

**Robert J. Kleberg Public Library Newsletter**  
**Happenings @ your library®**  
**Tuesday, May 24, 2011**

The Kleberg Public Library joined thousands of libraries across the country to celebrate, promote, and take part in Teen Tech Week, March 7-12, 2011. This week was devoted to teaching teens how to be ethical users of library technology. The Computer Tech Services Department hosted this week-long event with a series of 30 minutes sessions that covered the basics of the library's electronic services. As an added bonus, all participants who attended were given an opportunity to win prizes that included an iPod, Jump Drives, tech related books, and gift cards. These items which totaled over \$200.00 were generously donated by area businesses who strongly believe that public libraries are trusted havens for teens to learn about library technology in today's digital age.

In mid-April 2011, the Computer Tech Services Department implemented a new feature on the library's website called Online Librarian, a web-based instant messaging system. This new system, when on-line, allows patrons to send instant queries and get real-time responses. This system is currently in its early testing stage. Analytics will be reviewed after a designated period of time to determine if it's being utilized by the library patrons.

Technology is without a doubt becoming an integral part of how libraries function in today's society. The public library's list of social media and geo-location networking sites grew this past quarter with the introduction of Foursquare, Face Book Places, Google Places, and WordPress. Given the library's serving population ratio, the Kleberg Public Library social media sites have attracted attention from several individual libraries across the state. Many Texas libraries are using the Kleberg Public Library as an example to implement and utilize social media sites. As of April 19, 2011, the library has gained more fans on its Face Book site. Some fans include media personalities from the three (3) local television stations: KIII-TV 3, KRIS-TV 6, KZTV-10, several staff members from the South Texas Library System in Corpus Christi and the Alamo Area Library System in San Antonio, as well as staff members from the Texas State Library and Archives Commission. The library uses its social media network, Twitter, to alert and inform patrons of current events. An average of four (4) text messages per day is sent out via Twitter. The library also utilizes YouTube to advertise a wide array of library services and has recently been updated with new promotional videos.

The Robert J. Kleberg Public Library is utilizing every resource available, including its [www.kleberglibrary.com](http://www.kleberglibrary.com) website to better serve the residents of Kleberg County and its surrounding communities. By being progressive, the library has been able to acquire and provide the latest technology for its patrons.