Twitter for organisations

If you haven't noticed, ALIA has become quite active on Twitter in the past few months. In consultation with my colleagues, I try to regularly tweet on the ALIANational twitter account. Our tweets cover a broad range of topics from information about the Association to international news to fun stories about the LIS profession.

As a fairly new staff member at ALIA, tweeting has allowed me to get to know our members very quickly and in a really fun way. It provides me (as well as ALIA) a window in to what members are interested in, what they are passionate about, and what makes them laugh.

In addition to the insight to our members, Twitter also provides an alternative way for our members to interact with us and ask important questions that they would like answered. These interactions have been very valuable and have given us great ideas for how we can better serve our members.

While Twitter has provided us with such a great communication tool, there are also some frustrating aspects to it. We have many important questions asked via Twitter outside of working hours that cannot get answered until the appropriate staff member is back in the office. This delay is just as frustrating for our members as it is for us.

The other big frustration with Twitter is trying to figure out how to edit down a piece of important information to 140 characters.

That being said, Twitter provides a great way for us to communicate with members and for members to communicate with us. Thank you to everyone that we follow for providing us with such a great Twitter feed to read, and thank you to everyone that follows us.

Erin York
Groups and Events Coordinator
Australian Library and Information Association
erin.york@alia.org.au

Follow us: @alianational

If we *missed* you at the ALIA Biennial 2012 Conference

the one umbrella

The One Umbrella is just a phone call away for all your staffing needs

oneumbrella.com.au
Library | Records | Information | Knowledge Management

Brisbane 07 3121 5244
Canberra 02 6260 8741
Melbourne 03 8319 7899
Sydney 02 9263 0000

© The One Umbrella 2012_TOUM20024