z6


Glad you like the new option. RT @tkdarchitect: Used new self checkout @BPLBoston today for 1st time & loved it b/c it's so simple to use.

about 13 hours ago from TweetDeck
And if we go to the actual image...
Beinecke Rare Book and Manuscript Library
What is LibraryThing?

Go ahead and [take the tour](http://www.librarything.com).

Enter what you're reading or your whole library—it's an easy, library-quality catalog. LibraryThing also connects you with people who read the same things.

What's good?

- Searches Amazon, the Library of Congress and 70 other world libraries.
- Get [recommendations](http://www.librarything.com/recommendations). Connect to people with similar libraries.
- Tag your books as on Del.icio.us and Flickr (eg., [wwii](http://www.librarything.com/tag/wwii), [victorian](http://www.librarything.com/tag/victorian), [philosophy](http://www.librarything.com/tag/philosophy), [vampires](http://www.librarything.com/tag/vampires), [theology](http://www.librarything.com/tag/theology), [dogs](http://www.librarything.com/tag/dogs)).
- Put your books on your blog.
- Export your data. Import from almost anywhere too.
- Enter 200 books for free, as many as you like for $10 (year) or $25 (life).

Check it out

- Go ahead and [take the tour](http://www.librarything.com).
- Arrange your books on a [virtual shelf](http://www.librarything.com/virtualshelf) or as a [list](http://www.librarything.com/list).
- See users like [sylphette](http://www.librarything.com/sylphette), [grbarri](http://www.librarything.com/grbarri), or [wafflehouse](http://www.librarything.com/wafflehouse).
- Check out the [LibraryThing blog](http://www.librarything.com/blog) to see how rapidly it's developing.
- And if the [buzz page](http://www.librarything.com/buzz) doesn't convince you, you cannot be convinced. Go away.
With **clipmarks** you can *clip* the best parts of web pages.

Instantly share things you find online with your friends on Facebook, MySpace or any other web site. Email clips, post them directly to your blog and more.

**Start clipping!**

**ClipCast** With a ClipCast you can share things you find online with your friends on Facebook, MySpace, or anywhere else.

**Start Your Own ClipCast**
Pick a category and click on a volunteer's name to ask a question!

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Mobile Downloadable Application

Access the library's website and catalog from your cell phone.
boopsie™
Find your data in seconds!

MOBILIZE YOUR LIBRARY
Mobilize with the industry leader, like WorldCat, ALA, and SCCL did. Powerful catalog search, real-time integration, reading lists, your blogs and tweets, and much more.

MOBILIZE YOUR UNIVERSITY
Launch the next generation mobile technology, in weeks. Campus mapping, people directories, full library functionality, athletics, course information, and much more.

MOBILIZE YOUR MLS
Involved in REAL ESTATE? Boopsie mobilizes listings, open houses, agent details and the entire MLS to your fingertips, in real-time. View video demos

MOBILIZE YOUR ANYTHING
Any data source can easily be mobilized with boopsie. What information do you need at the palm of your hand?

ALL PHONES. ALL NETWORKS.
Boopsie is compatible with all web-enabled phones. High-speed downloadable clients are available for Android, BlackBerry, J2ME, Palm OS, Symbian S60, Windows Mobile and iPhone.

Some of the many companies currently using boopsie.

[Logos of various companies]
Internet Evolution

Wireless Internet Access
2/25/2007 | John Horrigan
Some 34% of internet users have logged onto the internet using a wireless connection either around the house, at their workplace, or some place else.
Learn more

Online Activities & Pursuits
Tagging
1/31/2007 | Lee Rainie
28% of internet users have tagged or categorized content online such as photos, news stories or blog posts. Findings and interviews with David Weinberger.
Learn more

Family, Friends & Community
Social Networking Websites and Teens
1/7/2007 | Amanda Lenhart
More than half (55%) of all online American youths ages 12-17 use online social networking sites.
Learn more

Technology & Media Use
The Internet as a Resource for News and Information about Science
11/20/2006 | John Horrigan
Fully 67% of online users have used the internet to carry out research on a scientific topic or concept.
Learn more
Library Success: A Best Practices Wiki

(Redirected from Main Page)

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2 Join the Community
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4 Need help?

Introduction
End of year thoughts

In another forum, I was asked:

You have a less "books=sacred objects" view than many of the people we know in common. Would you say your view is common among librarians of tour acquaintance, or are you an outlier there (too)? Have you always felt that way about books or did you come to it along the way?

Excellent question. To be clear, I believe that individual books can be sacred objects - important/rare editions, religious texts, original manuscripts, individual inscriptions, etc. - but that the format of any physical manifestation of ideas isn't sacred in and of itself. Books are ultimately just collections of glue and paper and cloth; it's the concepts they hold or the meaning we imbue them with that can make them sacred.

In particular, I believe that everyday books are meant to be engaged with, interacted with and responded to. For someone