

## That Twitter thing: Meaning and method behind micro-blogging in public libraries

### **Abstract:**

*Engagement* and *participation* are key concepts framing a large part of the social media discourse across many research domains. As quasi-government agencies public libraries increasingly value Twitter as it provides a freely accessible, low-cost structure for improved engagement, relationship-building and communication with a wide spectrum of library followers. The [Social-biblio.ca](http://social-biblio.ca) project, initiated in 2012, contributes to this work from the perspective of the public library organization. Highlights of a first phase - a national survey of public libraries' Twitter practices - are introduced in conjunction with findings from several pilot projects that explored techniques for studying library micro-blogging. This work then establishes a provisional theoretical framework from which to consider preliminary results of the first of three in-depth @publiclibrary case studies.

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