

## Social Bookmarking Sites as Collection Development Tools

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Most librarians are familiar with social bookmarking sites like Delicious [<http://www.delicious.com>] and Diigo [<http://www.diigo.com>], which allow users to save and manage bookmarks from the web. These sites are not just useful for storing bookmarks so they're accessible from anywhere. They're also valuable tools for building lists of topical resources on the fly and sharing those lists with other people who are interested in that topic.

Cooperative tagging involves using a common word or phrase among a group of people who have similar interests. It's a form of cooperative collection development and is an excellent way to share relevant content with clients and other librarians. It's also very easy to start. Just pick a tag, recruit volunteers, and start bookmarking.

I currently participate in P2TagTeam [<http://www.delicious.com/tag/p2tagteam>], a coordinated effort by the Pollution Prevention Information Exchange (P2Rx) to share resources about environmental sustainability. There are currently about ten participants in the tagging effort who have bookmarked over 900 items. ISTC's Sustainable Electronics Initiative [<http://www.sustainelectronics.illinois.edu>] uses the same technique to share information on Diigo [<http://www.diigo.com/tag/icare>].

Another advantage of cooperative tagging is that you can see resources that other users have identified. Just browse the tag and save interesting items to your bookmarks. By browsing the P2TagTeam list, I'm able to quickly locate relevant resources to add to my own bibliographies and to the Great Lakes Regional Pollution Prevention Roundtable's Sector Resources site [<http://www.glrppr.org/sectors>].

I also use Delicious to build online collections of resources in specific subject areas. I teach green business and green libraries workshops and have developed extensive bibliographies that I distribute to attendees. Because new information on both of these topics appears almost daily, I include a link to the relevant Delicious tag [[http://delicious.com/tsmom1219/tls\\_green\\_libraries](http://delicious.com/tsmom1219/tls_green_libraries), [http://delicious.com/tsmom1219/green\\_business](http://delicious.com/tsmom1219/green_business)] on the bibliography so that I don't have to update the print version as often.

Because Delicious and Diigo automatically create RSS feeds for every tag and for every user, I can also integrate those feeds into web pages. For example, I display the ten most recent items added to my Delicious account on Environmental News Bits [<http://lib.wmrc.uiuc.edu/enb>], the environmental news blog I maintain.

Social bookmarking has changed the way that I identify and share digital resources and has become an effective part of my professional toolbox.

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