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An Instagram is worth a thousand words: An industry panel and audience Q&A

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AN INSTAGRAM IS WORTH A THOUSAND WORDS – BOND UNIVERSITY LIBRARY

AN INSTAGRAM IS WORTH A THOUSAND WORDS: INDUSTRY PANEL + AUDIENCE Q&A

00:50

Daniel: Thank you very much. Good morning and welcome to our session this morning 'An Instagram is Worth a Thousand Words'. Just a quick reminder at the beginning, if you do have a mobile phone device, it would be a good idea to keep it switched on and in the silent mode because we do have live polling throughout the panel session.

I will introduce all of our panel members first before beginning our discussion. On my extreme left is Christian Bowman. Christian has been helping organisations for over twelve years to develop and execute digital strategy, utilise data and integrate technology to communicate more effectively. As the Internet Marketing Manager at Bond since 2010, Christian developed the University-wide strategy in rolling out over twenty-two social media profiles as a part of their wider digital strategy.

On my left is Inger Van Dyke, a professional wildlife photo journalist and expedition leader. Inger divides her time between Australia, Africa and the Himalayas and Antarctica. Spanning thirteen years, her professional career has seen her travelling to some of the most remote locations on earth where she has worked photographing conservation projects, endangered wildlife and indigenous cultures. She has judged national photographic competitions and was awarded a commendation in the International iPhone Photography Awards in 2012. Inger is a guest lecturer in photo journalism at Bond University.

On my close right is Jo Hare. Jo is a new Librarian, having joined the profession only six months ago. She is enthusiastic about the opportunities that social media presents for Libraries and introduced the Bond Library Instagram account as a way of trying something different in the library and to complement the Library's existing social media.

On the left of Jo is Peta Hopkins. Peta is an IT Project Manager, Librarian and Social Media aficionado. With a keen interest in innovation, Peta has developed an extensive number of user names and acquired a heap of mobile apps. As an executive member of the Gold Coast Social Media Club for some years, she shared her knowledge and experiences with both the local and online communities.

And on my extreme left, on my extreme right sorry, is Mitchell Willocks. Mitchell is a Bond University student studying a combined Bachelors degree of law and business and is an avid Instagram User in both personal and business spheres. With a creative flair due to his background in multimedia design, Mitchel utilises Instagram to raise awareness in his roles of IT and Multi Media Director for

the Bond University Student Association, Promotions Director for the Bond University's Business Students Association and President of both the Bond University Creative Collective and Bond Marketing Group. Mitchell has also headed up several student political marketing campaigns with Instagram being the primary tool.

03:47

We have three broad discussion areas for our topic discussion today which will be prefaced by a live poll which will give audience feedback and some participation. Each poll will be followed by a panel discussion and we will have question and answers from the audience at the end of our session.

To begin, we will play a short little video explaining Instagram and introducing it and introducing Bond to it.

04:13 [video with music]

05:42

OK, so we have a practice poll here to get us used to the live polling. The question that you can answer is "Do you take photos with your mobile device? There are a number of ways that you can respond to this. Beside the answers 'yes or no' you can see your code. You can either text that keyword to the phone number +61 429883481, you can tweet @poll with the keyword beside it or submit a response to the website listed there with the code number. While that's working, I just want to read out some stats on student use of photos.

At the end of 2012 Instagram passed Twitter in daily active users on mobile for the first time. Instagram had 7.3 million daily mobile users for the month while Twitter had 6.9 million. Further, Twitter's visitors spent less time on average viewing content then visitors to Instagram. According to a survey of university students in America, taking photos is the third most common type of content that students produce on their smart phones, third only to texting and email. It seems there is an overwhelming majority that takes photos on mobile devices.

We'll move onto the next poll then to begin the discussion.

Do you share your mobile photos on line? If so, where – on Facebook, Twitter, Instagram, Flicker, another site or you don't share photos online. You can text the keyword, again, to the phone number +61 429883481, tweet @poll with the appropriate keyword and submit your response at the website that is listed there.

Well it seems that Facebook and Instagram, two aligned companies, have the lion share of mobile sharing there.

07:47

I want to start the discussion then with the question 'what are people actually doing when they are sharing an image?' If someone shares a photo with you via a hashtag or a geo-location, what does that image mean? What are they trying to say? I will open up this question to Christian.

Christian: Thanks Daniel. I know from my point of view when I post stuff up, there is a level of ego around it. So whether I hashtag a certain photo then I am actually trying to align myself to other people who might be hash tagging something similar. In terms of geo-tagging, definitely I would probably tag myself if I am at a fancy restaurant or fancy hotel. I am less likely to tag when I am in the toilet at home. So, in saying that, there's probably people that do that and they probably connect with other people doing the same thing and they probably have a wonderful life sharing their stories. And so I think from that point of view that people are trying to connect with others that are in similar situations. There is that documentation side of things so capturing events, and they may not be significant events. Everything that you capture is somewhat important to someone. And I think, you know, from a hashtag point of view, there's also this underlying conversation. So you might have seen weird hash tags that are out there. It's almost like they're in-between the lines sort of statement so it might be, you know, 'this is such a great conference – hashtag so hungry right now I could eat a horse.' So basically indicating that I'm hungry.

Daniel: Fantastic… I'll bring in Mitchell to the student perspective here, what are people doing when they're sharing a hash tag or geo-location?

Mitchel: Well from a student's perspective, it's definitely a way to communicate that's more engaging. For example, if I am really disliking the lecture that I am currently sitting in, I can have a friend take a picture of me making a sad face and put a very ominous effect on it and hashtag the name of the subject and then something like sad times and that's a very university thing to do at the moment. I see it all the time. What that does… is if people click on the subject, they can see everyone else who has hash tagged that subject and they can see all the miserable people in that lecture who should currently be learning but clearly they are not. You can also click on the other hashtag which would be sad times and see people all over the world who are currently feeling the same emotion as you. So I think it's a very different way to communicate with others in a way that you could be recommending something through your hashtag as an emotion or you could be complaining about the situation you are in.

10:42

Daniel: I know that Peta wants to say something about recommendations and Instagram so I will throw this one to Peta.

Peta: Thank you… Yes I think definitely that wanting to share experiences in terms of either a positive or negative recommendation about places or events is something that a lot of Instagrammers do and it may be something like 'this is a great hotel that I am staying at in Paris or, you know, don't bother eating at this restaurant, it's awful and actually sharing that geo-location

enables the users to find it, perhaps, and then link through to say Google maps, look it up on Google maps, go to street view and actually have a really close look at what is that place, what is so good about it, why is it bad, would I like to stay there as well. So I think it's quite powerful with the geo-locations and the hash tags to be able to, you know… share what's good or bad about things in an active way.

Christian: It's funny how dramatic people can get with the hash tagging. For instance, this hotel doesn't have a pillow menu… worst hotel ever or hashtag first world problems.

Peta: yes…

11:51

Daniel: Ok, well that begs the question 'why do people even spend time on Instagram to begin with… Christian??

Christian: I think it's quite simple. I know that I went to a conference where there was a speaker B. J. Fogg from Stanford, Behavioural Scientist Professor and it was his students who actually created Instagram. And so the whole philosophy behind it was helping people do what they already want to do. If you think about Instagram, people love taking pictures with their phone and they also love to share and also love to connect with others and so from that point of view, it fulfils the job and I think from a user perspective, they're exactly the sort of characteristics that people want out of a social media product.

12:37

Daniel: Ok the, so what is significant about communicating via images alone without text or html – Jo?

Jo: I think the significance is that you can't explain your image so your image has to try to express the message that your image is trying to communicate. I think, for the library, I certainly know that there has been a lot of literature written about using Facebook to construct an identity for the library, to make the library seem approachable – not just to promote events and resources but to make it seem like the library is an enjoyable place for students to be and I think that Instagram is really powerful in that respect because you can just snap a few photos in the library, show what's going on. Maybe the photos will be funny so that the student's don't view the library as being intimidating and it's an opportunity to construct an identity through social media.

Daniel: Ok, I think this is an important question to ask Inger as the professional photographer. What is significant……?

13:36

Inger: Ok, with images as opposed to words. I think in a world that we have now we are constantly flooded with information. If you look everywhere in the world, on television you are getting short messages, you are getting tweets and so forth and people look at these things as a succession of small pieces of information. Now, as a library, generally libraries are sort of considered to be as a little bit of a dry…… I'm sorry if this offends anyone……

Christian: there's no librarian's around is there?

Inger: …as a bit of a dry place and a place of necessity and so, if you start to use visual imageries as a way to get people into the library and make it a little bit more of a bit of engaging kind of place, I think you're going to get a crowd following in libraries. Imagery, by and large, is always going to retain more impact. So, if you've actually got imagery over just a piece of text, people are going to go back to it generally. They sort of think about it a bit more from a visual perspective. For example, these three images here are very iconic images. If you were to look down a line of tweets and said oh there's another civil uprising in China, well people will just go oh so. You know, that happens all the time. But then you look at the tank guy and people go whoa! It makes people thinks twice. The same thing with the Napalm girl in Vietnam. Napalm was first used as a chemical weapon in Vietnam and, again, people were not really sure of the impact. Why would they even be involved with it because it's in Vietnam, most people really don't see it - this is a [?] kind of conflict. It's not until they see a girl running from the effects of Vietnam naked with her clothes off because she can't stand the heat that people have that really sort of impact of the sort of memory of what happened there. And again, the Afghan girl was another classic example. She…… if you were just to read a hashtag or read a feed of this stunning diversity of people in Afghanistan… well ok… yeah… so what does that mean exactly? I mean… you know… Then you see her face with very confronting sort of eyes and beautiful irises and so forth and people remember this a lot more. So if you are using photos to engage a crowd in a library, if you've got particularly good quality content going through Instagram, you are going to get a much, much wider following as opposed to people just looking at… oh I've got to go and get that book out or I've got to go and return that book it or whatever. So, it's yeah…

16:00

Daniel: So that leads me to the more refined question of how can Instagram be used in an educational setting? Jo, I think you've got an example.

Jo: I do have an example. These are some pictures taken from the Instagram feed of a primary school. The school actually shares… not the school, sorry, one class shares an Instagram account and the teacher in the class uses Instagram for the students to reflect on their learning, take images of work that they've done. They use it to share what they are doing, to collaborate and communicate between each other and with their families and friends that follow them on Instagram. It's an opportunity for them to share their learning in a social media context.

Daniel: Thank you. Peta, do you have any opportunities to mention?

16:45

Peta: Yes, certainly. The obvious ones that spring to mind, of course, are in photography courses but, taking a step aside from that, other sorts of ideas that I have read about are things like asking students to create a photo essay to illustrate something that they have learned and then tying things that they have learned in theory to real life experiences to illustrate them and it could even be in mathematics. We're learning about fractions, we're learning about parallel lines - go out and take photos of those things so that we can see that you understand it or just to reinforce those sorts of learnings. The same thing with vocabulary words. So, you know, where's your spelling list? Here

are some things… How do you spell disgusting? Well do you know what it means? Take a picture of your face when you are feeling disgusted – what does that look like? So there's all sorts of ways I think that it can be brought into educational experiences.

17:35

Jo: I'll just show another example as well. Actually this is from a project called Spartans Will 360 from the University of Michigan and they're using Instagram. They're integrating Instagram into their existing website and they're using it to promote the research that they do around the world. They've had a group of staff and students that have travelled all over the world to visit various research projects. I think it's a really powerful way of story-telling with their research – not just talking to people about it but showing people what research is being done.

18:08

Daniel: Mitchell, what other opportunities are there though Instagram as an educational tool?

Mitchell: I definitely think it has the potential for all libraries to use in a way where they create engaging content that's educating to all the students and there's a very good possibility that utilising a social network to communicate with students who are probably more often on it than other student services at the university when they should be studying. You are able to remind them that they go here and give them, I guess, tips and that engaging content to sometimes remind them that they might need to go to the library and when they need to return that book, by having an Instagram that explains how long they can borrow things for. Another thing that libraries can definitely do is, rather than taking a photo, they could use somebody who knows how to use Photoshop and create something simple like Translink super simple tips but, for the libraries. So it's being polite in the library or how to actually care for the books you have borrowed. So it's something that definitely can be used to have a positive impact on the students and the library as a whole.

19:34

Daniel: Fantastic. That's a very good point to move onto our next poll and our next discussion topic. The next poll question is 'what is the biggest concern to consider when the library joins a new social network - privacy issues? Is it taking up too much time? How to measure its success or not having engaging content to share? Once again, there's keywords there. You can either text them to the number listed, tweet @poll with the keyword or submit the response at the listed website there. I think Jo has a good example of an issue with joining Instagram with a student and McDonalds.

20:12

Jo: I do, yes. I'll just jump over that slide now. It seems that privacy issues are time consuming are definitely concerns and that was a concern for Bond as well when we started using Instagram in the Library. I'll show you the examples that we found when we started using Instagram. These are some of the photos that were shared both directly and indirectly with the Library. All of these were geo tagged at Bond University Library so we could go to the location and see these photos but the McDonalds example was actually deliberately shared with us. It was tagged with a Bond Library hashtag which was, you know, a conscious decision to make sure that we saw that photo. So I guess you just have to kind of think about when you see these sorts of images – what do they mean and what are the students telling us? Does it mean that our message about not eating in the library isn't getting across or does it mean that students don't care? I think maybe it's an opportunity to get that sort of feedback and to… you know, it's an opportunity to… not to listen to students but to see what actually goes on in your Library and then Instagram provides an opportunity to respond to that. I think this also maybe indicates… maybe a perception.. it might be a generalisation amongst students that the Library isn't present in those social media spheres – that they're not aware that we're watching it… which is just a thought.

20:39

Daniel: Well that brings up the question of Instagram faux pas – people having a lack of awareness about privacy or some other things that they should or should not be doing. Inger, what are Instagram faux pas?

Inger: Well, I don't know with all of you are Instagram users, you'll know that when you actually switch on your Instagram you'll see a feed of images. And the thing is like… what you're really looking to do as a Library is trying to get users engaged and so it's not so much a faux pas thing per se it's actually sort of like what actually engages people and what doesn't towards your Library and when you look at a feed that constantly has things like selfies where guys are sort of like going and taking photos of themselves it sort of like gets a bit narcissistic and a bit old hat.   Other things like food, clouds out the aeroplane window, pieces of rubbish and trying to be arty. I mean… unfortunately this is the type of subject matter that crops up a lot in feeds and so forth and so often people don't engage with it anymore. So it can be nowhere near as effective as if when you've got someone whose got a little bit of a creative eye and who can actually follow some rules of photography and actually can take a photo of someone reading a book at the end of two lines of

books or something… like they're sitting reading and they've got a contemplative look on their face. It's far more engaging sort of content than actually things that are just going to be there, random sort of stuff that you sort of see. You know… people… the more you put engaging content the more you are going to get a following and that's really what you're after. You're not after someone who's just going to sit there and post at random like food and things in the library.

23:19

Daniel: I know that Christian posts food on his Instagram.

Christian: You're making me hungry. Continue.

Daniel: We'll get another side of this then. Christian, what do you think are some Instagram faux pas?

23:31

Christian: Well I know that I share different things to each of my different social networks online and I think other people who use Instagram have almost this false sense of security where… well maybe it's not a false sense of security, it's probably more of a misunderstanding of how it all works. So there is one example of someone that I subscribe to and what I am going to tell you next isn't the reason why I subscribe to her. She contributes to a hashtag called Naked Tuesdays. Every Tuesday Instagram users around the world will take a picture of them naked but creatively covering up their bits. Either it's watermelons or, you know, but usually they're doing domestic activities so it's actually quite entertaining.   Somehow I got distracted in my thoughts just then. But when I know that this person also is... I am also friends with them on facebook but they don't post it on facebook and so for some reason it seems safer for her to post it publicly on Instagram as opposed to privately with her closed network within facebook. So that's an interesting sort of dilemma in terms of… I would imagine their understanding. I think students may definitely… you see, you know, even when we're thinking about it logically, students are tagging the location, they're hash tagging, the University and then their making direct comments, and it's obviously in the picture that they're at a location on campus. Are they actually deliberately trying to let us know that they're eating McDonalds or are they actually just trying to connect with others on campus to let them know that they've broken the rules and they're so cool and they're eating McDonalds. So, you know, you can look at it a couple of different ways.

25:25

Daniel: Well this brings up the issues of the Instagram's terms of service for privacy. What do these recent changes to Instagram's terms of service and privacy policy mean for educators and libraries? Mitchell, you've done some research in this area – can you share some thoughts?

Michel: Yeah, well, ah, following Instagram changing both the service and privacy policy, there was quite an uproar around the Instagram community because they, they added a clause which allowed them to use peoples photographs they've taken to advertise the service. So that was in news media as well as on quite a few online blogs in recent times. But I don't believe that this is an issue that generally concerns libraries directly but … the terms of service and privacy policy are very important things to consider when you're going to start an Instagram account. And I do highly recommend

that you print both the agreements out because in the in the end, creating an account, you are automatically agreeing to what is in these and a lot of the time you need to read your rights and responsibilities as, I guess, a business entity towards your students. The terms and conditions are the same for both people and entities so it's really good to remember that and I guess there are a couple of things, one clause I would note is that that you could upload unlawful content which could be defaming imagery so you must always ask people if you are going to publish a photo of them because they may feel that that photo does not portray them in the best light or they shouldn't be in that location at that particular time and they could come back and potentially make claims against you in the future. But, obviously, if you are responsible and always remember the terms of service, you can definitely use it as a very simple service to market the library.

27:41

Daniel: Ok, well the terms of service did change and were very well publicised. Peta, what impact did they have on the growth of users in Instagram?

Peta: Well, apparently very little impact. Initially there was a huge uproar and there were a number of Instagram users who signed off from Instagram and declared they weren't going to use it ever again and that their photos were their own and their sign off images that they posted were quite often a thumbs down or something even more offensive than that. Perhaps…

Christian: Thumbs sideways?.....

Peta: No, I think…

Christian: Or is it a different finger?

Peta: It was a different finger. So, that was quite amusing for a while but really it didn't seem to have much impact in terms of Instagram use. Certainly Instagram responded and said that they were going to reverse some of the changes that they had outlined. CMS Wire reported, not long after that, that Instagram users were… had gone up to ninety million monthly active users in the following month following that which is still a ten per cent growth so maybe some people did sign off and maybe other said 'oh what's this Instagram thing' and immediately started posting to it.

28:54

Daniel: Ok, so what are the specific risks for libraries in using Instagram, Jo?

Jo: I think the risks are similar to other social media that the libraries might already be using. I think Mitchell touched on that if you are going to be taking photos of people – not just your patrons but your staff – you always need to ask for permission and just make sure that they're comfortable and know what you are going to use the image for. But I think, in general with Instagram, it's just about having a social media policy that you would have for Facebook or Twitter or your blog and just being aware of the guidelines that you have in place for that account and the use of that account. I think that's especially important if you've got more than one person using the account. At the moment it's only me that uses the Bond Library account so I know what I am doing but it's important to… I don't always know what I am doing… but it's important to have that written down so other people in the organisation can be aware of that as well. I think also that the changes to the terms of service

and the privacy policy, even though they created a bit of an uproar… I think it was kind of interesting because it got people talking about their privacy online and, as Christian touched on, people maybe don't necessarily have an understanding of the different privacy settings across different social media networks so it almost provides an opportunity to talk to your students about privacy online and how they're being perceived online.

30:15

Daniel: OK. Well Mitchell, how would you feel as a student being watched by the library on Instagram.

Mitchell: Well I think it's a very interesting concept to think of… like I guess this is a business and, in a sense, staff members are using a social network that you are also connected to and it's a very public one. So, any user on Instagram can see anybody else's pictures which is very interesting… so it's almost the opposite of Facebook – you don't really connect to people, you just start following the people you choose. So, I guess students have to be careful now if they are going take a picture of them like.. on Instagram of them having lunch at a local restaurant when they should be in the tutorial they're missing. It isn't really a privacy concern because all the users of Instagram have agreed to the terms of service and anyone can use it and a University has every right to use it in any way they see fit to market or to ….??

31:17

Daniel: Well, I'll throw this one to Christian then. What are the privacy boundaries with your followers? How far should you delve into your follower's profiles?

Christian: So that picture that we had up of the McDonalds and the library… Did we have one up where the student was having a nap on one of the tables? I don't know how she thought that was comfortable… but I think that you can be a bit creative with it so as opposed to reprimanding them publicly in front of all of your followers and their followers, you can be a bit creative with it. So obviously if they're at McDonalds, you can either take it as feedback that maybe we need to get some hot chips in our café or you might… you can be creative and put up a post saying 'the benefits of eating healthy' or, if a student's having a nap somewhere, then you know… maybe you can put up a post of something along the lines of nearest hotels or things like that. So, I think you can be creative with it, your engaging in the discussion and it's not projecting an agenda, or a you know… or terms of use sort of thing.

32:24

Jo: I guess it's important to sort of keep a sense of humour about it. You are maybe going to see some stuff that you don't want to see…

Christian: You know what would be funny would be each of the staff members having a nap in each of their cubicles and then posting that up.

Jo: That would be good.

32:39

Daniel: Well that's a good point to bring up our next panel discussion topic with the next poll. With the Bond Library's Instagram account, which category of images do you think received the most likes – (…) photos of the library staff promoting resources and events, day to day going on or behind the scenes? You can either text the appropriate code to the number +61 429883481, tweet @poll…

33:07

Jo: When we were taking photos on Instagram… We've taken about one hundred and we broke them into categories just so we could see if there was any sort of correlation between what was the most popular with students. And we'd read a lot about what kind of content we should be sharing and what would be engaging and a lot of what we read was to share photos of your staff and of people in the library and we expected that to be the most popular category but actually it's kind of a cheeky question because there wasn't really any consistency… the photos were all generally popular… there wasn't one particular category that stood out. I've got a few examples of our most liked photos on Instagram. So that meme in the top corner – it got 22 likes. I suppose that doesn't sound like a lot but we only have a very small student body so 22 likes for us is actually very big. We shared that meme on Facebook at the exact same time and it got one like. So we were obviously getting a lot more engagement on Instagram than what we were on facebook. Obviously food is popular. That's a photo that we took one day when we were attending a library exhibition at the University of Queensland and that was also very popular… So I think guilty of a lot of the faux pas that Inger talked about. Maybe we'll procure you as resident photographer for the library…

34:33

Daniel: I'll need to ask Inger then – what sort of images are engaging?

Inger: Well on Instagram you see a plethora of images and a lot of people are turning it into an art form of itself which is really quite nice but you will find that even though it's a square format that the general rules of photography will still hook people in, things like the rule of thirds, leading lines, general creativity, stuff that's relatable to most people. I ah, these images, particularly, are from some friends of mine two of them are professional photographers. One is just a professional Instagram and Yanis, the guy at the bottom – that's all that he does, is just Instagram and his work is just fantastic because it's very engaging. Some of his work is very simple, it doesn't need to be a very complex image in order for it to draw somebody in. It just needs to be, you know, something that is completely relatable to most people that are there. So, yeah… when you're in the library for example, if you've got someone who's just sort of like… you know you could shoot any sort of number of different images… you know different books – it actually a bit of a borderline copyright issue… or you could actually get someone who is very good with depth of field so say that you're looking through a shelf of books through another person on the other side and so forth and the books are slightly obscured on the top and bottom and you've got someone who's in focus in the middle – a reader… yeah, that's going to be a far more engaging image then just, you know, a line of

books along the shelf or whatever. And especially if someone actually in a University setting can recognise that reader as one of their friends and so forth – not only will they like the image but they will probably share it on facebook and do all sorts of things like that too and that's what you're looking for... you're looking for an engaged community. And in particularly with this sort of thing it's very much a case of quality over quantity. You are going to get far more people who are engaged through really, really good quality images than you will through someone who just shares fifty of them a day.

36:29

Daniel: Well I am going to have to interrupt there to ask a very controversial question – do librarians have the visual literacy skills to make engaging content – Jo?

Jo: I think yes, but maybe not in the way Inger's talking like I don't have any knowledge of the rules of photography or any of that sort of thing but I think that is the charm of Instagram that it is so simple to use. It's very easy to take a picture, put a filter on it. You can make it look really engaging without a whole lot of effort and maybe without... I think having those photography skills is definitely an advantage but, if you don't have them, it doesn't mean that you can't get involved and start using Instagram. I think as well... it's not just Instagram but I think some of the other photography apps you can use – I think Kim will be talking about... they make it really easy as well to create engaging content... and I think, from my own experiences, being quite empowering because it's allowed me... I've taken a lot of photos through Instagram that I've been using in our print materials you know to create book marks or to promote events that are in the library. They've gone up in the digital signage in the library as well so I think, yeah, I think it can be empowering to maybe people who don't have those photography skills.

50:42

Christian: Can I just..

Daniel: We should hear from Peta on this one because we are running out of time.

37:47

Peta: I would just like to add in there I think at a particularly small library there may not be someone who has a talent for photography or artistic bent at all but, you know, the diversity of personal interest amongst librarians is the same as any other industry or sector and the advantage that librarians have is that they possibly have the best access to information resources for learning something new. Developing skills in a particular area – so if they don't have it now, there's no reason why they won't.

38:20

Daniel: So how does one know if their Instagram efforts are successful – how do we judge success – is it by likes or followers, by changed behaviour of students – Christian?

Christian: Oh for me, if you go into it with some clear objectives whether it's getting people to either engage more with the library as to turning up physically with the library, using different services, or if your goal is just to get lots of likes so that you can build on that in terms of following, then just be

clear in setting those goals upfront. So I think, you know, there are tools that you can do this with but just set objectives at the start and just see if you meet them.

38:56

Daniel: For a final comment then, I'm going to ask the panel to give very brief answers to the following question – what is the future of Instagram? Is it here to stay?

Christian: So start with me… It's definitely going to stay and I think it's going to evolve. I think the way that hash tags are used, it definitely needs to evolve, it's not quite there yet – there's easier ways that it can be done.

Inger: Certainly from a photography perspective, in the beginning a lot of professional photographers were very frightened of Instagram and said it was denigrating their profession and so forth and now we've got a whole genre of people actually doing Instagram on their own. This is a classic example, just quickly of a girl called Nina Katchadourian. She's just an Instagram photographer and has an amazing following online. These photos were created in an aircraft toilet using napkins and towels and so forth and she did self-portraits of two copies of a like Renaissance sort of self-portraits and she's gained world-wide recognition just from doing Instagram shots of herself doing this. It's quite an unusual sort of thing to do but that's how easy it is to engage a following.

50:42

Daniel: Jo?

Jo: I think maybe Instagram isn't here to stay but mobile photo sharing is and Instagram is just the vehicle that we are using at the moment. I think… I just wanted to mention that Inger talked about different types of photos you could take in the library. I think we've heard a lot about, for anybody who was at NLS6 [symposium] or any other sessions that we've heard at [Information] Online [conference] that there's a lot of physical space in the library and being a maker space. So it's kind of a way of connecting that physical space of the library online as well. So, I think in some form it is here to stay.

40:42

Peta: Yes, I would have to agree with Jo. I think photo sharing in some form's going to be around for a very long time. Certainly the thing that I'm looking forward to next is being able to integrate an Instagram photo stream with Vine which is like 6 second video version of Instagram that Twitter has purchased so I'm looking out for the next new thing.

41:03

Mitchell: I definitely agree that Instagram will stay along for quite some time. There was, obviously, some concern when Facebook actually purchased the company because now it's a subsidiary of them but it seems that people are dedicated and bound to the brand of Instagram and Facebook's efforts to create their own version of it called Facebook Camera have not been successful. So I think that Instagram as the brand will continue on for quite a long time.

Daniel: Ok, to round off our discussion we have a video by a presenter who couldn't be here today, Professor Jeff Brand.

41:46

I'm Jeff Brand, Professor of Communication and Creative media at Bond University. I research computer game audiences and policy and I teach classes on interactive media and society - in fact I'm in class right now. Debates about new media like Instagram come down to questions of affordances. An affordance is simply the property of a thing that provides us with an opportunity to take an action. The most obvious affordance of Instagram is sharing our photos on a social network. But a user who posts photos without any higher purpose hasn't really taken an opportunity and taken full advantage of the affordances for action. Let me explain. Dutch researcher, Auke Pols, published an article that provides us with a framework we can use for understanding the affordances of Instagram. His article characterising affordances was published in the March 2012 edition of the journal Design Studies. Pols explains that the only way we can understand affordances is to experiment with the opportunities for action that a thing offers. He goes on to describe four increasingly complex levels of affordances. And I've used Instagram as an example for each of these. And so for example, the first level of affordances is simply the opportunity for manipulation. This is low cognition and action only. It doesn't have a higher level of, you know, mental processing. So pressing a shutter button, pressing a share button is an opportunity for manipulation, that's the lowest level affordances available from Instagram. The next level of affordance is the opportunities for affect. This is the neuropsychological response. If I share a picture I might feel excitation or feel satisfaction. The next level of affordances from Instagram is opportunities for use. Now this is thinking and planning for a defined purpose, so we are talking about more than just posting a picture, I'm now thinking about building an e-portfolio, with Instagram for example. At the highest level, the highest level affordances, Pols suggests that the opportunity for action which is the coordinated and social process of using a thing is absolutely powerful, and in fact, if I give the example for Instagram of say 200 students each taking and posting 1 picture of a single unique page of a 200 page book and each hash tagging the book title with also the hashtag of the author's name and also the hashtag of the page number, all of a sudden the copyright laws have been thrown into disarray and an entire book has been made available on Instagram. So the point I'm trying to make is that at the highest level of affordances there is this sort of grand opportunity, but it's often disruptive. This is why it's critical that we have debates about the affordances available for tool like Instagram. In the debate we uncover the highest level of affordances on offer. In libraries the sociotechnical affordances such as images of past exam papers, or shelf locations for books, or using the automated check-out system to borrow something from the library's collection is a number of examples of the affordances of Instagram for libraries. And it doesn't take too long to innovate the affordances that are available to us with this amazing tool. Personally I'd like to see the library's coffee shop menu, hashtag Papyrus shot with a sepia filter.

Thanks for listening.

45:32

Jo: So, I ran out and did that straight away as soon as I saw Jeff's video and it got 5 likes that afternoon.

Christian: It needs hot chips on it…

Jo: It's just the coffee menu… I thought, just to conclude, that I'd share this quote from Edwin Land – the Polaroid creator. Photography should go beyond amusement and record making to become a continuous partner of most human beings. So I think this is what Instagram is doing – it's created a language for individuals but it's also a way for libraries to try something different in the library.

46:03

Daniel: Ok, so we're going to open it up for question and answer time from the audience – does anybody have any questions?

[Unidentified]: This is for everyone on the panel… Did you have any difficulty or did you need to engage your executive in putting up your Instagram account and how did you obtain that support from executive management?

Jo: Maybe I could answer that one… I'm a librarian and we originally started using.. I was using my personal Instagram account to create content for Facebook because we knew that images were getting much more attention on our Facebook page. I was just posting photos on my own Instagram account and then sharing them to Facebook then as we sort of talked about it we thought why don't we just have our own Bond Library account. And then..   It took off by itself so I think its value was fairly evident and managers and bosses at work were very supportive so in my experience there wasn't any friction.

Christian: We had.. I work in the Central Marketing team where basically we work with each of the business units around campus to utilise social media and so we had basically given the library implied permission to use social media by helping them to launch their facebook page.

[Unidentified]: And does Bond University have a pretty robust social media policy that underpins…?

Christian: We do have two sets of documents; one is more around guidelines and do's and don'ts. Basically just to help people understand and then utilise it fairly quickly. We have in development, pretty much as we speak, a more comprehensive social media policy which then also touches upon student guidelines in terms of being a student within the campus.

[Unidentified]: Thank you.

Daniel: Are there any other questions?

[Unidentified]: Can you post a link to your Instagram account?

Jo: Yes, I'll share it on twitter after the account but it's just the Bond Library one is just @bondlibrary – all one word. And I believe Bond University is just @bonduniversity.

Christian: That's correct.

48:30

Daniel: Well if there are no further questions then I am going to throw it over to the panel to give a final comment if they have anything they would like to say. We'll start on the right this time – Mitchell is there any last comments?

Mitchell: I think… you put me on the spot… I think that I've covered everything. [laughter]

Peta: I would say go out and get your hands dirty. Go out and start taking some photos and have a play – it's fun.

Jo: Yeah, I'd agree with Peta. It's a really good opportunity to be creative and you've got the tools there to try something different so it is fun.

Peta: and very low cost

Jo: yes, that's true

Inger: Yeah I actually do agree and I think it is a really really good platform for making a place that a lot of people seem to be a little bit sort of like… not as interesting to make it into an interesting place because libraries are fascinating and if you can get a more engaged user community through a social network like Instagram, then all power to you. I think it's fantastic. It makes it a nicer sort of thing and you can then sort of thing and you can like leverage off it and create some publicity for your individual events that you might have like special speakers in libraries and so forth. I'd say that the actual ways that you could use Instagram – you just have to use your imagination really, providing you don't sort of like go over the copyright and the personal guidelines that would step on people's toes. I say get out there!

Christian: Yeah, I follow the same sentiment – get excited about it. This is a great opportunity to use something that doesn't cost you anything to do something really extraordinary whether it's being creative in the way that you respond or engage discussions with your students and with other staff members and it's also an opportunity to raise the profile of your business unit within the university and you might find that you can get all sorts of positive consequences out of doing something amazing with Instagram so good luck.