Librarian 2.0: "APP"lying Technology to Your Everyday Workflow

Huntington City-Township Public Library Marketing Department

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A copy of this presentation and handout can be found at www.huntingtonpub.lib.in.us/ILF

Houston, we have a problem!

Like most folks in the library world, the HCTPL Marketing Team members wear many hats and juggle multiple responsibilities. We found ourselves overwhelmed and desperately needing a better way to communicate and to keep track of information, passwords, paperwork - and most importantly – our time and our constantly looming deadlines. We decided to use technology to help us do just that – and we'd like to share some of our favorite time- and sanity-saving apps and programs with you.

The Essential Apps
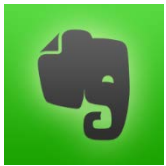
Evernote

www.evernote.com

Evernote's business slogan is "Remember everything" and the app is true to its word. Evernote is a multi-platform app that resembles feature-rich Notes or Stickies app. You can create Notes, organize them into Notebooks, and literally save anything and everything - from little notes and reminders to grocery lists, from photos to files. You can organize your information with tags, but you don't have to - Evernote's search function, with optical character recognition that even picks up words within pictures, is impressively accurate and speedy.

Everything can be saved in Evernote, and you can share notes or notebooks with anyone you like. It's like an external brain, in which you can stick anything you don't want to forget. You can use a scanner or mobile camera as a document and Post-It® scanner, and Evernote will OCR the text of images and PDFs, meaning documents you scan in can be searched by their content. Evernote even supports Reminders, so you can tell that monthly report checklist to pop up on the first of the month.

The HCTPL Marketing Department uses Evernote to store literally everything. Notes, How-To guides, checklists, event logs, important emails, receipts, press releases, Marketing Forms - if we want to keep it, it goes in Evernote. That way everyone on the Marketing Team has access to it and can find it when needed. Using Evernote, we've gone nearly paperless and no longer have to struggle to keep everyone up to speed.

Evernote offers desktop apps for Windows and Mac, and mobile/tablet apps for iOS, Android, Windows Phone, and Blackberry. Evernote is a "freemium" app, meaning there's a free version of the app that satisfies many, but also a Premium version that gives you a larger monthly upload, offline support, priority app support, and more.

Similar apps include Microsoft OneNote, Springpad, or the default Notes apps on various mobile devices.

Skitch

www.evernote.com/skitch/

If you've always felt traditional screenshot applications are too much trouble, Evernote's Skitch image notation app is what you've been waiting for. See something that sparks an idea? Use Skitch to snap it, mark it up with simple tools, and send it on in an instant. It lets you quickly draw arrows, circles, add text, blur out sensitive content, and more straight from your phone or computer. You don't have to use Evernote to use Skitch, but Skitch syncs with Evernote and Evernote has Skitch built-in, so you can easily annotate your images without leaving the application. Skitch is fun and simple to use. Just run it, open up an image, annotate, and send.

Similar apps include Jing and FastStone.

Dropbox

https://www.dropbox.com

Dropbox is a free cloud-based file storage service that lets you bring your photos, docs, and videos anywhere and share them easily. You can access it as an app, on a web browser, and on your desktop. Dropbox accounts are free up to 2 GB, but you may also upgrade to Pro and get 100 GB for $9.99 a month, 200 GB for $19.99 a month, or 500 GB for $49.99 a month.

The HCTPL Marketing Team uses Dropbox to share documents over multiple departments and locations, as do the members of NIDL, our ebook consortium. Sometimes when we are away from the library we find we need a document or an image that's stored on one of the HCTPL servers.   As long as we have internet access, we can quickly ask a coworker to upload it to Dropbox and share it with us, and we'll have it available to us almost instantly.   In addition, our NIDL ebook consortium uses it to keep all members constantly updated on budgets, orders, collection & circulation reports, and more. Dropbox is also helpful for sharing or distributing files among team members when files are too large to email.

Similar apps include Google Drive, Microsoft Skydrive, Sugar Sync, and Wuala.

Trello

www.trello.com

Trello is a project and information management web app. Reminiscent of Post it notes or index cards, it allows you to have Boards, on which you have Lists with Cards. You can use these to track the steps needed to complete a project, create a timeline of events and tasks, upload supporting documents and images, as well as organize a variety of lists in a very flexible way.

We use Trello to track our Marketing Timeline as well as our everyday tasks. We have a Board for the Timeline, and have a list for each event arranged in chronological order by deadline. Each list then contains the tasks needed to complete the marketing for the event. We assign whomever is responsible for completing the tasks to the card, as well as due dates and checklists. We also attach the marketing forms the departments fill out to the cards as well, so the event's info is just a click away. Trello's reminder function emails us when a deadline is near.

Similar apps: Asana, Basecamp, Sharepoint, task apps like Wunderlist, Any.do, Reminders and Google Tasks.

Google Calendar

www.google.com/calendar

Google Calendar is a free calendar application from Google that makes it easy to keep track of important events all in one place. Google Calendar lets users create events, manage multiple calendars, and share calendars with teams and groups. Users can view their calendar by day, week or month. Calendar can also be set-up to send you SMS or email alerts for upcoming calendar entries. Google Calendar also lets you see your friends' and coworkers' calendars, so you can see when everyone is working or is available. You can also use it to book appointments.

We use Google Calendar to keep track of events occurring in the library, to schedule our public meeting room space, to schedule staff and to book areas for library events so that we don't double-book a space or plan too many events for the same date and time. In the past, we've also added Google Calendar as a plugin to WordPress to help get the word out about library events, which we're able to tag and color-code by department/patron age & interest level.

Similar app: Microsoft Outlook.

Google Apps for Business:

http://www.google.com/enterprise/apps/business/

Google Apps for Business is Google's business class offering of Gmail, Calendar, Drive, and more. It combines all of Google's web applications into a suite of online office applications. By going with Google Apps versus generic Gmail, you get to use your domain for your email, gain the ability to create a network of users for the various apps, get more online storage, better security, and more. $5/user/mo, $4.15/user/mo for a guaranteed year purchase.

Similar app: Office 365

Google Docs/Google Drive:
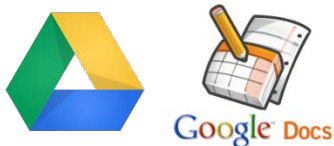
http://www.google.com/drive/

Google Drive lets you store and access your files anywhere -- on the web, on your hard drive, or on the go. Google Docs, Sheets, and Slides are productivity apps that let you create, collaborate, and store documents in your Google Drive online — all for free. Share files and folders: You can quickly invite others to view, download, and collaborate on all the files you want – no email attachment needed. Store the first 15 GB across Google Drive, Gmail, and Google+ Photos. When your Google Drive grows, get another 100 GB starting at $1.99 per month.

Similar apps: Dropbox, Microsoft Skydrive.

Office Online (free version, formerly Office Web Apps)

www.office.com

Office Online is a good choice if your needs for productivity software are simple and you don't need more than 7GB of cloud storage for the documents you produce. The current Office Online lineup includes the same programs as you'll find in Office Home & Student 2010 or 2013: Word, Excel, PowerPoint, and OneNote. But the web apps are free. And they include 7GB of SkyDrive storage.

Although these programs are technically web apps, they feel like desktop programs, The Office Online apps use the familiar ribbon, so when you open a document in the Word Web App, it feels like you're running Word. You can open, edit, and save an Office document without losing any formatting. Office Online also supports simultaneous editing. If you share a document with someone from your free SkyDrive account, anyone with edit permissions can work on that document simultaneously, with your changes showing up nearly in real time.

Similar app: Google Drive/Google Docs.

Office 365 (paid version):
http://office.microsoft.com/

Office 365 is a subscription version of the full suite of Office 2013 software, which you can install on up to five devices for $10/month or billed annually at $100/year. It adds cloud-based and instant-messaging features, and gives subscribers a constantly updated version of Office that includes the latest versions of Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access for your PC. It's compatible with PCs running Windows 7 and 8 and Macs running OS X 10.6 or later (although for Mac users, only the latest versions of Word, Excel, PowerPoint, and Outlook applications are available – Office 365 does not include OneNote, Publisher, or Access for Macs.)

Of course, you can easily use Office Web Apps, Google Docs or OpenOffice for free and get basic document, spreadsheet, and presentation editing. But if you want the most features and versatility, Office 365 may be the choice for you.

Cloud connectivity: When you save a document, it saves simultaneously to SkyDrive and to the computer's hard drive - no matter where you access a document, you have the latest version of it on hand. Office 365 subscribers also get more SkyDrive storage - 20GB.

Office on Demand is an Office 365 feature that enables you to use Office on a Windows 7 or 8 PC that is not one of your five installs. For example, if you're at someone else's computer, you still have access to Office. Once you sign in to your Microsoft account on Office.com, Microsoft streams a copy of Office from the cloud down to that computer and you can save your work to the cloud. When you're done with your session, the copy disappears and removes all traces it was there.

Similar apps include Google Docs, Google Apps for Business, OpenOffice (no cloud-based option).

ATracker Lite/ATracker Pro
(Free/2.99 one-time purchase, Apple iOS devices only)
http://www.wonderapps.se/atracker/

ATracker is a feature-rich time-tracking app that allows you to actively manage and monitor various tasks on your phone, one tap to start/stop time tracking, minimal setup and fully customizable user interface. You can use one of three predefined tasks or add an unlimited number of your own in the free trial version of the app and then see the data displayed on an in-app calendar or on various charts that show how your time was spent.

When you open ATracker, you get a very light onscreen tutorial showing you where the various buttons are and what options you have. You can tap any task -- gaming, housework, or the gym -- at any time and the timer will start. Tap it again, and the timer will stop. In addition, you can track time on two tasks at once. There are menu items at the bottom of the screen to add new tasks, open your calendar, or review a pie chart and other stats of what you've spent your time doing.

ATracker also allows you to enter notes on what you're working on. You can pull up reports showing how much time you spent doing tasks by the day, the week, the month, or by date range. This is a great app to have when we need to demonstrate what it is, exactly, that we do all day.

Similar apps include Harvest, Toggl.

Phrase Express *(Windows, free)*
http://www.phraseexpress.com/

Text Expander *(Macs & iOS devices, $35)*
http://www.smilesoftware.com/TextExpander/

These apps are very special one trick ponies. PhraseExpress and TextExpander are apps that allow you to set up typing shortcuts for longer excerpts of text. Once you type the shortcut, the longer text automatically replaces it.

The HCTPL Marketing Team uses Phrase Express for email templates, properly spelling our name, adding our photo disclaimer to our marketing materials, inserting our contact info into documents and emails, and much, much more. It rapidly speeds up the day if you have to type a lot of repetitive phrases!

A Few of our Favorite Things...

Simple Tools for Techies:

LastPass
www.lastpass.com

LastPass, an award-winning cloud-based password manager, saves your passwords to their secure website database and gives you secure access from every computer and mobile device. Save all your usernames and passwords to LastPass, and it will auto-login to your sites and sync your passwords everywhere you need them. You can store login usernames and passwords, speed online purchasing by adding credit cards & shopping profiles, attach docs, PDFs, images, audio, save any piece of data you need to keep secure and accessible, and manage everything from a simple, searchable "password vault". Upgrade to LastPass Premium to use the mobile apps.

KeePass
www.keepass.info

KeePass is a free, open source, light-weight and easy-to-use password manager for Windows, Linux, Mac OS X and mobile devices. KeePass lets you keep all of your username/password pairs in a securely encrypted database on your device, protected behind a single master password, the only password you have to remember.   KeePass doesn't automatically put your password database in the cloud – it's saved to your device. KeePass features a random password generator, a quick-search box, and is built to contain thousands of records which can be organized into folders. KeePass isn't limited to just usernames and passwords, either: Each entry has several other fields, including a free-form Notes field which you can use for securely storing any sort of text.

IFTTT

www.ifttt.com

IFTTT (rhymes with "gift") stands for "If this, then that," helping you craft solutions to streamline your digital organization. IFTTT connects two apps or services in nontraditional ways to form "recipes," which define the "this" and "that" of the equation. IFTTT recipes are excellent for planning out your social media strategy, or just reminding you to cross something off of your to-do list. Automatically add items to Evernote or Google Drive, get an email any time a new book is added to the NYT Bestsellers list, archive your social network posts, be alerted when an author or series item is added to your Enterprise catalog, and more. You can even get the weather forecast sent to you each morning or the night before. IFTTT is free, and offers connections between 87 different apps and services.

Zapier
www.zapier.com

Zapier lets you easily connect the web apps you use, making it easy to automate tedious tasks. If there's a web app not on IFTTT, you should check out Zapier. Zapier includes over 250 web apps, particularly productivity and professional apps (e.g., Basecamp, MS Exchange, and Google Tasks). It works much like IFTTT, but limits free users to 5 "Zaps" and 100 tasks per month, with paid plans in several tiers.

WebEx Apps

www.webex.com/products/web-conferencing/mobile.html

Most of us have attended classes and meetings via WebEx, where we've sat squinting at someone else's shared desktop projected on a screen.

Now, you can attend a meeting on nearly any mobile device, which is especially convenient in situations where arranging a computer projector and speakers are problematic, where classroom seating is not available, or where visibility/legibility is an issue.

WebEx apps are available for most platforms, including iOS, Android, BlackBerry, and Windows 8 phones. In addition, you can attend WebEx meetings on any 3G, 4G or Wi-Fi enabled device. Just launch the meeting URL from a browser — no app download is required.

Scanner Pro
www.readdle.com/products/scannerpro
free Scanner Mini app, or purchase the full Scanner Pro app for $2.99 on the iTunes app store

ScannerPro is great for quick scans of documents when you don't have a scanner available. ScannerPro allows you to use an iPhone or iPad as a portable scanner, save your scanned documents as PDF documents, and email or easily export the documents to Dropbox, Google Drive, or Evernote.

Apps For the Front Lines

Penultimate & Notability
www.evernote.com/penultimate/
www.gingerlabs.com/

Penultimate and Notability are notetaking apps of a more traditional nature - handwriting. Both support the ability to hand write or draw your notes. They're great for sketching marketing ideas, floorplans and more. Penultimate is owned by and syncs with Evernote, and Notability is a standalone app but supports Dropbox, Box, and Google Drive.

Shelfari

http://www.shelfari.com/

Shelfari is a community-powered encyclopedia for book lovers, launched in October 2006 and acquired by Amazon in 2008. A library Shelfari account allows staff to create booklists and recommended reading for library events like author visits, book clubs, local history/genealogy, summer reading clubs, and anything else you can imagine. Create your own *If You Like…* lists tailored to your collections and patron interests, and share the link to your website, Facebook page, RSS feed or blog. – all for free.

Books can also be rated, tagged with keywords, or reviewed. Some unique features include a "ridiculously simplified synopsis", a descriptive cast of characters, table of contents, themes/symbolism, and movie info. It's maintained like a wiki by the community, so the information isn't complete or verified, but it can be a powerful reader's advisory tool. Sample Shelfari readers' advisory list:
www.shelfari.com/Best-Of/12553/Tales-Re-Told-Fairy-Tales-Legends-for-Teens

Similar apps include GoodReads, LibraryThing.

GoodReads
www.goodreads.com

Goodreads - whose motto is "Meet Your Next Favorite Book" - is a social networking site that allows users to keep track of books they have read, books they want to read, or find books based on suggestions of other readers. Users are able to rate the books they have read and write reviews. Goodreads also offers "groups" where a user can create a type of book club or discussion board and members can discuss books, authors, and other related topics. Books trivia, quizzes, quotations, and literary infographics ready for printing are a useful source for librarians. HCTPL staff use it regularly as part of readers' advisory, and we create bookshelves of specialized lists (Books to Movies 2014, YALSA best books for teens, etc…)

Google Translate
http://translate.google.com/

Google Translate is a free translation service that provides instant translations between dozens of different languages. It can translate words, sentences and web pages between any combination of our supported languages. Being able to communicate with our patrons is absolutely crucial to serving them, but sometimes there's a language barrier. One of the handiest tools we've found is Google Translate, which has helped us communicate effectively with patrons who have little to no English, and whose native languages have included Russian, Hindi, Polish, Chinese, German, and Spanish. With over 80 languages available, and a spoken audio tool, it's a great way to get past any language barrier.

Apps for Marketing the Library

Hootsuite
www.hootsuite.com
Free for up to 5 social profiles

Hootsuite can't be strictly defined as an app. But this social media management website will make your social media outreach much easier, especially if you are juggling many events and responsibilities. Hootsuite allows you to schedule your tweets and Facebook posts ahead of time. We do ours a month at a time (usually right after completing the library newsletter.) While we can always hop on HCTPL's Facebook page and post pictures of our programs, or share some last minute information, Hootsuite allows us to be confident that our events are covered.

Pinterest
www.pinterest.com

Pinterest is a pinboard-style photo-sharing website that allows users to create and manage theme-based image/link collections such as events, interests, and hobbies. Anyone who does any type of craft programming needs to have the Pinterest app. A downside to Pinterest is that it doesn't always lead you to instructions on how to do the craft, so you may have to get creative.   We use Pinterest on our webpage to to display our collection, our new books, staff picks, and more.

Disclaimer: Pinterest is dangerous, a black hole that sucks you in so that you may not emerge for days!

Twitter
www.twitter.com

Twitter is a free online social networking and microblogging service that enables users to send and read short 140-character text messages, called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app. Tweets are publicly visible by default, but senders can restrict message delivery to just their followers. Users can tweet via the Twitter website, smartphones and mobile devices, or by SMS. Retweeting is when a tweet is forwarded via Twitter by users, and both tweets and retweets can be tracked to see which ones are most popular. Users may subscribe to other users' tweets – this is known as following and subscribers are known as followers or tweeps.

WordPress
www.wordpress.org
http://www.in.gov/library/connect.htm
(Indiana State Library's Connect IN to provide free high-quality and functional websites to public libraries)

WordPress is a powerful free, open-source, online content management software for building and maintaining websites and blogs. It allows users of all web experience to build a complete website without touching a line of code. It's free and open-source, and almost 20% of the web is built on some form of it. It's vastly supported by developers selling and giving away themes and plugins, making it very easy to get your website to look and work exactly how you wish. If you host your site with the State Library's **Connect IN** program, it's also the CMS you will be using for your website by May.

Similar apps include Joomla, Drupal, and Weebly.

Flickr
www.flickr.com

Flicker is an image hosting and video hosting website. What's great is that Flickr offers a full TB of storage (which comes to about 537, 731 6.5 megapixel photos). We use this to display our library's event pictures. And if you're looking for the right graphics to use to market a library event or service, Flickr has a creative commons section of photos that can be used as long as the creative fair-use license requirements are followed.

YouTube
www.youtube.com

YouTube is a video-sharing website. We use YouTube during Story Time to play children's songs we want to sing.   During Teen Book Club, if the book we are reading is being made into a movie, the teens love crowding around the iPad and watching the movie trailers. In addition, YouTube is great for sharing book trailers with Teen Book Club members. Libraries can also create YouTube channels for sharing book talks, storytimes, book trailers, digital how-to's, and more with patrons. Finally, for anyone who is an "accidental" tech person, YouTube is a great way to find out how to do scary things like installing a hard drive, dismantling a laptop, etc...

Spotify
www.spotify.com

Spotify is a music streaming service similar to iTunes, where you stream music instead of purchasing and downloading. It offers a free version with ads, an ad-free version for $10/month, and the ability to cache songs to your device, much like iTunes does. It's a great source for finding music for library programs, or ideas for developing programs. Best of all, Spotify has many curated playlists for kids and teens – lullabies, learning songs, themed songs, and more.

Skype
www.skype.com

Skype is a peer-to-peer video and chat messaging service by Microsoft. It allows you to chat via video or instant message with anyone around the world via an Internet connection. It's a great and free way to get in touch with other librarians, potential program contacts, and more. It's also a great way to meet with an author if they're unable to come and visit.
Similar apps: FaceTime (iOS devices only), Google+ Hangouts

Prezi
 www.prezi.com

Prezi's presentation software is cloud-based, so it has no system requirements besides an internet connection, meaning you can present from your browser, desktop, iPad, or iPhone and always have the latest version of your work at your fingertips. Create or edit on the go, then auto-sync across all your devices with ease.

Prezi allows users to create moving presentations by zooming in, out and around visual objects, whether they're images or power words. . While Powerpoint is arranged in a linear fashion, Prezi allows you to present information without being bound to this step by step format. Instead of going from slide to slide, you zoom from concept to concept. And yet it's not a video- during the presentation, you control the speed at which the screens change. And you can even import Powerpoint presentations you've already created.

Want to know more about how to use Prezi? Explore the Prezi Learn & Support page: https://prezi.com/support/ or take a look at the official Prezi Tutorials on YouTube: http://tinyurl.com/kxt9lpx

There are several types of Prezi accounts available to fit the needs of people and organizations, ranging from free individual accounts with 500 MB storage, three levels of education accounts for teachers and students (free, $59/year, and volume pricing), and three levels of business accounts ($59/year, $159/year, and volume pricing).