
Published by the
BRASS Business Reference in Academic Libraries Committee

Vol 6(1), Spring 2011

Using social media will also enable you to save time and money. On Facebook or Twitter, one or two clicks suffice to get to information that might be somewhat hidden on a company web site, especially if it is badly designed.

Social media platforms are all about connecting people and giving them a voice. Think of tapping into this information pool as adding another dimension to your research that shows the human side of a business. And we are not limited to Facebook, Twitter, and LinkedIn. Try searching YouTube and SlideShare to gain more insight. You can also try using social search engines such as SamePoint.com and Yauba.com

Remember to acknowledge internet volatility. You might see that your search results from yesterday have disappeared the next time you try to pull them up. Let your customer know that social media is an ever-changing environment. Make sure that you document your search and use cached pages if necessary.

Social media should not be seen as a threat to traditional resources. Used in a sensible manner, it can add tremendous value to our work and the results we present to our customers.