

## Reference 2.Oh?

Oak Park Public Library, IL <http://oppl.org/>

Examining the website of the Oak Park Public Library I came to the conclusion that it actively uses different tools of social networking, collaboration, and mobile applications. At the bottom of the library's Home page there are logos of seven different tools: Twitter, Facebook, Flickr, YouTube, Boopsie, Pinterest, and Instagram. Facebook, Instagram and Flickr are used to place photos reflecting an interesting life of the library, its events that took place not only in the library, but also in the Oak Park community. On YouTube I found a number of videos, four-part-storytelling ones, a video about emergency medical procedures, a video about the recent library anniversary and others on different topics. I would say that the library uses as many as possible different tools to communicate with its community and with all the world.

Facebook: A lot of photos, maps, information about events, and a video about their recent anniversary. Last update was done six hours ago so it is very current.

<https://www.facebook.com/oakparkpubliclibrary>

Twitter: Staff from the Oak Park Public Library tries to enhance the quality of life in Oak Park by creating opportunities to participate, connect and discover. <https://twitter.com/oakparklibrary>

Flickr: An excellent gallery of photos on different aspects of library life. <http://www.flickr.com/photos/oppl/>

Instagram: Photos about library life. <http://instagram.com/oakparklibrary#>

Pinterest: Seventeen interesting boards on a wide variety of topics about new books, cooking, movies on books, Oak Park events, Chicago stories, crafty kids and so on.

<http://www.pinterest.com/opplibrary/>

YouTube: On the YouTube I found a number of videos, four-part-storytelling ones, a video about emergency medical procedures, a video about the recent library anniversary and others on different topics. The most recent video was placed three weeks ago. Others were placed two-three or more months ago. <http://www.youtube.com/oakparkpubliclibrary>

Boopsie: An application for your mobile phone's Web browser. OPPL helps you find what you want right from your phone. Boopsie's "smart prefix" feature provides access to the library catalog that you can search by typing a keyword into the search box. Results appear instantly.

<http://oppl.boopsie.com/>

RSS: The library uses RSS to alert patrons about the latest storytelling activities

<http://oppl.org/blog/new-kids/rss.xml> or about popular teen ebooks <http://opplteen.org/read-watch-listen/feed>

Blogs: There is a nice blog for small kids with interesting rhymes, songs, stories, and pictures.

<http://oppl.org/blog/new-kids>

Chat: They do not have IM. Instead, they provide *Ask Us!* chat. You have to fill in several boxes of personal information, then you type your question and the answer will be delivered through e-mail. It is not convenient and it is time-consuming.

There are interesting services such as a new e-book service The 3M Cloud Library and Overdrive. The latter provides a bilingual interface options for searching titles in Spanish or Chinese. Freegal offers music videos and a downloads wishlist. Zinio is an online digital magazine service that provides unlimited access to popular magazines with no holds or checkout periods.

5 points out of 5 (Grade A), Sujin