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Survey Participants

American Dance Festival
Anasazi Heritage Center
Aurora Regional Fire Museum
Banner Good Samaritan Medical Center
Bellevue University Library
Bennington Museum
Bertha Voyer Memorial Library
Brunel University Special Collections
C.H. Nash Museum at Chucalissa
Carnegie Mellon University Libraries
Casa Grande Valley Historical Society
College of the Holy Cross
Connecticut College
Dance Notation Bureau
Fales Library and Special Collections
Florida State University - Warren D. Allen Music Library
Florissant Fossil Beds National Monument
Gilbertsville Free Library Local History Collection
Haifa Museums
Hickory Hill House Museum
Historic Fort Wayne Detroit
History San Jose
Indiana University - AAAMC
Institute for Christian Studies
International Tennis Hall of Fame and Museum
Johnson County Museum
Julian P. Kanter Political Commercial Archive
Marietta Museum of History
Mifflinburg Buggy Museum
Milwaukee County Historical Society
The Museum at FIT
National Airline History Museum
National Library New Zealand
Naval and Military Club
Northern Illinois University Art Museum
The Queen's College Library, Oxford
Riemenschneider Bach Institute
Saint Louis University
Scott and White
Shiloh Museum of Ozark History
State Historical Society of North Dakota

Texas Southern University, Barbara Jordan Archives and Special Collections
Theosophical Society in Australia
Universidad del Este
University at Albany Art Museum
University of Iowa Special Collections and University Archives
University of Kansas Museum Studies
Voyager New Zealand Maritime Museum
The Williamson Museum
Wistariahurst Museum

Characteristics of the Sample

Overall Sample Size: 50

By Type of Institution

- Library Special Collections: 19
- History/Technology Museum: 19
- Other Type of Museum: 6
- Other Type of Society/Archive: 6¹

By Role/Job of Survey Respondent

- Librarian: 16
- Curator: 9
- Archivist: 6
- Director: 7
- IT/Tech Services: 6
- Other: 6²

By Staff Size

- One: 9
- 2 to 5: 17
- 6 to 30: 17
- More than 30: 7

By Budget³

- \$100,000 or less: 13
- \$100,001-\$600,000: 10
- More than \$600,000: 10

By Country

- USA: 42
- Other: 8

¹ Includes a health sciences library at a non-profit medical center, a Museum Studies program, a medical archives, and a small dance-specialized archives.

² Includes an editor, a professor, an historian, an outreach director, and two Collection Managers.

³ Seventeen of those surveyed did not indicate their budget.

The Questionnaire

1. Your organization is a:
 - a. Public Library Special Collection
 - b. College/University Library Special Collection
 - c. Law/Corporate Library/Government Agency/Department Library Special Collection
 - d. Art Museum
 - e. Technology/History Museum
 - f. Other Type of Museum, Society, or Archive
2. What is the number of FTE employees in your library or museum (total, not just your division)?
3. What is the annual budget (including spending for salaries, even if this is not included in your official budget for your division)?
4. Your personal role at the library would best be described as:
 - a. Special Librarian
 - b. Curator
 - c. Information Technology
 - d. Other
5. Rate the following services in how useful they are in your professional library work. (Choosing between 'Highly Useful,' 'Useful,' 'Occasionally Useful,' 'Not Very Useful to Me,' and 'Do Not Use/Don't Know')
 - a. Google Books
 - b. Google Maps
 - c. Google Plus
 - d. Google Translate
 - e. Google Scholar
 - f. Google Buzz
 - g. Yahoo Groups
 - h. Pinterest
 - i. Instagram
 - j. Amazon
 - k. Refdesk
 - l. Flickr
 - m. Tumblr
 - n. LibraryThing
 - o. LinkedIn
 - p. Yahoo Maps
 - q. Bing search engine

- r. Google search engine
 - s. MySpace
 - t. YouTube
 - u. Facebook
 - v. Wikipedia
 - w. Blogger.com
 - x. Twitter
 - y. Wordpress.com
6. Which special features or services of Google are most important to your professional work and how do you use them?
7. Do you use Twitter in your professional life?
8. How many tweets does your library or museum division send out in a typical or average month?
9. To the best of your knowledge, how many subscribers does your library or museum Twitter account have?
10. How does your library use Twitter or other micro-messaging sites?
11. Rate the following social networking sites on their usefulness to your work or the library in general. (Choosing between 'Very Useful,' 'Useful,' 'Somewhat Useful,' and 'Not Very Useful')
- a. MySpace
 - b. Facebook
 - c. LinkedIn
 - d. Google Plus
 - e. Friendster
 - f. Ning
 - g. Hi5
 - h. Orkut
 - i. MyLife
 - j. Multiply
 - k. Bebo
12. Approximately how many unique visits does the organization receive per month on average to its Facebook page?
13. Has your organization developed specific pages on Facebook or on other social networks for specific collections or departments?
14. Which special features or capabilities of Facebook are most useful to your library or museum?

15. How do you or your staff use LinkedIn in your professional work?
16. Does the library in any way take advantage of the Amazon web services program that allows libraries to use cover images, reviews, book descriptions, and other book-related information from the Amazon site in the library OPAC or in other library contexts?
 - a. Yes, quite extensively
 - b. Yes, somewhat
 - c. No, and we have no plans to
 - d. No, but we have plans to
 - e. No, and we have never heard of this program
17. How does your library use Amazon?
18. If the library has posted videos or photos about itself or its collections on internet photo and video sites, please mention a few of the most useful or prominent sites.
19. Do you use any of the following sites in your professional library work?
 - a. AOL Video
 - b. Blip TV
 - c. Brightcove
 - d. DailyMotion
 - e. Facebook
 - f. Flickr Video
 - g. GoFish
 - h. Google Buzz
 - i. Google Video
 - j. Google Images
 - k. Google Panoramia
 - l. Google Picasa
 - m. Hulu
 - n. Instagram
 - o. MetaCafe
 - p. Photobucket
 - q. Pinterest
 - r. Revver
 - s. Viddler
 - t. Vimeo
 - u. Vzaar
 - v. Yahoo Video
 - w. Yfrog
 - x. YouTube
20. Has the library ever posted any of the following on Flickr:
 - a. Photos of the library or library special events?
 - b. Photos from the library collection?

- c. Photos taken by library patrons?
21. How does your library use Instagram? Can you offer some advice for your peers?
22. Approximately how many 'pins' does your library special collections department or museum have on Pinterest?
23. How does your library or museum use Pinterest?
24. How does your library or museum use other major photo or image sharing sites and which sites are they?
25. IF you can briefly compare the major image sharing sites – Pinterest, Instagram, Picasa, Flickr – explain which ones deserve the most time and effort and why.
26. Does the library have one or more YouTube accounts?
- Yes
 - No
 - No, but we plan to sign up within the next year
27. Has the library ever used YouTube in training library patrons to use the library or museum collections?
28. How many visits did the library get to its YouTube site in the past year?
29. Has your library or museum ever released a video to YouTube, Vimeo or other video sharing sites about a collection or work in the library or museum collection?
30. If so, how many such videos has your library or museum released to YouTube, Vimeo or other site in the past two years?
31. What is the average number of viewings that you get from these video postings?
32. What is the highest number of views you have ever received for any single video about your collection on the following three sites or amalgamation of sites:
- YouTube
 - Vimeo
 - All other video sharing sites
33. How would you break down the percentage of video views that you receive from video sharing sites in the following three categories:
- YouTube
 - Vimeo
 - All other video sharing sites

34. What are the most important video sites for your organization apart from YouTube or Vimeo?
35. Has your organization produced a general museum or library special collection video tour that it has posted on YouTube, Vimeo, or another video sharing site?
36. How much staff time does your division or organization devote to the production or marketing of videos about your collection?
37. Which phrase best describes your library staff's use of Google Books?
- We don't really use it
 - We use it occasionally
 - We use it extensively
38. Which phrase best describes your library staff's use of Google Scholar?
- We don't really use it
 - We use it occasionally
 - We use it extensively
39. Which phrase best captures the museum or library special collection division plans for contributing content to Google Books?
- We have already digitized part of our collection and contribute some out of our non-copyright works to Google Books
 - We have already digitized parts of our collection but have not contributed to Google Books
 - We have not digitized any part of our collection but plan to in the near future
 - We have not digitized any part of our collection and do not plan to in the near future
40. What have we missed? What other free sites have you found very useful in your professional life and how have you used them?