



# *Linked Data 101: Introduction to Linked Data*

Brad Whittle, VP Global Sales

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Oct 01  
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1 October 2015 - 11:00 am MDT
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Oct 06  
6 October 2015 - 02:00 pm MDT

1 2 3 next › last »

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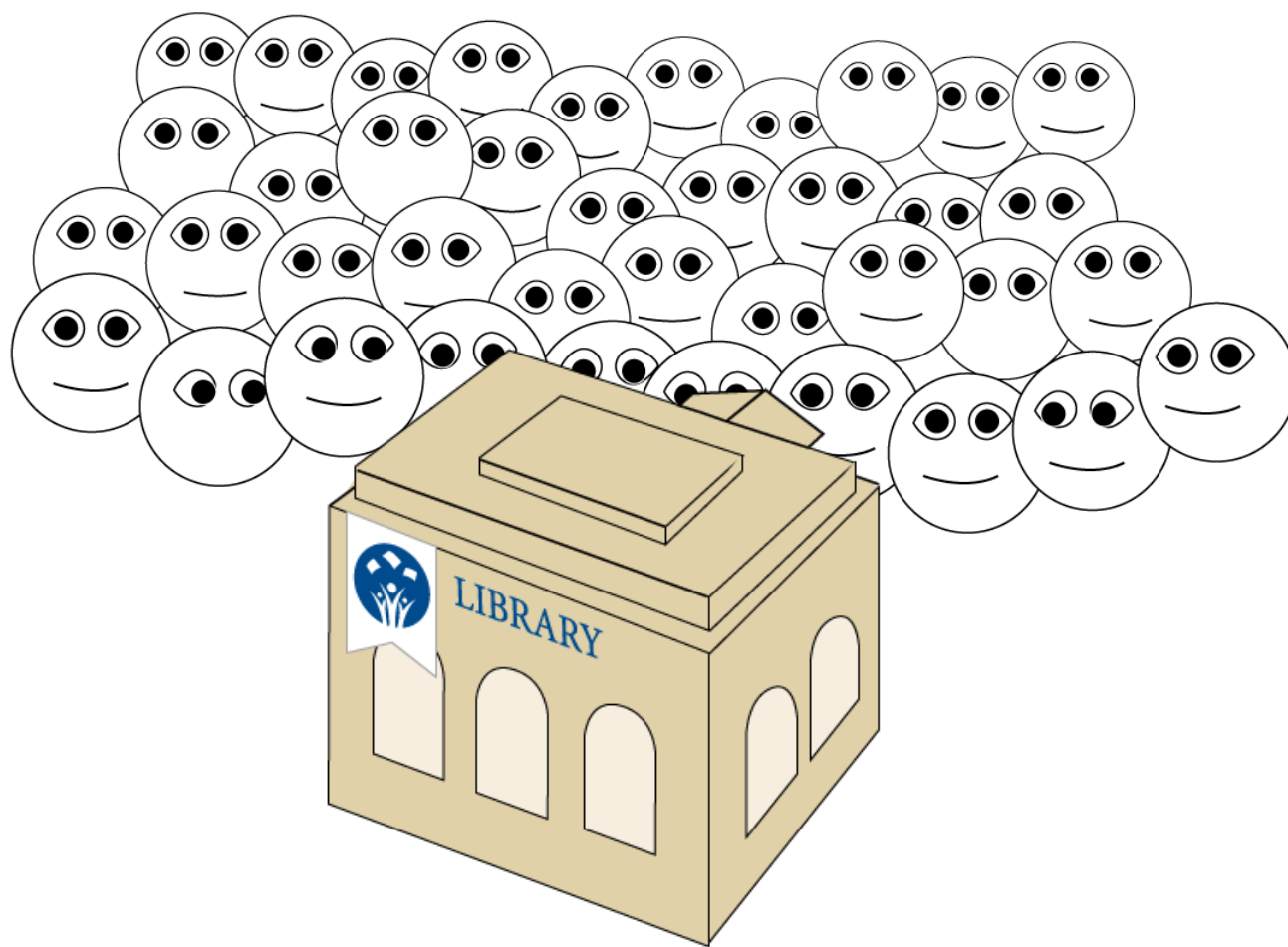
*Attend our upcoming BLUEcloud Visibility webinar October 1st!*

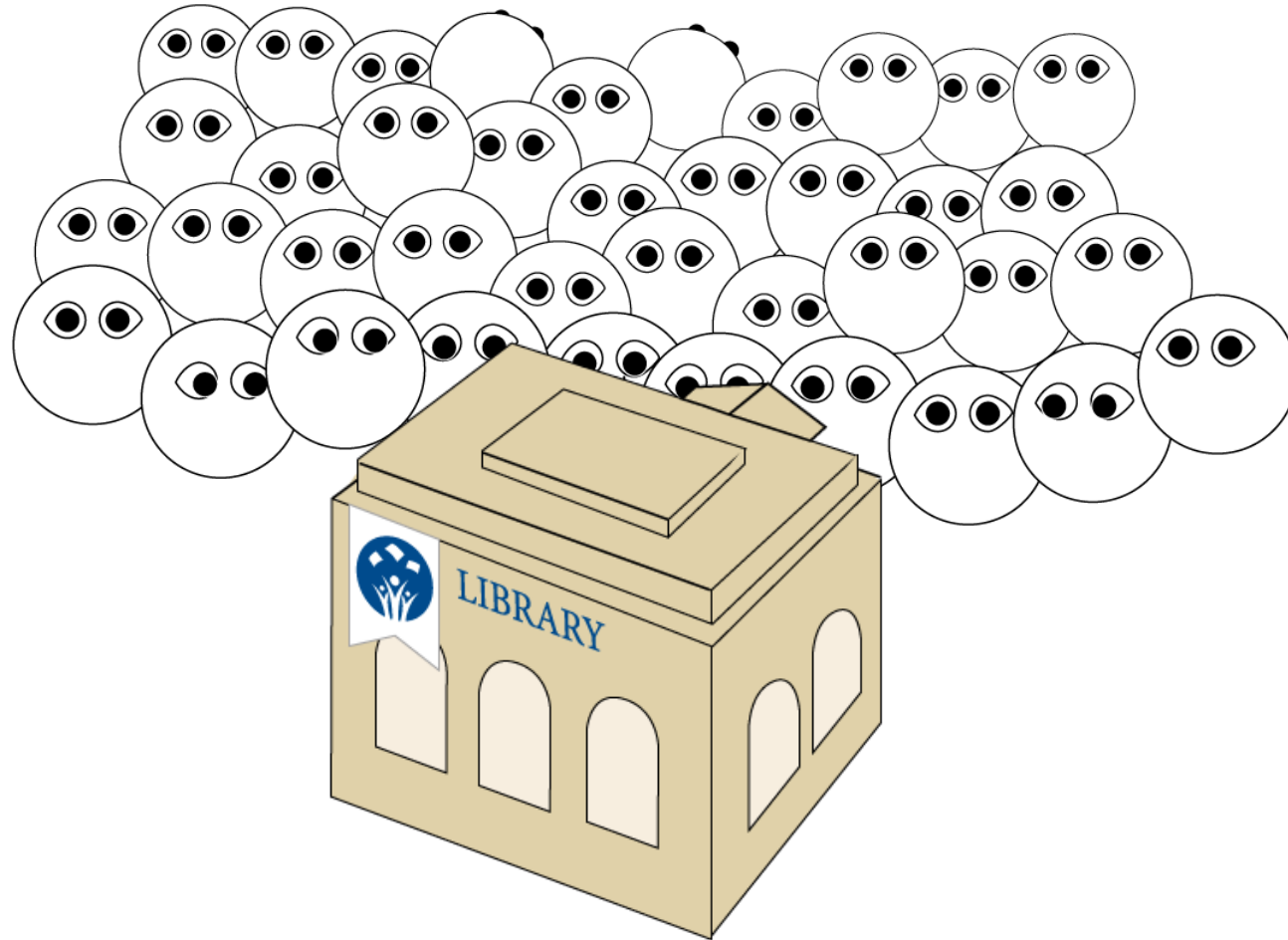
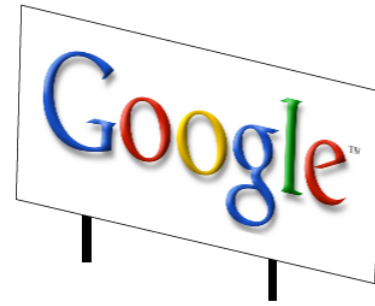






# Your Community



















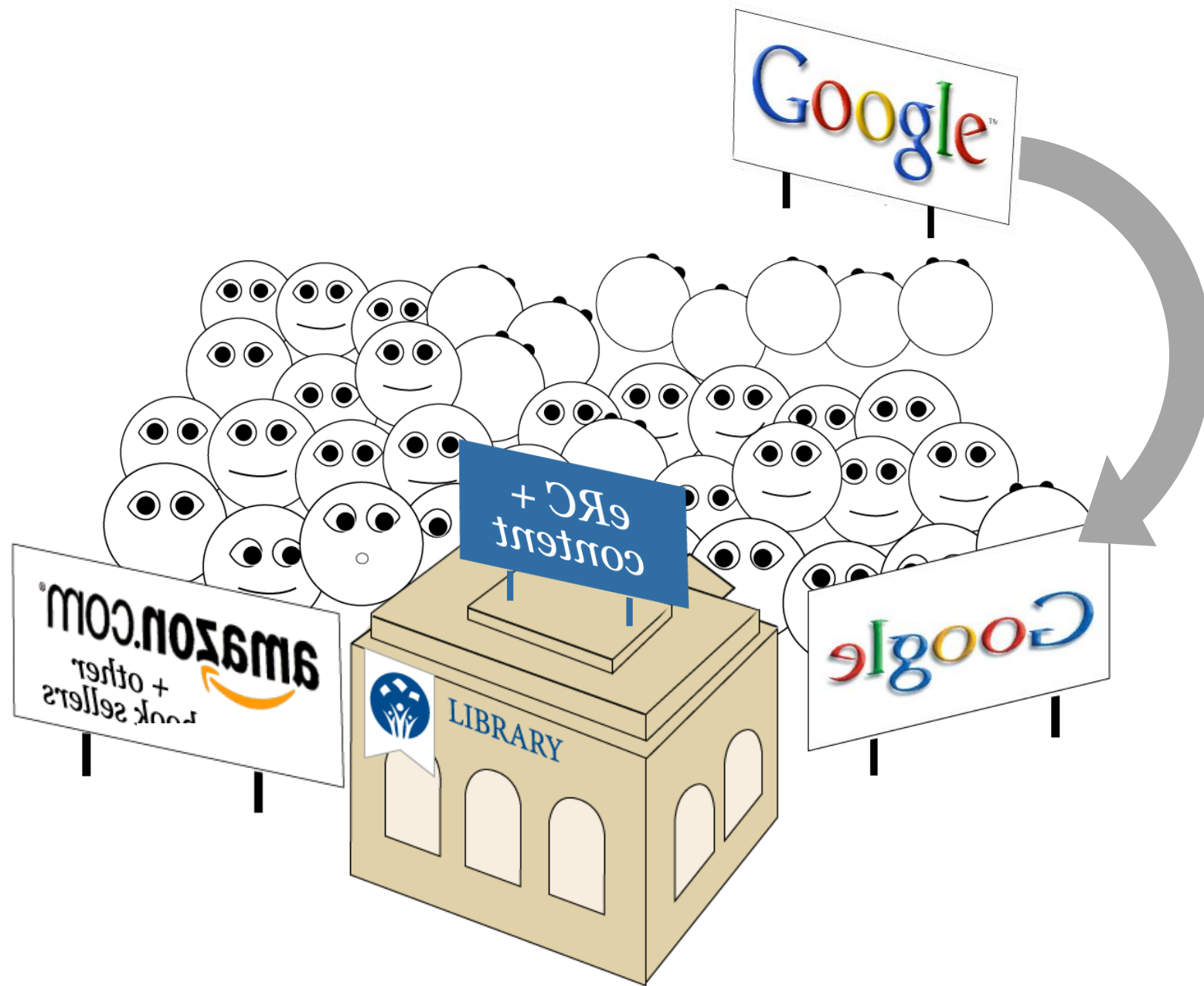




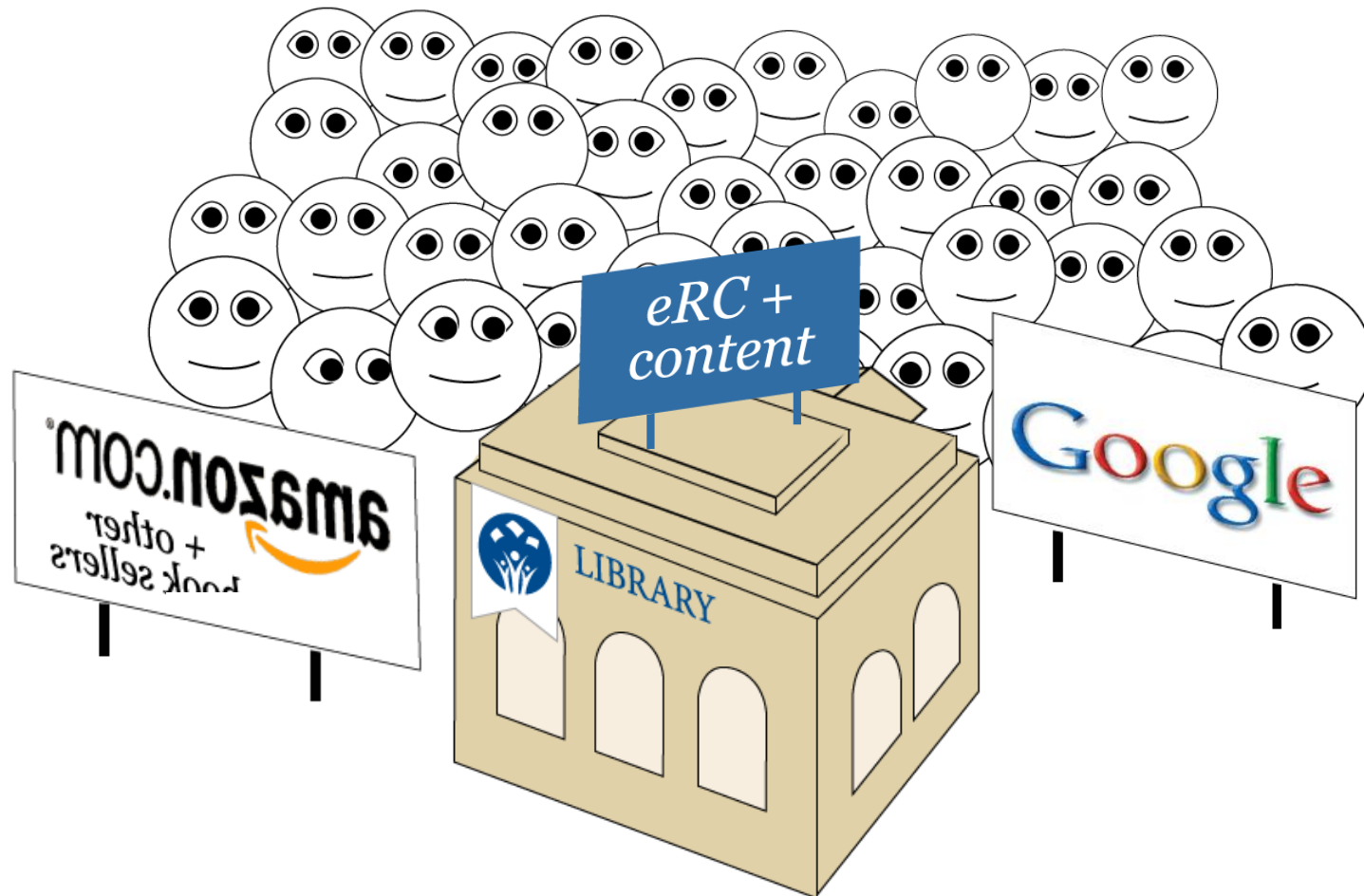




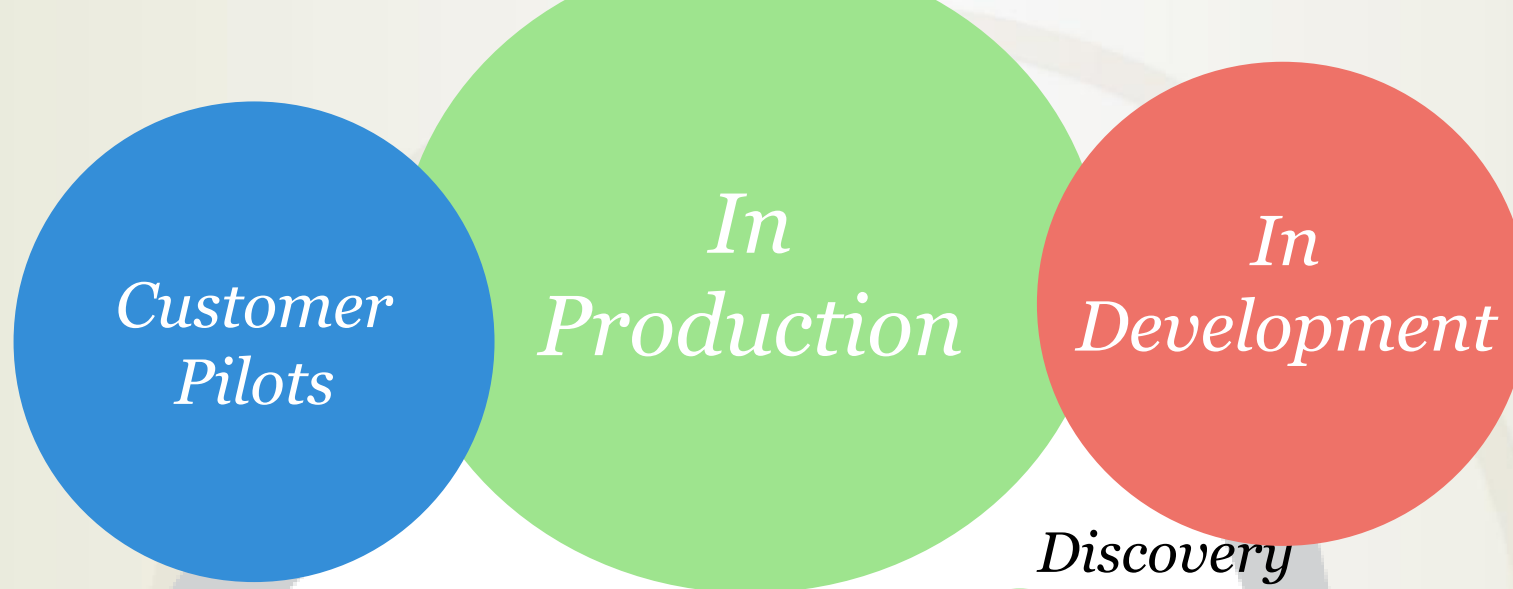




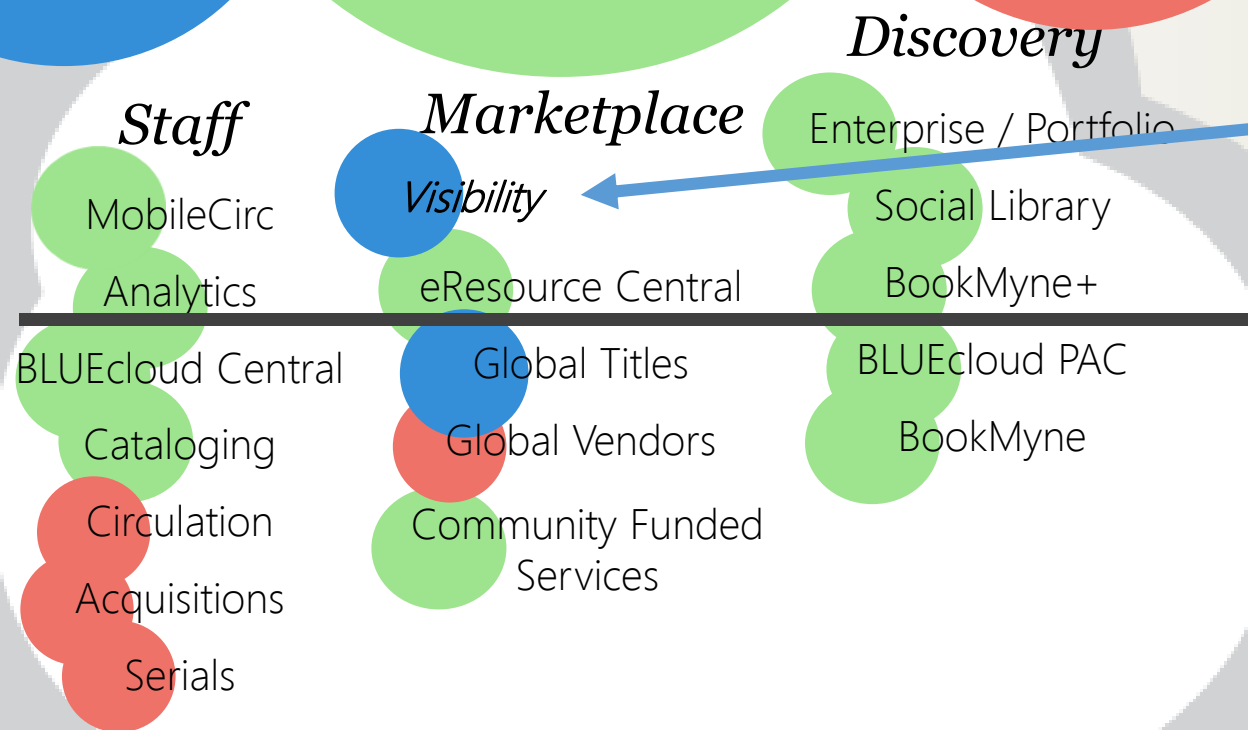
# Linked Data Helps Bring Community “Eyeshare and Mindshare” To Your Library!







*BLUEcloud Visibility* is the newest addition to our BLUEcloud suite of products and services!






# *Linked Data 101: What is Linked Data?*

# *Quick Survey...*

- A. A profile on LinkedIn
- B. An electronic representation of a family tree
- C. A term used to describe a method of exposing and connecting data on the Web from different sources
- D. Clicking "Like" or leaving a comment on Facebook

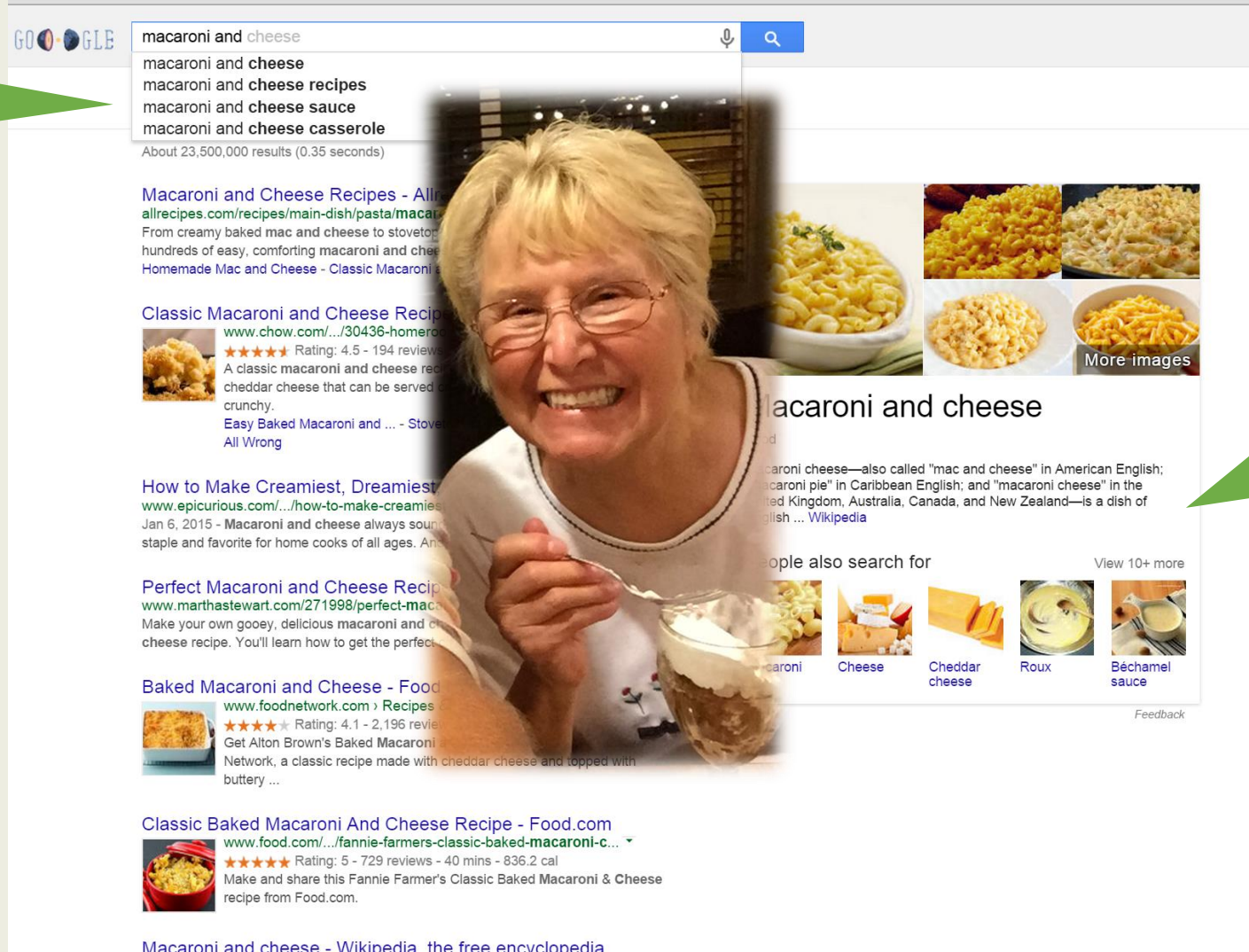


**"Linked Data** is a recommended best practice for exposing, **sharing**, and **connecting** pieces of **data**, information, and knowledge on the Semantic **Web** using **URIs** and RDF."



# *My Mom uses Linked Data!*

Predictive searching displays results as the user is typing



GOOGLE macaroni and cheese

macaroni and cheese  
macaroni and cheese recipes  
macaroni and cheese sauce  
macaroni and cheese casserole

About 23,500,000 results (0.35 seconds)

**Macaroni and Cheese Recipes - Allrecipes**  
allrecipes.com/recipes/main-dish/pasta/macaroni-and-cheese  
From creamy baked mac and cheese to stovetop mac and cheese, there are hundreds of easy, comforting macaroni and cheese recipes. [Homemade Mac and Cheese - Classic Macaroni and Cheese](#)

**Classic Macaroni and Cheese Recipe**  
www.chow.com/.../30436-homemade-macaroni-and-cheese  
★★★★★ Rating: 4.5 - 194 reviews  
A classic macaroni and cheese recipe featuring elbow macaroni, cheddar cheese that can be served hot or cold, and a crunchy breadcrumb topping.  
[Easy Baked Macaroni and Cheese - Stove Top](#)  
[All Wrong](#)

**How to Make Creamiest, Dreamiest Macaroni and Cheese**  
www.epicurious.com/.../how-to-make-creamiest-macaroni-and-cheese  
Jan 6, 2015 - Macaroni and cheese always sounds like a comfort food staple and favorite for home cooks of all ages. And it's no wonder.

**Perfect Macaroni and Cheese Recipe**  
www.marthastewart.com/271998/perfect-macaroni-and-cheese-recipe  
Make your own gooey, delicious macaroni and cheese recipe. You'll learn how to get the perfect texture and flavor.

**Baked Macaroni and Cheese - Food Network**  
www.foodnetwork.com/Recipes/.../baked-macaroni-and-cheese  
★★★★★ Rating: 4.1 - 2,196 reviews  
Get Alton Brown's Baked Macaroni and Cheese recipe from Food Network, a classic recipe made with cheddar cheese and topped with buttery...

**Classic Baked Macaroni And Cheese Recipe - Food.com**  
www.food.com/.../fannie-farmers-classic-baked-macaroni-and-cheese-recipe  
★★★★★ Rating: 5 - 729 reviews - 40 mins - 836.2 cal  
Make and share this Fannie Farmer's Classic Baked Macaroni & Cheese recipe from Food.com.

**Macaroni and cheese**  
Macaroni cheese—also called "mac and cheese" in American English; "macaroni pie" in Caribbean English; and "macaroni cheese" in the United Kingdom, Australia, Canada, and New Zealand—is a dish of pasta and cheese sauce. [Wikipedia](#)

people also search for

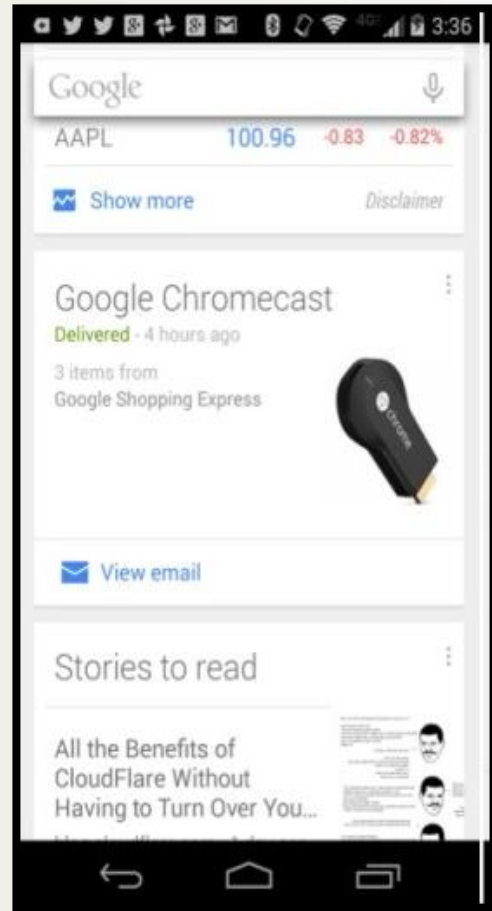
- Macaroni
- Cheese
- Cheddar cheese
- Roux
- Béchamel sauce

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Feedback

Google Knowledge Graphs use Linked Data to provide helpful and useful knowledge about what's being searched

# New Technologies + Linked Data



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 Shop A Wide Selection Of Fall Deals At Best Buy®.  
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 Use the Best Buy store locator to find stores in your area. Then ...

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 Find great deals on the new iPad and the latest tablets and e ...

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 View the Best Buy weekly ad and Deal of the Day online and find ...

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 PC Laptops - Laptops - MacBooks - Chromebooks - Blue Label - HP

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[stores.bestbuy.com](http://stores.bestbuy.com)  
 2.2 ★★★★★ 26 Google reviews · Google+ page

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 2.3 ★★★★★ 23 Google reviews · Google+ page

**Best Buy**  
[stores.bestbuy.com](http://stores.bestbuy.com)  
 2.3 ★★★★★ 27 Google reviews · Google+ page

Map results for **best buy**

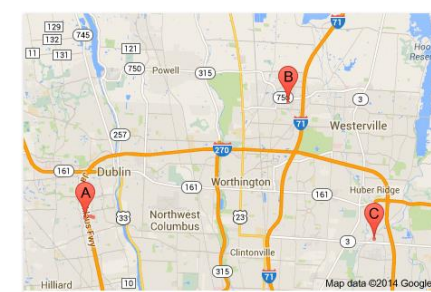
In the news

**United Rentals, Best Buy, GM lead the way lower**  
 MarketWatch - 16 hours ago  
 Best Buy Co. BBY, -6.12% and General Motors Co. GM, -5.87% : The electronics retailer and ...

New Moto G lands at **Best Buy** for \$179  
 Android Central - 1 day ago

GoPro to Play Holiday Season on Latest **Best Buy** Launch  
 Zacks.com - 16 hours ago

More news for **best buy**



Map for **best buy**

## Best Buy

Consumer electronics company

Best Buy Co., Inc. is an American multinational consumer electronics corporation headquartered in Richfield, Minnesota, a Minneapolis suburb. It operates in the United States, Puerto Rico, Mexico, Canada, and China. Wikipedia

**Customer service:** 1 (888) 237-8289  
**Headquarters:** Richfield, MN  
**Stock price:** BBY (NYSE) \$30.23 0.00 (0.00%)  
 Oct 7, 4:02 PM EDT · Disclaimer  
**CEO:** Hubert Joly  
**Founder:** Richard M. Schulze  
**Founded:** 1966, Minnesota

Recent posts on Google+

**Best Buy**  
 271,883 followers · Shared publicly

Don't wait until the +NBA tips off to start your season. #NBA2K15 is here: <http://shout.lt/GKQP>  
 21 hours ago

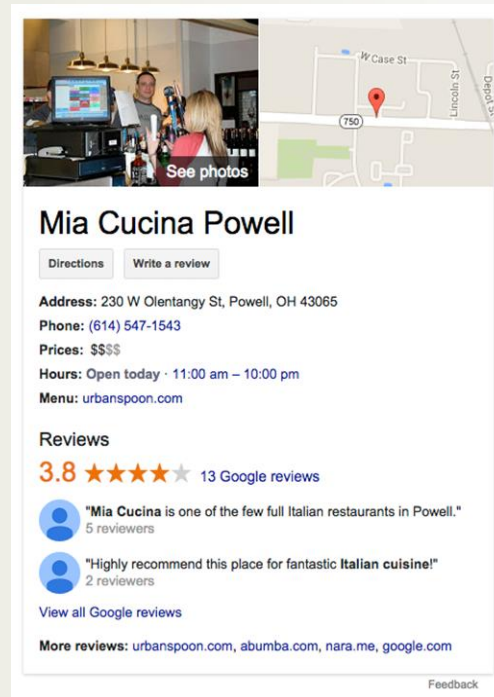
People also search for



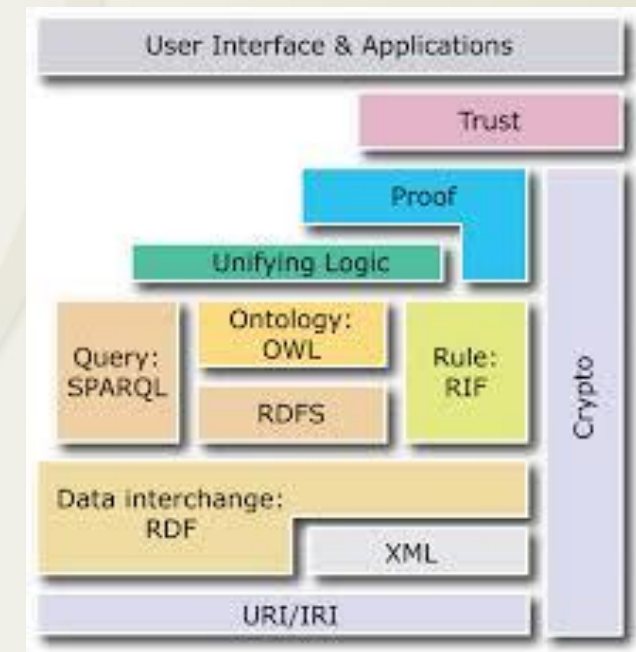
View 15+ more

Feedback

# *Location, Location, Location*



“The **Semantic Web** is the extension of the World Wide Web that enables people to **share content** beyond the boundaries of applications and websites...”





**Schema.org** is an initiative launched on 2 June 2011 by Bing, Google and Yahoo! (the operators of the then world's largest search engines) to “create and support a common set of **schemas** for structured data markup on web pages.”

[Schema.org](https://en.wikipedia.org/wiki/Schema.org) - Wikipedia, the free encyclopedia

<https://en.wikipedia.org/wiki/Schema.org> Wikipedia ▾

*Feedback*

# Schema.org = Linked Data for Search Engines

## Thing > CreativeWork > Recipe

A recipe.

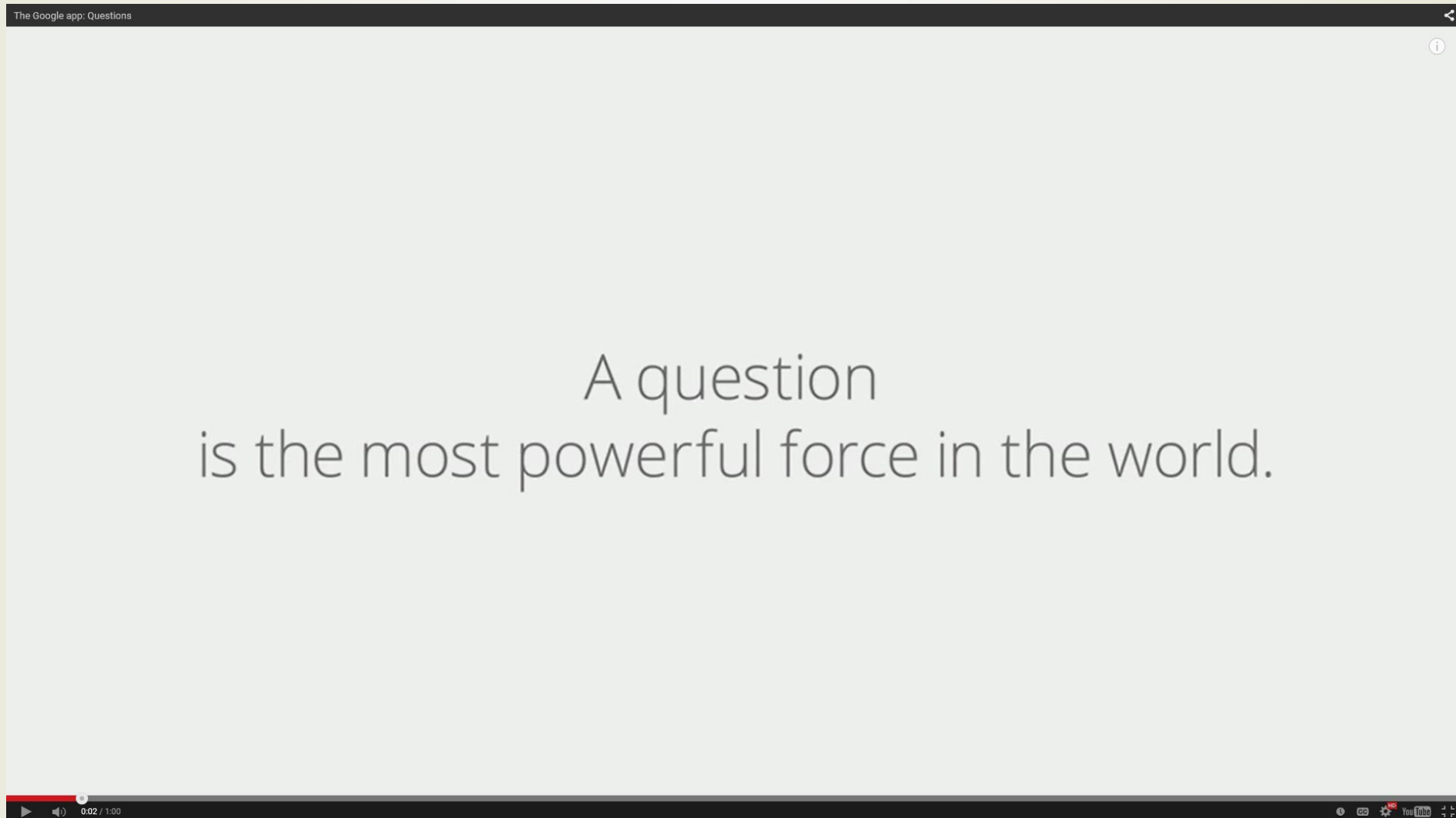
Property	Expected Type	Description
<b>Properties from Thing</b>		
<u>additionalType</u>	URL	An additional type for the item, microdata syntax. This is a replacement for the native RDFa <code>typeof</code> attribute, which is weaker understanding of extensions.
<u>description</u>	Text	A short description of the item.

<b>Properties from CreativeWork</b>		
<u>about</u>	<u>Thing</u>	The subject matter of the content.
<u>accountablePerson</u>	<u>Person</u>	Specifies the Person that is legally responsible for the content.
<u>aggregateRating</u>	<u>AggregateRating</u>	The overall rating, based on a collection of ratings or reviews.
<u>alternativeHeadline</u>	Text	A secondary title of the CreativeWork.
<u>associatedMedia</u>	<u>MediaObject</u>	The media objects that encode the content.
<u>audience</u>	Text	The intended audience for the content.

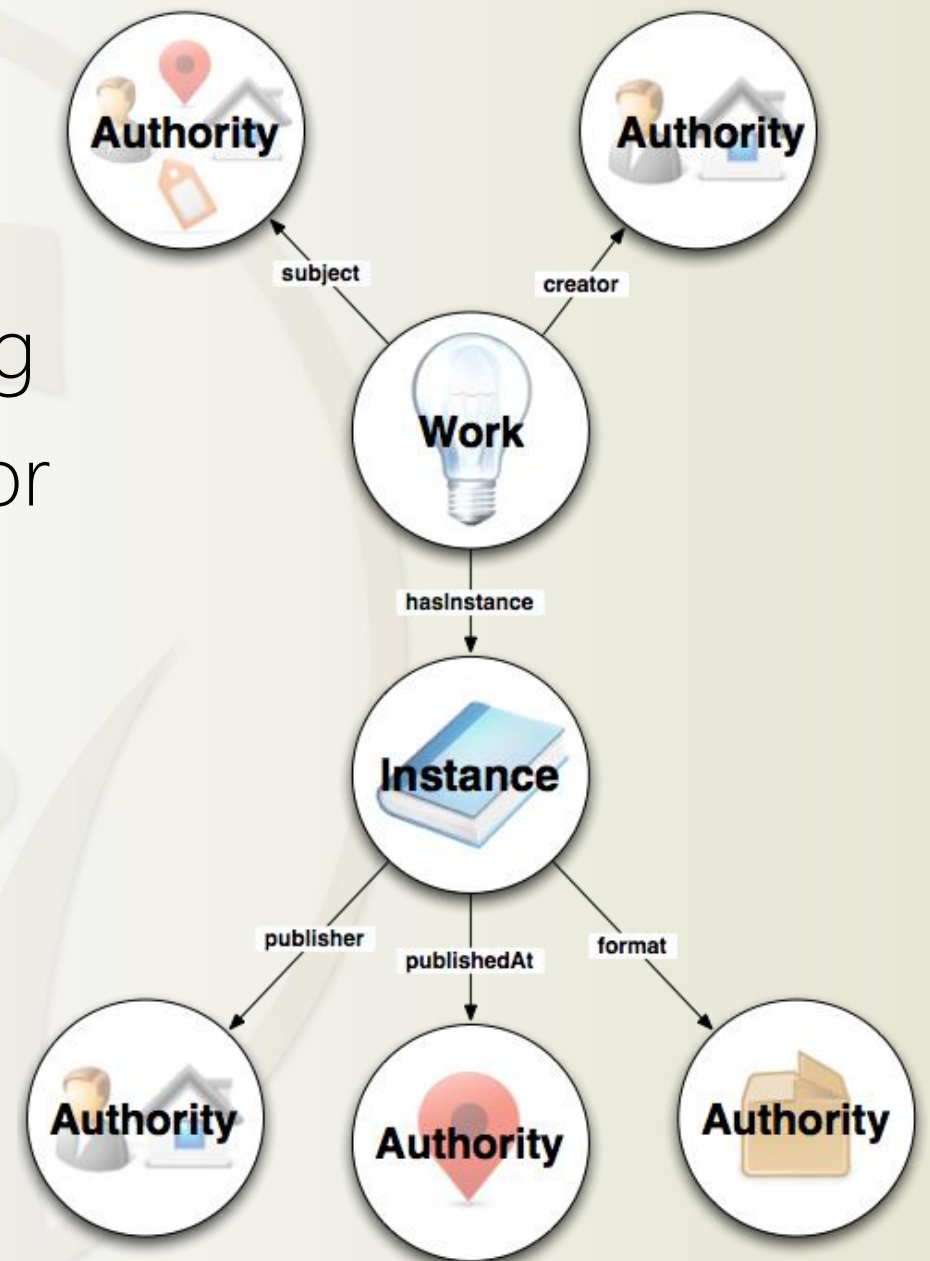
<b>Properties from Recipe</b>		
<u>cookingMethod</u>	Text	The method of cooking, such as baking, boiling, etc.
<u>cookTime</u>	Duration	The time it takes to actually cook the recipe.
<u>ingredients</u>	Text	An ingredient used in the recipe.
<u>nutrition</u>	<u>NutritionInformation</u>	Nutrition information about the recipe.



# *“Page 1 Result” Is No Longer Most Important*



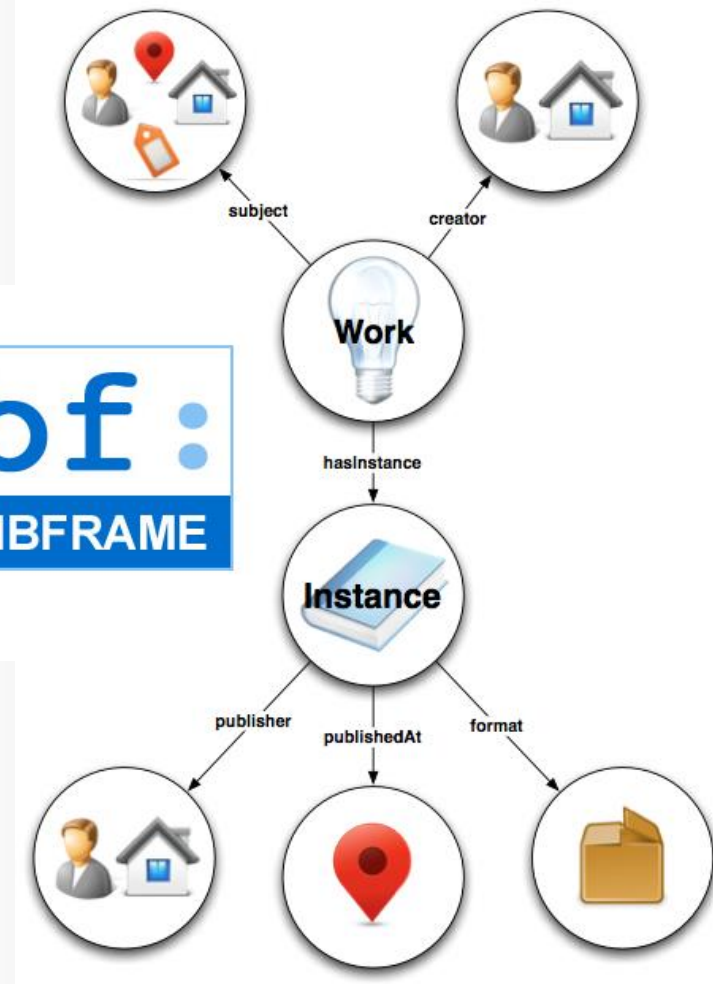
“**BIBFRAME** is the resource for defining web accessible **bibliographic data** for more effective **sharing, navigation and collaboration**. It is a simple, replicable linked data pattern.”



# *BIBFRAME = Linked Data for Libraries*



Hired by Library of Congress to create a Linked Data format for libraries







# Additional Terms

- Library.link: Web recognized source for library's BIBFRAME transformed data
- LibHub: Advocacy initiative for libraries to find community resources, engage in discussions and raise awareness of the rich data libraries represent to the Internet

The Visible Library : Anythink Libraries


 **The stand, The night has come, creative director and executive director, Stephen King ; script, Roberto Aguirre-Sacasa ; art, Mike Perkins ; color art, Laura Martin ; lettering, VC's Joe Sabino**

**Portal(s)**

 The stand, The night has come, creative director and executive director, Stephen King ; script, Roberto Aguirre-Sacasa ; art, Mike Perkins ; color art, Laura Martin ; lettering, VC's Joe Sabino

**Context**

**Instance(s)**


 The stand, The night has come, creative director and executive director, Stephen King ; script, Roberto Aguirre-Sacasa ; art, Mike Perkins ; color art, Laura Martin ; lettering, VC's Joe Sabino



**Title** The stand







**Title part** The night has come




**Statement of resp** creative director and executive director, Stephen King ; script, Roberto Aguirre-Sacasa ; art, Mike Perkins ; color art, Laura Martin ; lettering, VC's Joe Sabino

**Title variation** Night has come


**Creator**  Aguirre-Sacasa, Roberto

**Contributor**  Perkins, Mike  
 King, Stephen, 1947-

**Subject**  Biological warfare > Research > Comic books, strips, etc  
 Graphic novels  
 Horror comic books, strips, etc  
 Cartoons and comics > United States  
 COMICS & GRAPHIC NOVELS / Superheroes  
 Comic books, strips, etc. > United States

**Genre**  Comic books, strips, etc  
 Horror comic books, strips, etc  
 Graphic novels

**Language** eng

**Related**  Stand

**Cataloging source** UKMGB

**Dewey number** 741-5/973

**Illustrations** illustrations


**Index** no index present


**Intended audience** Parental advisory: for strong language and content

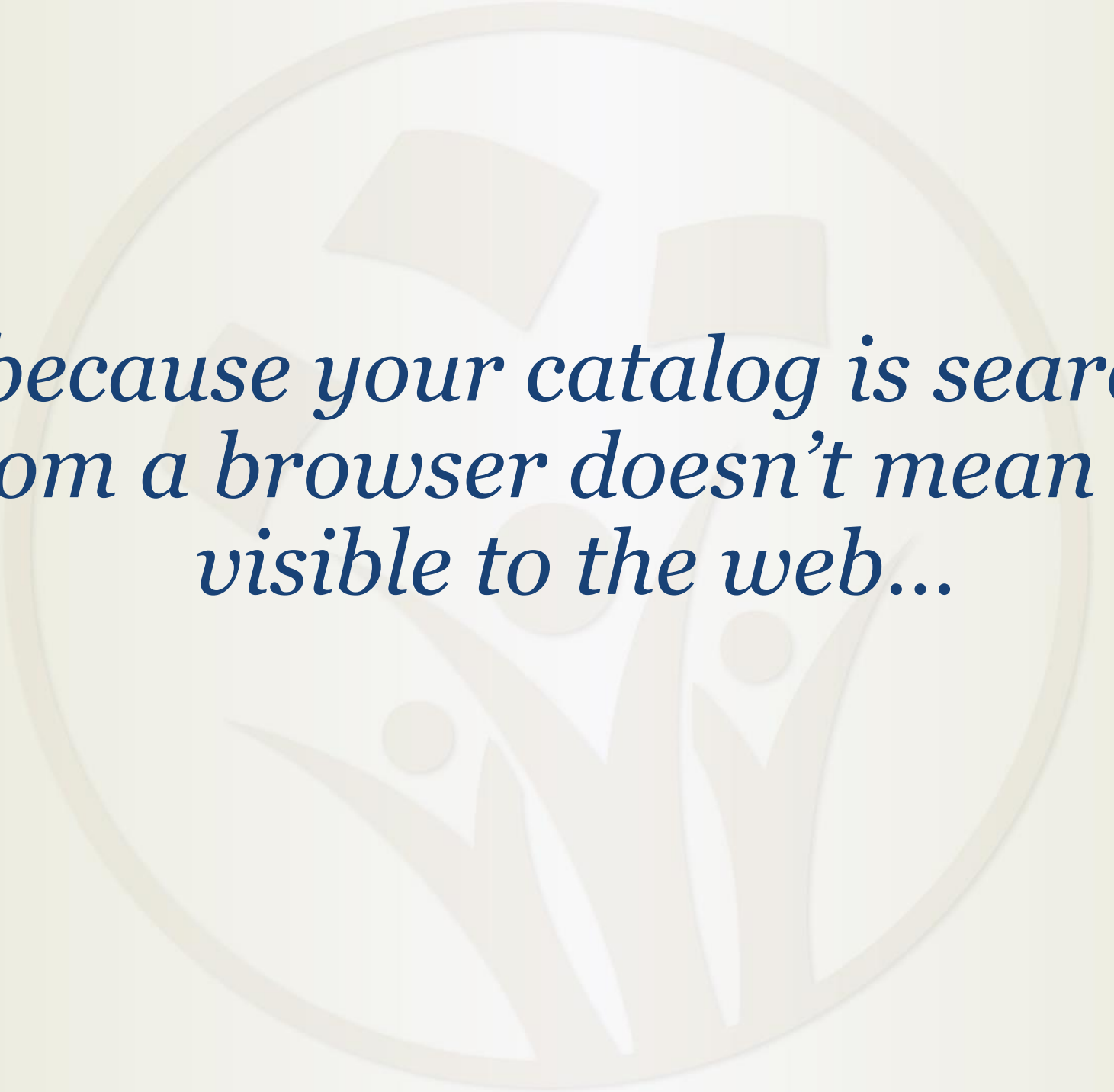
**LC call number** PN6728.S68165

**LC item number** A9827 2012

**Literary form** non fiction

 Show / Hide supplemental data

 The stand, The night has come, creative director and executive director, Stephen King ; script, Roberto Aguirre-Sacasa ; art, Mike Perkins ; color art, Laura Martin ; lettering, VC's Joe Sabino (Work) - Anythink Libraries : The Visible Library by Anythink Libraries is licensed under a Creative Commons Attribution 4.0 International License.



*Just because your catalog is searchable  
from a browser doesn't mean it's  
visible to the web...*







If I had cable I could  
watch the Wiggles  
all the time...

# *We aren't speaking in a way the Web understands*

“Libraries have a wealth of content and resources locked behind legacy, closed technology and niche vocabularies”







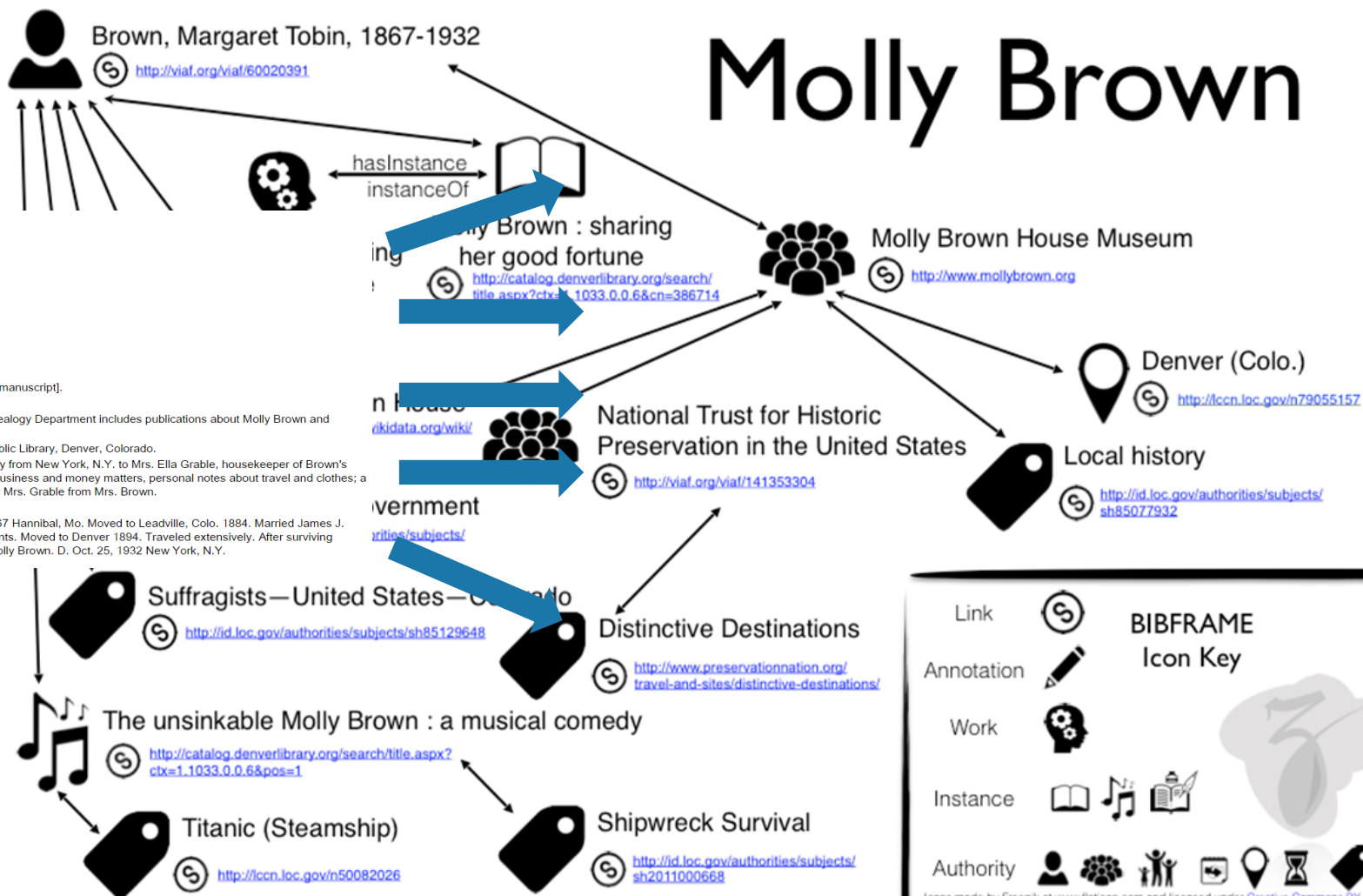
# *How Does Linked Data for Libraries Work?*




SirsiDynix®


First Think Differently About


# The Linkable Molly Brown





LDR |||||cpcaa22|||||a 4500  
001 756089  
003 OCoLC  
005 20131106102137.0  
008 860311i18891959cou eng d  
035 \$aOCM13280441  
035 \$a(OCoLC)13280441  
040 \$aDPL\$dDPL\$dOCL\$dDPL\$dOCLCQ\$dOCLCG\$dDPL  
099 \$aC MSS\$aWH53  
100 1 \$aBrown, Margaret Tobin,\$d1867-1932.  
245 10 \$aMargaret "Molly" Tobin Brown Papers,\$f1889-1959\$h[manuscript].  
300 \$a.25 linear ft. (1 box)  
500 \$aRelated material available in the Western History/Genealogy Department includes publications about Molly Brown and photographs.  
506 \$aContact Western History/Genealogy Dept., Denver Public Library, Denver, Colorado.  
520 \$aLetters mainly from Paris, France and telegrams mainly from New York, N.Y. to Mrs. Ella Grable, housekeeper of Brown's Denver residence, 1340 Pennsylvania; contents chiefly business and money matters, personal notes about travel and clothes; a few other items, including ca. 40 envelopes addressed to Mrs. Grable from Mrs. Brown.  
541 1 \$aMrs. Ella Grable,\$cgift,\$d1952.  
545 \$aDenver, Colo. socialite. B. Margaret Tobin July 18, 1867 Hannibal, Mo. Moved to Leadville, Colo. 1884. Married James J. Brown 1886, who became wealthy from mining investments. Moved to Denver 1894. Traveled extensively. After surviving Titanic disaster 1912, became known as "Unsinkable" Molly Brown. D. Oct. 25, 1932 New York, N.Y.

Link  **BIBFRAME Icon Key**

Annotation 

Work 

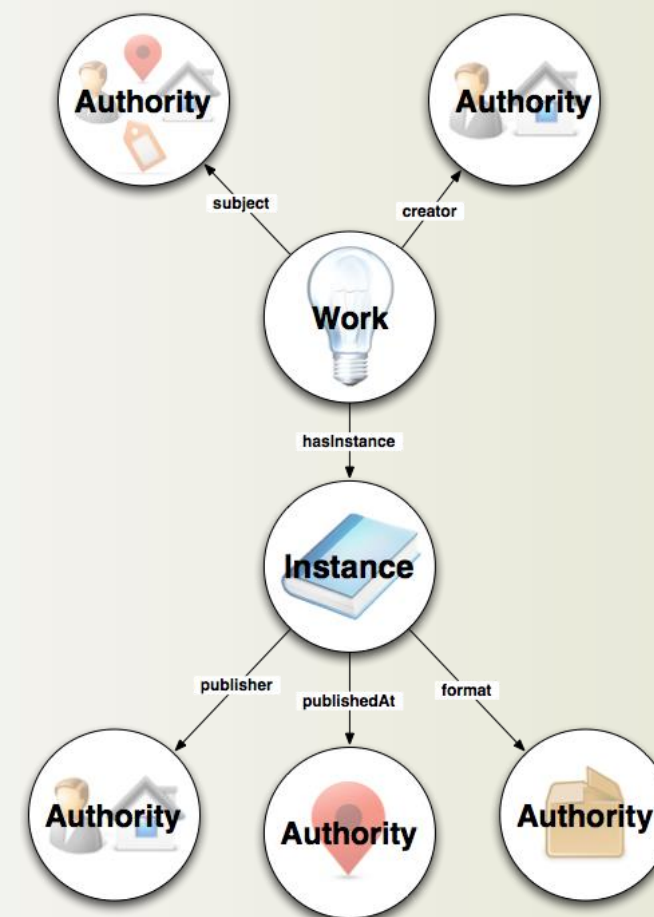
Instance 

Authority 

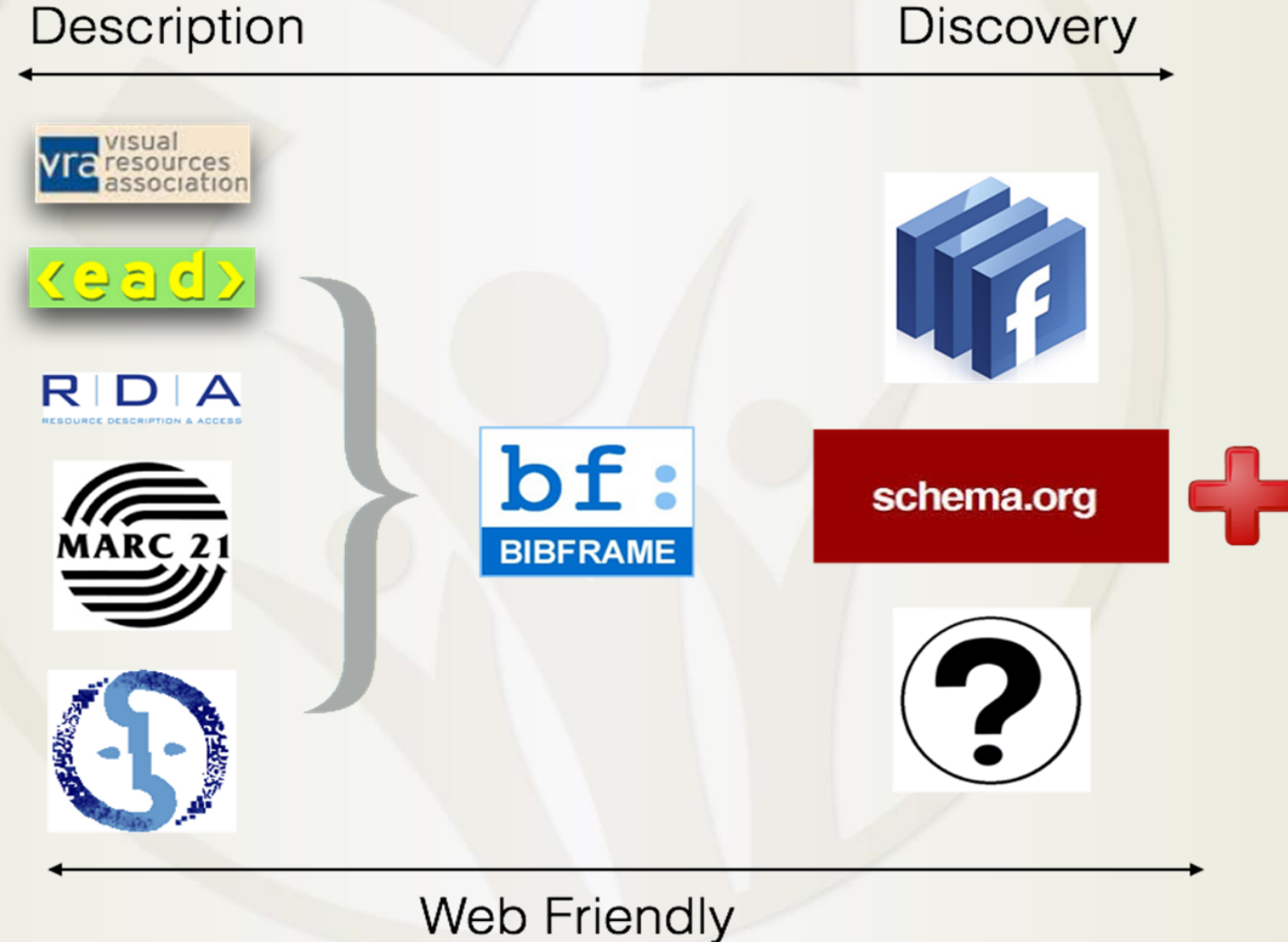
Icons made by Freepik at [www.flaticon.com](http://www.flaticon.com) and licensed under [Creative Commons BY 3.0](http://creativecommons.org/licenses/by/3.0/)

# *Next – The MARC Transformed Record is now BIBFRAME Expressing Data Relationships*

- The biography Molly Brown : sharing her good fortune would be a **work**.
- A physical copy of the book would be an **instance**  
<http://catalog.denverlibrary.org/search/title.aspx?ctx=1.1033.0.0.6&cn=386714>
- The Molly Brown house and museum would be **authority resources** <http://www.mollybrown.org/>
- The Titanic would be an **authority resource**  
<http://www.history.com/topics/titanic>
- Cover art or a review would be an **annotation**



# *BIBFRAME Enables Information Rich Library Data To Be Part Of Web Discovery*



# Comparison of MARC to BIBFRAME

Flat file that keeps data “hidden” from search engines and useful only to library systems

## MARC Record

**MARC Record**

LEADER 01387cam a2200397 i 4500

001 ocn864788556

003 OCoLC

005 20140707113300.0

008 131024s2014 njua 001 0 eng d

015 |a GBB3B0172 |2 bnb

016 7 |a 0165558576 |2 Uk

020 |a 9781118707814 (pbk.)

020 |a 1118707818 (pbk.)

035 |a 995830

035 |a (OCoLC)864788556

040 |a UKMGB |b eng |c UKMGB |d OCLCO |d YDXCP |e rda |d JJG

082 04 |a 006.754 |2 23

092 |a COMPUTER INTERNET

100 1 |a Warner, Janine, |d 1967- |e author.

245 10 |a Social media design for dummies / |c by Janine Warner and David LaFontaine.

264 1 |a Hoboken, N.J. : |b John Wiley & Sons, |c [2014]

264 4 |c ©2014

300 |a viii, 337 pages : |b color illustrations ; |c 24 cm.

336 |a text |2 rdacontent

337 |a unmediated |2 rdamedia

338 |a volume |2 rdacarrier

490 1 |a For dummies

500 |a Includes index.

650 0 |a Online social networks |x Design.

690 |a COMPUTERS / Web / Social Networking

700 1 |a LaFontaine, David, |e author.

830 2 |a --For dummies.

949 |b 33021026643442 |c acomp |d COMPUTER INTERNET |m br |n 1455009 |s B&T BISAC Print |t a |v i


949 |b 33021026643459 |c acomp |d COMPUTER INTERNET |m ng |n 1455010 |s B&T BISAC Print |t a |v i

949 |b 33021026643434 |c acomp |d COMPUTER INTERNET |m wf |n 1455008 |s B&T BISAC Print |t a |v i

999 |a 995830

## BIBFRAME Resource

Establishes relationships among data elements and opens the data to discovery through web search engines.



### Social media design for dummies, by Janine Warner and David LaFontaine

**Title** Social media design for dummies

**Statement of resp** by Janine Warner and David LaFontaine

**Creator** Warner, Janine, 1967-

**Contributor** LaFontaine, David

**Subject** Online social networks > Design  
COMPUTERS / Web / Social Networking

**Language** eng

**Member of** --For dummies

**Author** Warner, Janine, 1967-  
LaFontaine, David

**Cataloging source** UKMGB

**Dewey number** 006.754

**Illustrations** illustrations

**Index** index present

**Literary form** non fiction

**Series statement** For dummies

**Offered At**

- ANYTHINK YORK STREET  
8990 YORK STREET SUITE A, THORNTON, CO, 80229,
- ANYTHINK BENNETT  
495 7TH STREET, BENNETT, CO, 80102,
- ANYTHINK BRIGHTON  
327 EAST BRIDGE STREET, BRIGHTON, CO, 80601,
- ANYTHINK COMMERCE CITY  
7185 MONACO STREET, COMMERCE CITY, CO, 80022,
- ANYTHINK HURON STREET  
9417 NORTH HURON STREET, THORNTON, CO, 80206,
- ANYTHINK PERL MACK

**Context**

**Work**

- Social media design for dummies, by Janine Warner and David LaFontaine

**Instance**

- Social media design for dummies, by Janine Warner and David LaFontaine

**Title** Social media design for dummies

**Statement of resp** by Janine Warner and David LaFontaine

**Note** Includes index

**Publication** John Wiley & Sons, Hoboken, N.J., 2014  
Hoboken, N.J., John Wiley & Sons, 2014

Links to local holdings via library's discovery





# Comparison of MARC to BIBFRAME

MARC records use controlled "Strings" to give "Authority" to bib data

BibFrame uses "Things", or links to web resources for the "String"


## MARC Record

### MARC Record

```
LEADER 01387cam a2200397 i 4500
001 ocn864788556
003 OCoLC
005 20140707113300.0
008 131024s2014 njua 001 0 eng d
015 |a GBB3B0172 |2 bnb
016 7 |a 016558576 |2 Uk
020 |a 9781118707814 (pbk.)
020 |a 1118707818 (pbk.)
035 |a 995830
035 |a (OCoLC)864788556
040 |a UKMGB |b eng |c UKMGB |d OCLCO |d YDXCP |e rda |d JJG
082 04 |a 006.754 |2 23
092 |a COMPUTER INTERNET
100 1 |a Warner, Janine, |d 1967- |e author.
245 10 |a Social media design for dummies / |c by Janine Warner and David LaFontaine.
264 1 |a Hoboken, N.J. : |b John Wiley & Sons, |c [2014]
264 4 |c ©2014
300 |a viii, 337 pages : |b color illustrations ; |c 24 cm.
336 |a text |2 rdacontent
337 |a unmediated |2 rdamedia
338 |a volume |2 rdacarrier
490 1 |a For dummies
500 |a Includes index.
650 0 |a Online social networks |x Design.
690 |a COMPUTERS / Web / Social Networking
700 1 |a LaFontaine, David, |e author.
830 2 |a --For dummies.
949 |b 33021026643442 |c acomp |d COMPUTER INTERNET |m br |n 1455009 |s B&T BISAC Print |t a |v i
949 |b 33021026643459 |c acomp |d COMPUTER INTERNET |m ng |n 1455010 |s B&T BISAC Print |t a |v i
949 |b 33021026643434 |c acomp |d COMPUTER INTERNET |m wf |n 1455008 |s B&T BISAC Print |t a |v i
999 |a 995830
```

## Records to Resources Process

## BIBFRAME Resource



### Social media design for dummies

Janine Warner and David LaFontaine

**Title** Social media design for dummies

**Statement of responsibility** by Janine Warner and David LaFontaine

**Creator** Warner, Janine, 1967-

**Contributor** LaFontaine, David

**Subject** Online social networks > Design  
COMPUTERS / Web / Social Networking

**Language** eng

**Member of** --For dummies

**Author** Warner, Janine, 1967-  
LaFontaine, David

**Cataloging source** UKMGB

**Dewey number** 006.754

**Illustrations** illustrations

**Index** index present

**Literary form** non fiction

**Series statement** For dummies

**Offered At**

- ANYTHINK YORK STREET  
8990 YORK STREET SUITE A, THORNTON, CO, 80229,
- ANYTHINK BENNETT  
495 7TH STREET, BENNETT, CO, 80102,
- ANYTHINK BRIGHTON  
327 EAST BRIDGE STREET, BRIGHTON, CO, 80601,
- ANYTHINK COMMERCE CITY  
7185 MONACO STREET, COMMERCE CITY, CO, 80022,
- ANYTHINK HURON STREET  
9417 NORTH HURON STREET, THORNTON, CO, 80206,
- ANYTHINK PERL MACK

**Context**

**Work**

- Social media design for dummies, by Janine Warner and David LaFontaine

**Instance**

- Social media design for dummies, by Janine Warner and David LaFontaine

**Title** Social media design for dummies

**Statement of responsibility** by Janine Warner and David LaFontaine

**Note** Includes index

**Publication** John Wiley & Sons, Hoboken, N.J., 2014  
Hoboken, N.J., John Wiley & Sons, 2014



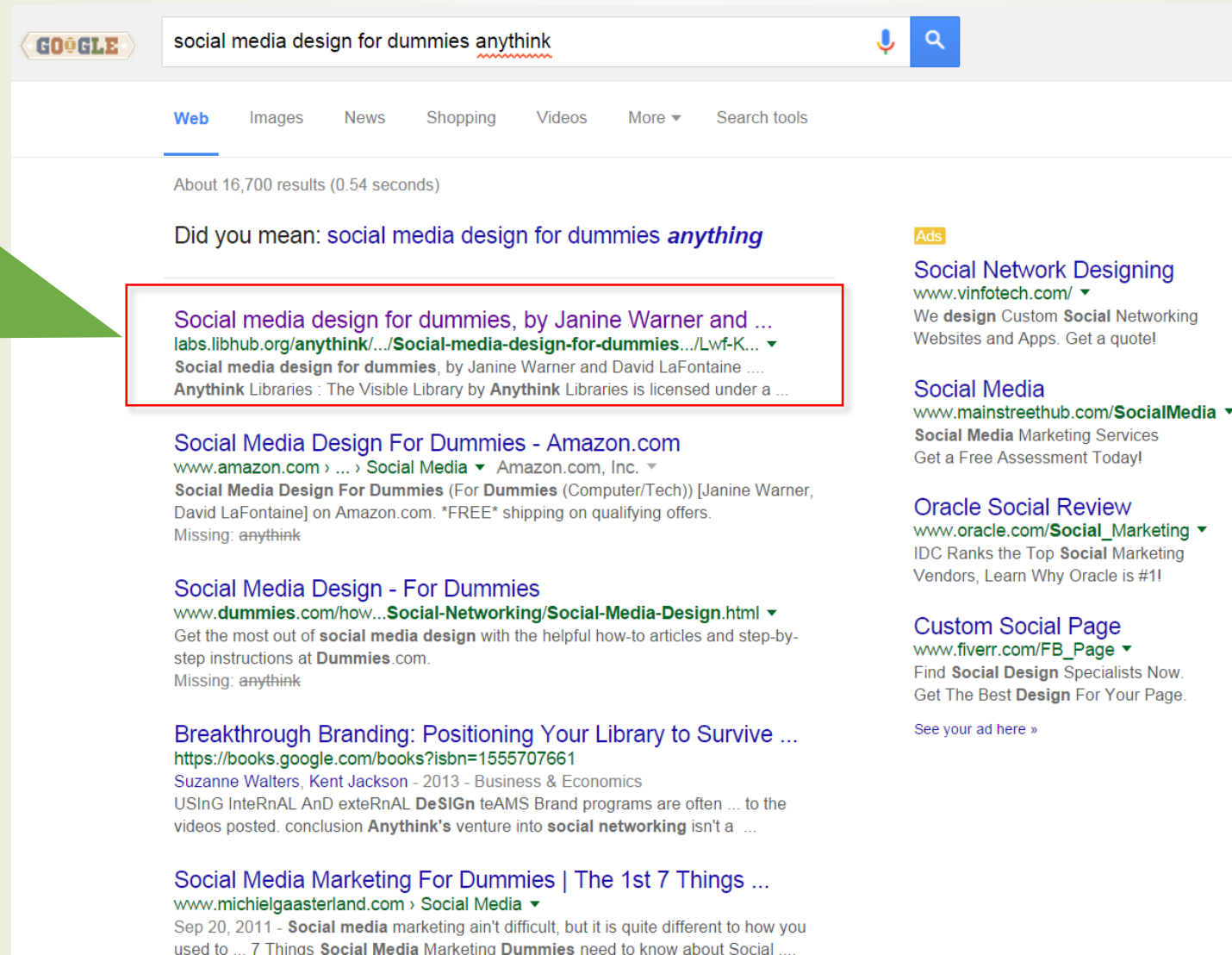
# *Finally –Your Catalog Discoverable on Google!*

- Each MARC record can represent **5x to 7x** the data for the web to “Link To”
- **Library.link** is the place where the library’s newly transformed data “resides” for search engines to index
- Web searches can now include **Direct Links** to the library’s catalog data!

# Library Data Exposed to the Web

Early Adopter of  
Zepheira LibHub  
Initiative.

Anythink Libraries  
(CO) holdings are  
now searchable at  
record level from  
web search  
engines.



The screenshot shows a Google search interface with the query "social media design for dummies anything" in the search bar. Below the search bar, there are tabs for "Web", "Images", "News", "Shopping", "Videos", "More", and "Search tools". The search results indicate "About 16,700 results (0.54 seconds)". A suggestion "Did you mean: social media design for dummies anything" is shown. The first result is highlighted with a red box and contains the following text:

**Social media design for dummies, by Janine Warner and ...**  
[labs.libhub.org/anythink/.../Social-media-design-for-dummies.../Lwf-K...](#) ▾  
Social media design for dummies, by Janine Warner and David LaFontaine ...  
Anythink Libraries : The Visible Library by Anythink Libraries is licensed under a ...

Below this, several other search results are visible, including:


- Social Media Design For Dummies - Amazon.com**  
[www.amazon.com](#) > ... > Social Media ▾ Amazon.com, Inc. ▾  
Social Media Design For Dummies (For Dummies (Computer/Tech)) [Janine Warner, David LaFontaine] on Amazon.com. \*FREE\* shipping on qualifying offers.  
Missing: anything
- Social Media Design - For Dummies**  
[www.dummies.com/how...Social-Networking/Social-Media-Design.html](#) ▾  
Get the most out of social media design with the helpful how-to articles and step-by-step instructions at Dummies.com.  
Missing: anything
- Breakthrough Branding: Positioning Your Library to Survive ...**  
[https://books.google.com/books?isbn=1555707661](#)  
Suzanne Walters, Kent Jackson - 2013 - Business & Economics  
USING INTERNAL AND external DESIGN teAMS Brand programs are often ... to the videos posted. conclusion Anythink's venture into social networking isn't a ...
- Social Media Marketing For Dummies | The 1st 7 Things ...**  
[www.michielgaasterland.com](#) > Social Media ▾  
Sep 20, 2011 - Social media marketing ain't difficult, but it is quite different to how you used to ... 7 Things Social Media Marketing Dummies need to know about Social ...

On the right side of the page, there are several advertisements under the "Ads" header:

- Social Network Designing**  
[www.vinfotech.com/](#) ▾  
We design Custom Social Networking Websites and Apps. Get a quote!
- Social Media**  
[www.mainstreethub.com/SocialMedia](#) ▾  
Social Media Marketing Services  
Get a Free Assessment Today!
- Oracle Social Review**  
[www.oracle.com/Social\\_Marketing](#) ▾  
IDC Ranks the Top Social Marketing Vendors, Learn Why Oracle is #1!
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[www.fiverr.com/FB\\_Page](#) ▾  
Find Social Design Specialists Now.  
Get The Best Design For Your Page.  
[See your ad here »](#)

# *BIBFRAME will link users from Google to the Library*

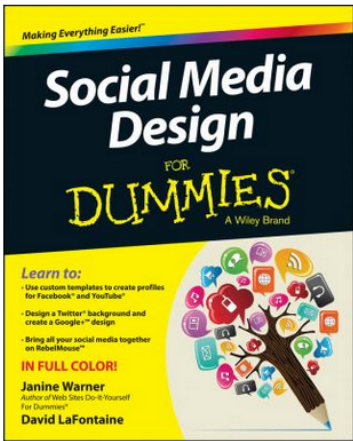
Home » Search Results » Social media design for... »



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social media

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A Wiley Brand

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- Design a Twitter® background and create a Google+™ design  
- Bring all your social media together on Pinterest®

**IN FULL COLOR!**  
**Janine Warner**  
Author of Web Sites Don't Do It Yourself For Dummies®  
**David LaFontaine**

Average Rating ☆☆☆☆☆  
 5 star (0)  
 4 star (0)  
 3 star (0)  
 2 star (0)  
 1 star (0)

## Social media design for dummies /

(Book)

**Author:** Warner, Janine,  
**Contributors:** LaFontaine, David,  
**Series:**  
**Published:** Hoboken, N.J. : John Wiley & Sons, [2014].  
**Format:** Book  
**ISBN:** 9781118707814 (pbk.), 1118707818 (pbk.)  
**Physical Desc:** viii, 337 pages : color illustrations ; 24 cm.  
**Location:** Anythink Brighton, Anythink Huron Street, Anythink Wright Farms  
**Call Number:** COMPUTER INTERNET  
**Status:** Available

▼ Description

Description not provided

▼ Copies

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# The Possibilities With Linked Library Data!

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 [en.wikipedia.org/wiki/The\\_Martian\\_\(Andy\\_Weir\)](#)   
 **The Martian** is a 2011 science fiction **novel** and the first published **novel** by American author Andy Weir. It was originally self-published in 2011 after which Crown ...

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 ★★★★★ Rating: 4.5/5 · 383 ratings · \$9.09   
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**Amazon.com: The Martian (Audible Audio Edition): Andy ...**   
 [www.amazon.com](#) > ... > [Science Fiction](#) > [Adventure](#)

**The Martian**   
 Weir Novel   
 Amazon 4.6/5 ★★★★★   
 Barnes and Noble 4.4/5 ★★★★★   
 The Martian is a 2011 science fiction novel and the first published novel by American author Andy Weir. It was originally self-published in 2011 after which Crown Publishing purchased the rights and re-r...   
 Wikipedia   
 Author: [Andy Weir](#)   
 First published: 2011   
 Genre: Sci-Fi

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Content used in Knowledge Graphs!





# *Why Should My Library Care About Linked Data?*

## Annually

- Over 1.5 Billion Interactions with a US Public Library annually
- 200 Million watched an NFL game



# *Telling YOUR Story*

- Linked Data provides your library to tell its story to the Internet
- Your library is MORE than its collection
  - Locations
  - Programs / Services
  - Hours
  - Special Collections
  - Community Connections

# Telling *YOUR* Story

## Edmonton Public Library

### Abbottsfeld - Penny McKee Branch

**Home Page** <https://www.epl.ca/about-epl/branches-and-hours/abbottsfeld-penny-mckee-branch>

**Address** 3410 - 118 Avenue, Edmonton, AB, T5W 0Z4, Canada

### Calder Branch

**Home Page** <https://www.epl.ca/about-epl/branches-and-hours/calder-branch>

**Address** 12522 - 132 Avenue, Edmonton, AB, T5L 3P9, Canada

### Capilano Branch

**Home Page** <https://www.epl.ca/about-epl/branches-and-hours/capilano-branch>

**Address** 200 Capilano Mall, 5615-101 Avenue, Edmonton, AB, T6A 3Z7, Canada

### Castle Downs Branch

**Home Page** <https://www.epl.ca/about-epl/branches-and-hours/castle-downs-branch>

**Address** 106 Lakeside Landing, 15379 Castle Downs Rd, Edmonton, AB, T5X 3Y7, Canada

### Clareview Branch

**Home Page** <https://www.epl.ca/about-epl/branches-and-hours/clareview-branch>

**Address** 3808 - 139 Avenue, Edmonton, AB, T5Y 3E7, Canada

### Highlands Branch

**Home Page** <https://www.epl.ca/about-epl/branches-and-hours/highlands-branch>

**Address** 6710 - 118 Avenue, Edmonton, AB, T5B 0P3, Canada

### Idylwyld Branch

**Home Page** <https://www.epl.ca/about-epl/branches-and-hours/idylwyld-branch>

**Address** 8310 88 Avenue, Edmonton, AB, T6C 1L1, Canada

### Jasper Place Branch

**Home Page** <https://www.epl.ca/about-epl/branches-and-hours/jasper-place-branch>

**Address** 9010 - 156 Street, Edmonton, AB, T5R 5X7, Canada

### Lois Hole Library

## Resources

- Person (266723)
- Series (31773)
- Form (1382)
- Work (569368)
- Instance (595377)
- Meeting (721)
- Collection (5223)
- Agent (72838)
- CopyrightEvent (959)
- Topic (38636)
- ProviderEvent (200069)
- Organization (33326)
- Place (21742)
- Concept (259353)

## Sitemap

- Sitemap

## Systems

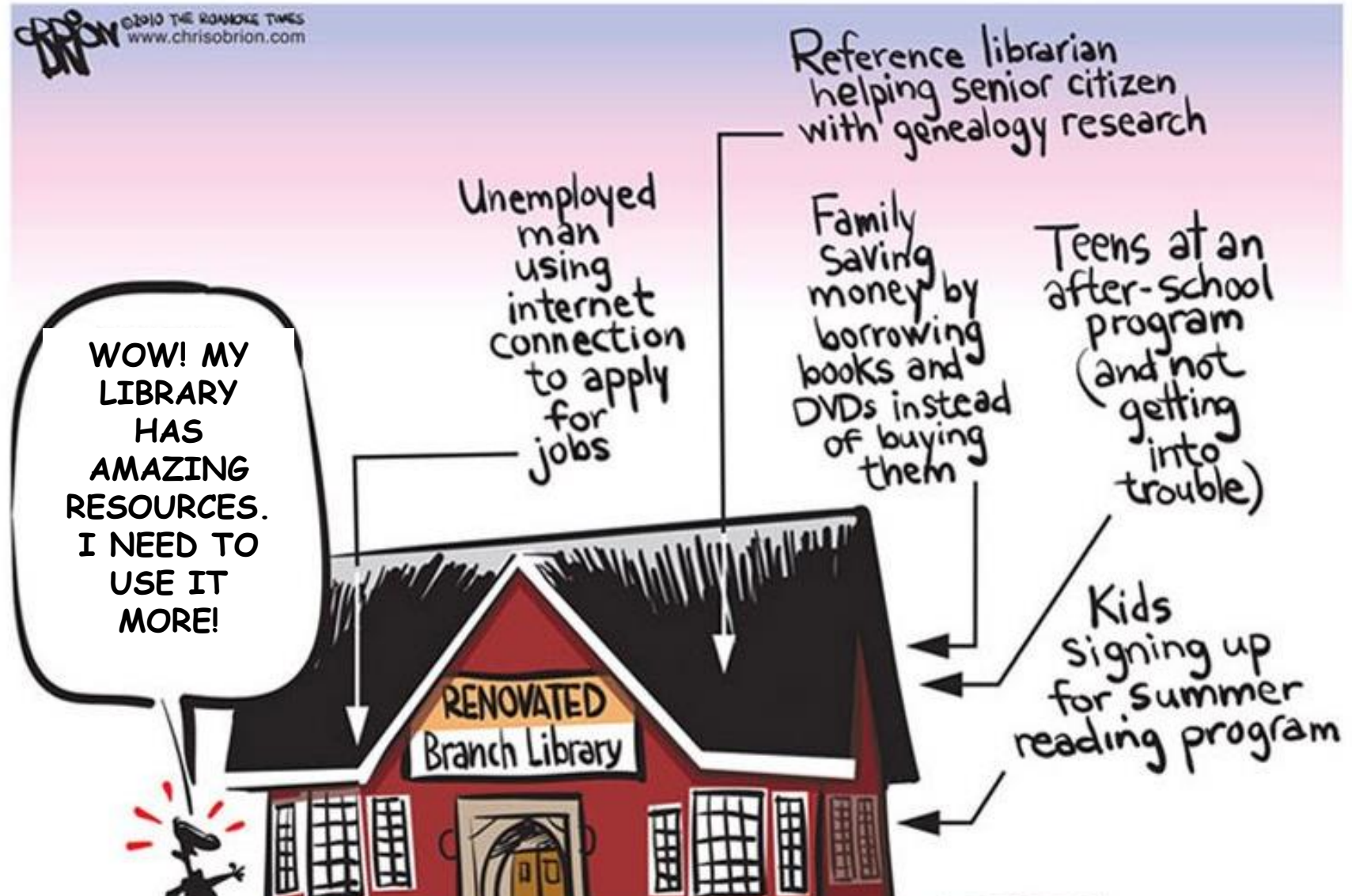
**Last updated**  
2015-07-28T19:49:53.517243-04:00



*Tell your local **Story***  
*make it*  
*universally **Accessible***  
*and amplify it on a*  
*global **Stage***



# *Telling Your Story and Changing Perceptions*



*Wow...That's exciting! What is SirsiDynix's  
role in Linked Data / BIBFRAME?*

# *At SirsiDynix We're "All In"*

- BLUEcloud technology allows us to adapt
- Already working on linked data framework with BLUEcloud Acquisitions / Marketplace
- **Completed:** SirsiDynix sponsoring the LibHub initiative to be part of BIBFRAME and the semantic web discussions
- **Current:** Tight Integration with Zepheira and The Library.link network
- **Future:** Native BIBFRAME Capabilities



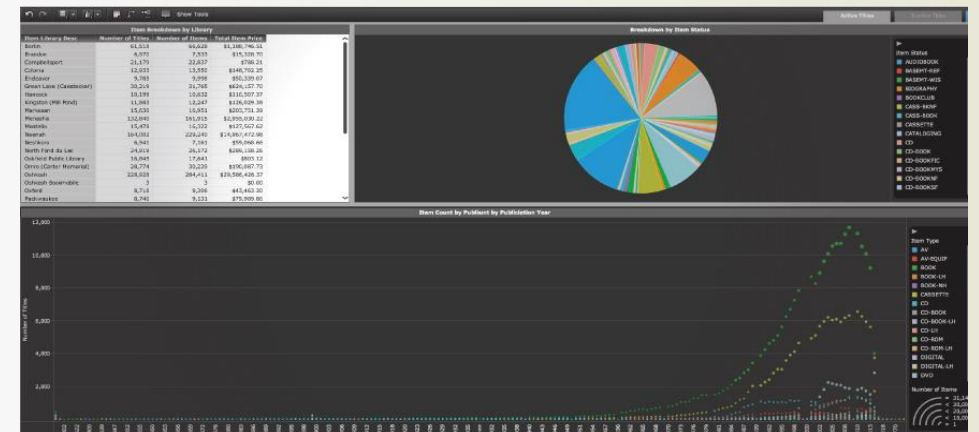


# *Funding and Next Steps*



# Calculating Return On Investment

- [illegible]





# *Other Activities to Consider*

- Library Website
- Google Verified Business
- Facebook
- Google+
- Twitter
- Pinterest
- Blogs



# Example of a Web Savvy Library

Google pikes peak library

Web Maps Shopping Apps News More Search tools

About 405,000 results (0.47 seconds)

**Pikes Peak Library District**  
[ppld.org/](http://ppld.org/) Pikes Peak Library District  
 East Library's main entrance is closed for renovations. Please use the ... For the third year, PPLD is participating and we hope you will help us. Virtual Read-Out

CyberShelf  
 eBooks - eMusic -  
 eMagazines - eVideos - ...

East Library  
 East Library's main entrance is closed for ...  
 Friends of the East ...

Library Locations  
 Library 21c - East Library -  
 Penrose Library - ...

Jobs  
 PPLD Job Vacancies -  
 Open. Public Services  
 Assistant 2 ...


[More results from ppld.org »](#)

**Pikes Peak Library District**  
 Public Library System  
 Pikes Peak Library District is a nationally recognized system of public libraries serving a population of more than 569,000 in El Paso County, Colorado. Wikipedia  
 Awards: Telly Award for TV Programs, Segments, or Promotional Pieces  
 Film/Video - Documentary, More

Profiles  
 Tumblr Pinterest

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See results about  
 Old Colorado City Branch Carnegie Library  
 The Old Colorado City Library is a currently operating branch library of the Pikes Peak Library District. It is ...



**A Penrose Public Library**  
 20 N Cascade Ave  
 Colorado Springs  
 Closes at 9:00 pm

**B Old Colorado City Public Library**  
 2418 W Pikes Peak Ave  
 Colorado Springs

**C Pikes Peak Library District: Cheyenne M...**  
 1785 S 8th St #100  
 Colorado Springs  
 Closes at 9:00 pm

[More pikes peak library](#)

**Pikes Peak Library District - Colorado Springs ... - Facebook**  
[www.facebook.com](http://www.facebook.com) Places Colorado Springs, Colorado Library  
 ★★★★★ Rating: 5 - 2 votes  
 Pikes Peak Library District, Colorado Springs, Colorado. 3737 likes · 528 talking about this · 11 were here. PPLD is the second largest library district...

**Pikes Peak Library District - Library 21c ppld - Facebook**



*The Sooner You Start The Sooner You'll See Results*







*Make Your Library **Visible** Today!*

# *For More Information:*

Contact your sales rep or  
[sales@sirsidynix.com](mailto:sales@sirsidynix.com)  
[brad.whittle@sirsidynix.com](mailto:brad.whittle@sirsidynix.com)