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Development Seminar

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## Social Media at the Legislative Reference Library of Texas

# Tweet Us Your Questions!



If you have questions during this presentation, feel free to tweet them to us using the hashtag:

**#AskLRL**

and we'll post a response in the hashtag stream.

# Early Efforts to Distribute Content



- Current Articles list (weekly)
- New & Noteworthy list (quarterly)
- At Your Service newsletter (weekly)

# Limitations



- No spontaneity.
- No ability to respond quickly to current events.
- No easy way to deliver content outside the legislative community.
- No way to share content that didn't meet the criteria for our existing current awareness services.

# Twitter



- Had the spontaneity we were looking for.
- It would allow us to share content with a wider audience.
- Other libraries were using it.
- FREE.

# Initial Concerns



- Where would we get the content? Would we have enough?
- How much time would it require?
- Would we be able to maintain our unbiased appearance?

# Addressing Our Concerns



- Identified two main sources for content: Web Collection and Clips Reports.
- Practiced drafting posts for a month without actually posting to Twitter.
- Formed a group of librarians who would review tweets prior to posting.

# @TexasLRL today...



**Legislative Library** @TexasLRL

27 Aug

A number of new laws take effect this Sunday, Sept. 1. See the list here: [lrl.state.tx.us/whatsNew/client...](http://lrl.state.tx.us/whatsNew/client...) #txlege

Expand



**Legislative Library** @TexasLRL

22 Aug

Are you in an occupation licensed by the @tdlrlicense? Check here for new laws that may affect your industry: [license.state.tx.us/legislation.htm](http://license.state.tx.us/legislation.htm) #txlege

Expand



**Legislative Library** @TexasLRL

22 Aug

This article on the decline in U.S. prison populations highlights TX and its success in cutting crime and costs: [goo.gl/hvbsbH](http://goo.gl/hvbsbH)

 [View summary](#)



# LRL Blog: What's New?



- What blogging platform should we use?
- Where on our home page should we display the blog?
- How social do we want the blog to be? Do we allow commenting?
- How much staff time will be needed?
- What should we post and how often?

# Early Decisions About the Blog



- Use BlogCFC, an open-source blog software.
- Display blog content on the left side of our homepage.
- Disable comments.
- Form a blog group to share responsibility for drafting and reviewing posts.
- Aim to post 2x a week. Move some of our newsletter features to the blog to ensure fresh content.

# On Filibusters and Chubbing...



[About the library](#) | [Ask a librarian](#) | [Site Index](#)

## Legislative Reference Library of Texas

*your partner in legislative research*

[Current Issues](#) | [Legislation](#) | [Legislators & Leaders](#) | [Sessions](#) | [Committees](#) | [Collections](#) | [General Information](#)

### What's new

#### Calendar

<< August 2013 >>						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

#### RSS

[RSS](#) [FEED](#)

[LRL Home](#) - [What's New](#) - [Filibusters and Chubbing](#)

### Filibusters and Chubbing

**MAY**  
23 posted by [TexasLRL](#) in [Legislative process](#)

[SHARE](#)

Near the end of the legislative session, delaying tactics such as filibusters and chubbing come into play as members seek to prevent the passage of bills, delay their consideration, or gain an advantage in negotiations.

#### What is a filibuster?

A filibuster is the prolonged discussion of a bill by an individual, intended to delay legislative action.

#### Are filibusters allowed in the Texas legislature?

Filibusters are permitted in the Senate but not in the House of Representatives.





#### Are there any rules for a filibuster?

Filibusters are governed by the [Senate rules](#) and by precedents interpreting the rules.

[Rule 3.02](#) prohibits eating or drinking in the Senate chamber.

# Along Came Pinterest....





Search    Addy 

### Legislative Reference Library of Texas

Welcome to the official Pinterest page of the Legislative Reference Library! We pin books, art and other items that bring the Texas Legislature and its history into view.

Austin, Texas · [www.lrl.state.tx.us](http://www.lrl.state.tx.us)

Repins from

-  Austin Texas
-  Anastasia Ferrell

12 Boards   553 Pins   0 Likes   [Follow All](#)   290 Followers   52 Following

#### Texas Tidbits

103 pins

Follow

#### State Symbols of Texas

67 pins

Follow

#### New Acquisitions

137 pins

Follow

#### 83rd Regular Session

38 pins

Follow

#### Library Quick Links

21 pins

Follow

#### How Does the Texas Legislat...

19 pins

Follow

#### Read About the Texas Legislat...

39 pins

#### Art in the Library

18 pins

#### Research Infographics

38 pins

#### Under the Rotunda

31 pins

#### Capital Spirits

23 pins

#### Young Texans Collection

19 pins

# Early Concerns About Pinterest



- Will this take too much staff time?
- Do we have enough content? Seems like we'll need a lot.
- We'll need to use images - will copyright be an issue?

# Some Key Pinterest Practices We Adopted



- Don't spend a lot of time creating new content—repurpose what you already have.
- Look for content that is automatically generated, or that is a byproduct of your established work routine.
- Avoid copyright issues by using images in the public domain.

# Texas State Symbols on Pinterest



The screenshot displays a Pinterest board titled "Legislative" with 19 pins. Each pin features an image of a Texas state symbol and a text box providing details about its designation and the responsible legislator.

- Official State Footwear of Texas:** Cowboy Boot. Designated by HCR 151, 80th R.S. (2007) authored by Rep. Dwayne Bohac and sponsored by Sen. Dan Patrick. [Image by flickr user DaveWilsonPhotography] Read the resolution at: [www.capitol.state.tx.us](http://www.capitol.state.tx.us)
- Official State Dog Breed of Texas:** Blue Lacy. Designated by HCR 108, 79th R.S. (2005) authored by Representatives Joaquin Castro and Mark Strama and sponsored by Sen. Jeff Wentworth. [Image by Wikimedia Commons user TrueBlueLacy] Read the resolution at: [www.capitol.state.tx.us](http://www.capitol.state.tx.us)
- Official State Tail Ship of Texas:** Elisea. Designated by HCR 117, 79th R.S. (2005) authored by Rep. Craig Eiland and sponsored by Sen. Mike Jackson. [Image: U.S. Navy photo by Mass Communication Specialist 2nd Class Roadell Hickman, Wikimedia Commons] Read the resolution at: [www.legis.state.tx.us](http://www.legis.state.tx.us)
- Official Vehicle of Texas:** Chuck Wagon. Designated by SCR 8, 79th Regular Session (2005) authored by Sen. Kel Sellger, co-authored by Rep. Warren Chisum, and sponsored by Rep. Al HikesAZ. [Image by flickr user AL\_HikesAZ] Read the resolution at: [www.legis.state.tx.us](http://www.legis.state.tx.us)
- Official State Bread:** Pan de Campo. Designated by HCR 98, 79th R.S. (2005) authored by Rep. Ryan Guillen and sponsored by Sen. Judith Zaffirini. [Image by flickr user Jocelyn | McAuliflower] Read the resolution at: [www.legis.state.tx.us](http://www.legis.state.tx.us)
- Official 10K of Texas:** Texas Round-up 10K. Designated by HCR 148, 79th R.S. (2005) authored by Rep. Mike Krusee and sponsored by Sen. Jeff Wentworth. Read the resolution at: [www.legis.state.tx.us](http://www.legis.state.tx.us)
- Official State Pastries:** Sopapilla and Strudel (until January 31, 2005). Designated by HCR 92, 78th R.S. (2003) authored by Representatives Chente Quintanilla and Pat Haggerty and sponsored by Sen. Frank Macia. [Sopapilla Image by flickr user adventurejournalist; strudel Image by iStockphoto] Read the resolution at: [www.legis.state.tx.us](http://www.legis.state.tx.us)
- Official Railroad of Texas:** Texas State Railroad. Designated by HCR 34, 78th R.S. (2003) authored by Representatives Chuck Hopson and Byron Cook and sponsored by Sen. Todd Staples. Read the resolution at: [www.iri.state.tx.us](http://www.iri.state.tx.us)
- Official Health Nut of Texas:** Pecan. Designated by SCR 2, 77th R.S. (2001) authored by Sen. Troy Fraser and sponsored by Rep. Geahle Morrison. [Image by flickr user hartini] Read the resolution at: [www.iri.state.tx.us](http://www.iri.state.tx.us)
- Official Precious Metal of Texas:** Silver. Designated by HCR 102, 80th R.S. (2007) authored by Rep. Pete Gallego and sponsored by Sen. Carlos Uresti. Read the resolution at: [www.capitol.state.tx.us](http://www.capitol.state.tx.us)
- Official State Cooking Implement:** Cast Iron Dutch Oven. Designated by SCR 9, 79th R.S. (2005) authored by Sen. Kenneth Ambrister, co-authored by Sen. Tommy Williams and sponsored by Rep. Jesse Jones. [Image by flickr user hawkesford] Read the resolution at: [www.capitol.state.tx.us](http://www.capitol.state.tx.us)
- Official State Native Shrub:** Texas Purple Sage (*Leucophyllum frutescens*). Designated by HCR 71, 79th R.S. (2005) authored by Rep. Dennis Bonnen and sponsored by Sen. Mike Jackson. [Image: Marcus, Joseph A., Lady Bird Johnson Wildflower Center] Read the resolution at: [www.capitol.state.tx.us](http://www.capitol.state.tx.us)
- Official State Fiber and Fabric:** Cotton. Designated by HCR 228, 78th R.S. (1997) authored by Representatives Delwin Jones, Miguel "Mike" Wise and Carl Iselt and sponsored by Sen. Robert Duncan. [Image by flickr user Big Grey Mare] Read the resolution at: [www.iri.state.tx.us](http://www.iri.state.tx.us)

# Where Are We Heading?



- Continue to make content available for the user to consume in whatever way seems best.
- iPads and other tablets are prevalent; we're always considering how to best format our resources for those users.
- We've decided against creating any platform-specific apps.
- Keeping an eye out for new social media platforms.



Thank you!



Questions?

# Credits



- Presentation prepared by Catherine Wusterhausen, Adrienne Sonder and Karen McBurney.