There are no walls: Reading online across borders

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Abstract
Online reading groups run by libraries are increasing. Some are using face to face tools like Adobe Connect, others are using social media like Twitter. The different methods and strengths of online reading groups which the different authors co-run will be discussed.

Online reading groups are important for breaking down barriers between physical and digital. For example with Read watch play, an international Twitter reading group, the themes are used in libraries as well as online. People can participate in whatever way they are comfortable with. The Adobe Connect groups use books borrowed from the library, and connects people who belong to libraries in three counties, sometimes also with people from abroad. The online groups connect readers who may never meet, and yet, through the skills of the library staff involved, encourage people to discuss their reading.

Online reading groups run by libraries show that the library does have a place in the digital economy and can be used to develop online community space for its users. The online library space for reading groups is part of the community space of the library. The library as community space, as well as being in the library, is also in the online spaces which the libraries adopt, in habit or create.

The examples of online reading groups provided also show that libraries can adapt existing online spaces created by others for their own purpose to develop a new type of community space for their users. With the Read watch play reading group in particular, Twitter, Pinterest, Tumblr, Instagram and a blog have all been used to develop the online community.

As well, there have been discussions, such as Read with me 2014, which has enabled a sharing of expertise about different online reading groups and has helped develop new professional connections. This has made use of online tools to connect librarians discussing online reading groups, and how to run them.

Introduction
With the increase in online content and services being delivered by libraries, some libraries are exploring how they can connect with their readers online, and how they can connect readers to each other using different online tools and environments. Even for keen readers it is not always possible to connect with reading groups and programs run at a library. There are a wealth of opportunities for online engagement with library clients. However, the uptake by libraries has been limited.

Online reading groups run by libraries are increasing. Some are using face to face tools like Adobe Connect, others are using social media like Twitter or Facebook. The different methods and strengths of online reading groups the different authors co-run will be discussed. Many libraries find online service delivery a challenge, as:

- There may be constraints on the use of social media
- There may be constraints because of the limited number of people in the community who are online
- There may be a gap in the digital literacy skills library staff have
- The community may be keen to interact, but are unsure about the kind of online interactions with the library and other readers they are seeking.

This paper will include some suggestions for libraries to try, including collaborations, with very easy starting points to connect libraries and their readers to other libraries and their readers.

Background
Three County libraries, Länsbibliotek Sörmland, Länsbibliotek Västmanland and Länsbiblioteket i Örebro län in Sweden developed a method for running virtual book clubs on the Internet. Library consultants from the three County libraries presented the method at the conference *Internet Librarian International 2013 in London*. During the conference presentation, the library consultants invited conference participants to join a collaborative network with the title "Read With Me 2014[1]" to discuss how to build international virtual reading clubs and promote reading. The first meeting was held on the 17th of December 2013 via the video conference platform Adobe Connect, and subsequent online meetings using the same method are held monthly. Participants from four countries, Australia, England, Holland and Sweden, discussed how to build virtual reading clubs connected to libraries. It was clear from the meetings that international collaboration and building relationship over borders are of great importance to library development, not only in the sharing of ideas around the development of library services, but also the sharing of similar and differing cultural perspectives within the scope of reading and library services. It was also via the Adobe Connect sessions that Surrey Libraries became involved in the Read watch play partnership, hosted by the New South Wales Readers Advisory Working Group in Australia which is a partnership between public libraries and the State Library of NSW. Surrey Libraries had been considering similar ideas around online reading groups and chats. The Adobe Connect session was an enabler to their initial involvement in the partnership. These Adobe Connect sessions have been a useful platform for knowledge creation and sharing.

Connecting online reading groups and library clients
Online reading groups are important for breaking down barriers between the physical and online digital world. Many library clients use a range of library services - some online (catalogue, databases, ebooks, program bookings for example) and some not (borrowing printed books, participating in library programs, spending time at the library for example). Most libraries have a mix of in-library and online collections, and yet too often all the programs are only available at the library, with occasional offsite programming for events. The library should now be considered to be wherever someone can connect to the collections, skilled staff, services and other readers, not necessarily in a particular building. The physical library space is really important, but so is how the library provides access to collections, services and skilled staff online for people who can't make it to the library.

This same diversity should be being addressed with services to readers too. For example with

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[1] Read with me 2014 on Twitter https://twitter.com/readwithme2014 accessed 12 June 2014

Read watch play[2], an international Twitter reading group, the themes are often used in libraries as well as online. As the themes cover a range of ideas and topics over the year, they can help inspire libraries when producing displays, story-time themes, in library reading groups, other events, and much more. The themes save individual libraries having to develop their own, and many ideas for how the theme could be used are implicit in the blog posts which define each month. The in-library use determines how far in advance the themes need to be planned each year. The themes and their accompanying blog posts are completed in August, so they are in plenty of time for the planning of events and program's within a library. For example, one library prints the blog posts onto A3 paper and displays on an easel at the library entrance so that even people who do not go online can enjoy reading about the different themes. Others have had sessions using Twitter within the library so that people who don't use Twitter can see the discussions taking place, and consider being involved. People can participate in the online discussion whatever way they are comfortable with, whether that is for a short time, or for a few hours. The Adobe Connect groups use books borrowed from the library, and connects people who belong to libraries in three counties, sometimes also with people from abroad. The online groups can connect readers who may never meet, and yet, through the skills of the library staff involved, encourage people to discuss their reading. It is important that library staff develop skills in this area so they can assist clients to develop their own skills, which will in turn help them connect with other readers. There is great potential for libraries to collaborate so there is a critical mass of readers to connect together. Online tools, discussed later in this paper, can be extremely effective in helping to build these connections.   Effective readers advisory skills are really important, as these skills encourage people to participate in online reading discussions. Good facilitation skills are needed to balance and cope with the many strands of discussion that can be happening.

Online reading groups run by libraries show that the library does have a place in the digital economy and can be used to develop an online community space for its users. The online library space for reading groups is part of the community space of the library. The library as community space, as well as being in the library, is also in the online spaces which the libraries adopt, inhabit or create.

Online reading groups also give libraries the opportunity to reach potential library users who may not be able to involve themselves in a physical reading group. We are all aware of the health benefits to be gained from reading and bibliotherapy, and shared reading in particular encourages empathy, independent thought, independent learning and indulgence in a communal experience. Library services want the wider community to benefit from shared reading and in instances where they cannot attend the library, this can be difficult. It is about people connecting to each other providing a safe place for people to join the discussions, with technology as an enabler of this.

Libraries working within their communities often find examples of potential readers who cannot join in with a reading group for particular reasons; this is often the case with vulnerable adults. For example in Surrey work is being done with the survivors of domestic abuse, bringing library services to them in a period where they might not be able access library services for themselves. Some survivors are still in dangerous situations. Some, after periods of extreme stress, don't

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[2] Read watch play reading group http://readwatchplay.wordpress.com/ accessed 21 April 2014

want to make a commitment to a regular activity. Those in refuge might have been moved away from their abuser in to an unfamiliar area. Most are fearful of new situations and people. During a reading group taster session for a group of survivors, the majority were keen to read and share the experience, but all felt that a physical reading group situation was impossible for them. Almost all participants were really excited at the prospect of joining in with an online discussion, in an informal setting with chance to safely interact with other readers.

The examples of online reading groups already in existence also highlight that libraries can adapt existing online spaces created by others for their own purpose to develop a new type of community space for their users. With the Read watch play reading group in particular, Twitter[3], Pinterest[4], Tumblr[5], Instagram[6] and a blog[7] have all been used to develop the online community. Each of these online services uses different methods of communication to engage the reader, whether it is the short form text and immediacy of Twitter; the longer form of the blog, including detailed introductions and discussions of the themes; book jacket covers on Pinterest; the informal photos of Instagram; and the suggestions on Tumblr. This reflects the fact that different users are involved with the discussion in different ways when they use different online services. Engagement also goes beyond a simple two way conversation when using these tools. For example, a retweet, repin, reblog or blog post like also indicate that users are participating and taking an interest even though that might be their only involvement in a Read watch play monthly discussion. As well as acting as tools for engaging library users, these tools also offer another channel to promote the broad range of our services that exist in libraries. For example, the #warread theme could allow us to promote commemorative events for World War I run in libraries, alongside local historical resources from this time period.

The online services mentioned in this paper to an extent also allow for discussions to be carried across the different online services, often by way of a common hashtag, or for example by the sharing of media on one online service to a related account on another. Although a number of library services act as partners in the discussion there are also lead accounts on various social networks to act as a central focus point. For example, Twitter's @readwatchplay account. This online reading group uses themes rather than specific titles, and people are asked to share their reading using the hashtag #rwpchat (for read watch play) and the theme hashtag for the month. The discussion has a liberal interpretation of reading, as alongside the written word it also encourages conversation around films, games, music and other media. In August the theme is #spaceread. Libraries can choose how they use this for their local library community. Some libraries tweet twice a month, once on the first day of the month, and the second time on the last Tuesday of the month which is when most of the online discussion occurs. Other library services such as Nelson in New Zealand and Surrey in England are very active in the Twitter discussion using library accounts to assist in the facilitation of the discussion. The focused discussion on the last Tuesday of the month can run across a 12 hour period, with different libraries being involved at different times, depending upon their time zone.

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[3] Read watch play Twitter https://twitter.com/readwatchplay accessed 21 April 2014
[4] Read watch play Pinterest http://www.pinterest.com/readwatchplay/ accessed 21 April 2014
[5] Read watch play Tumblr http://read-watch-play.tumblr.com/ accessed 21 April 2014
[6] Read watch play Instagram http://instagram.com/readwatchplay accessed 21 April 2014
[7] Read watch play blog http://readwatchplay.wordpress.com/ accessed 12 June 2014

A social network such as Twitter with a user base of over 93 million is an ideal medium to engage with readers from across the world. In fact, even though we talked about the "local library community" earlier in this paper these online tools highlight just how easy it is to engage in discussion with people wherever they may be, and often library users and services from across the world are engaged in the discussion with each other, sharing ideas and suggestions about the current theme. These tools, and more importantly, the people using them, can build an international community based on a shared ethos of read, watch, play.

The organisation of Read watch play also makes extensive use of online tools to connect the libraries involved. A wiki is used to help plan the themes[8] and to provide information for libraries[9]. There is also a private Google group for a shared email discussion. Occasional (once or twice a year) Google+ hangouts are held. They are held infrequently because most of the discussion can take place via email (and there is not a lot of discussion needed). Also the time zones are challenging, with at least 12 hours separating a couple of the partners. This group is easy for libraries to join, although all the resources can be used without asking as they have been developed so any library can use them to provide services to their community. Joining adds in occasional email communication with the other partners and occasional hangouts as mentioned above. To identify the level of engagement in the Read Watch Play discussions, data tools such as TAGSExplorer beta by Martin Hawksey[10] and Tweet Archivist[11] are extremely useful, providing information around the type and number of user interactions over time.

Tools that are both useful for library services and others engaged in the regular discussions include the ability to browse earlier Twitter discussions via Eventifier[12] and Storify[13]. Rebelmouse[14] also brings together the discussions from a variety of social networks.

Other online reading groups
The reading groups we are writing about are part of a growing online reading discussion environment. There are other Twitter reading groups, such as the Commuter Book Club, tweeting from @railbookclub[15] which runs in the United Kingdom and encourages commuters to tweet their reading, so they can join in a discussion with other people on trains. It connects commuters to each other, even when they are on different lines and different cities. This reading group is not about face to face chats, but aims to draw people together through their shared commuting, and their diverse reading. It also connects other people into the discussion by

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[8] 215 planning for Read watch play on Readers advisory wiki
http://readersadvisory.wikifoundry.com/page/2015+planning+for+read+watch+play accessed 21 April 2014

[9] Read watch play on Readers advsiory wiki
http://readersadvisory.wikifoundry.com/page/Read+watch+play accessed 21 April 2014

[10] Read watch play on TAGSexplorer beta
http://hawksey.info/tagsexplorer/?key=0AsmcD5ziFsg_dEVCQmc4RW1veTQ5bHJqUzM5c1U2eHc&sheet=oaw accessed 21 April 2014 note this only has data since December 2013

[11] Tweet Archivist #rwpchat http://www.tweetarchivist.com/readwatchplay/4 accessed 11 June 2014

[12] Read watch play on Eventifier http://eventifier.co/event/rwpchat/tweets accessed 21 April 2014

[13] Read watch play on Storify https://storify.com/readwatchplay accessed 21 April 2014

[14] Rebelmouse @readwatchplay and #rwpchat https://www.rebelmouse.com/readwatchplay/ accessed 11 June 2014

[15] Computer Book Club Twitter https://twitter.com/RailBookClub accessed 16 April 2014

showing some of the tweets on screens in railways stations. This serves to raise awareness of the discussion to readers as well as promoting the Twitter group. There are close the four thousand people following this Twitter account. To participate in the discussion people either reply to @railbookclub or use the hashtag #railbookclub. This book club has diverse reading, and it can be very interesting looking at the discussion as it changes from day to day.

#1book140[16] is a reading group run by The Atlantic Magazine and hosted by J. Nathan Matias[17] and Jeff Howe[18] It has a different book to read each month, and the title is decided by online discussion[19]. This group has over 101 000 followers for the Twitter stream.

The Sacramento Public Library in California is using Google hangouts to connect to their readers online. Their hangouts have included ones tying in to Game of Thrones[20] and The Hobbit[21]. They stream the talks through a range of social media. This seems a very interesting way to connect people in a discussion, as well as making the discussion available later on through YouTube. They have some excellent guides to using Google hangouts for reading discussion. Watch Amy Calhoun talking about how her library uses the hangouts[22], as well as looking at a couple of the hangouts to see what they look like.

Some libraries are using Goodreads to interact with readers online. Scottsdale Public Library in Arizona has an account[23], which anyone with a Goodreads account can follow (but others can view) and they provide reviews of different library books. This can encourage interaction with their account. The Orange County Library System in Florida is using the group feature[24] of Goodreads to connect readers together, which increases interactivity.

The county libraries in Sweden run a web-based book club community called Bokcirklar.se[25]. Everyone can become a member and subsequently start book clubs on a certain book or topic. The book clubs can be made open for all members, private or for invited members only. In a book club, you have the possibility to interact with other participants in several different ways, e.g. by conversation in thread or real-time chat. One of the most popular features of the site is a reading diary where members reflect and recommend books. Furthermore, Bokcirklar.se has a blog with guest bloggers that change every two weeks. In the blog, authors, librarians and

[16] #1book140 Twitter https://twitter.com/1book140 accessed 16 April 2014

[17] J. Nathan Matias Twitter https://twitter.com/natematias accessed 16 April 2014

[18] Jeff Howe Twitter https://twitter.com/crowdsourcing 16 April 2014

[19] The Atlantic Entertainment 1book140 http://www.theatlantic.com/entertainment/category/1book140/ accessed16 Aoril 2014

[20] Sacramento Public Library, Game of Thrones book hangout 2 June 2013 https://www.youtube.com/watch?v=wD5cwQTcW9s accessed 16 April 2014

[21] Sacramento Public Library, Hobbit Hangout 15 January 2014 http://www.saclibrary.org/About-Us/News/2014/January/Hobbit-Hangout/ accessed 16 April 2014

[22] Amy Calhoun presenting on Google+ hangouts, Horror at the Metcalfe, 12 March 2014 https://www.youtube.com/watch?v=NzQsbI44LAk accessed 16 April 2014

[23] Scottsdale Public Library on Goodreads https://www.goodreads.com/user/show/4332892-scottsdale-public-library accessed 21 April 2014

[24] Orange County Library System (FL) on Goodreads http://www.goodreads.com/group/show/52729-orange-county-library-system-fl accessed 21 April 2014

[25] Bokcirklar.se http://bokcirklar.se/ accessed 11 June 2014

translators write about reading, writing and their creative work. We have used Bokcirklar.se to advertise and reach out with our reading sessions over Adobe Connect and Skype[26].

City Read London[27] is an annual event, running for a single month in the year and focussing on a single book. In 2014 it was held in April. Although it is not primarily an online reading group, it does encourage online discussion via the @cityreadlondon Twitter account, blog and Facebook pages.

Io9, a site about "science, science fiction and the world of tomorrow" has a regular reading group, and the discussion here takes place via comments on a blog[28].

Tools
Adobe Connect[29] is a web conferencing platform for web meetings, eLearning and webinars. You don´t need to load down any software on your computer to use the platform. There is a licence cost for the user who starts the session. The online reading development group "Read With Me 2014" uses Adobe Connect for collaboration.

Skype[30] is a freemium voice-over-IP service and instant messaging client. "The service allows users to communicate with peers by voice using a microphone, video by using a webcam and instant messaging over the Internet[31]". You have to download Skype´s software onto your computer to use the client. There are no licence costs to use it. During the Internet Librarian International 2013 conference (ILI 2013) the Swedish group of County librarians presented an example how a small reading club used Skype as a platform to communicate and discuss books.

Google Drive is a file storage and synchronization service provided by Google, which enables user cloud storage, file sharing and collaborative document editing. "For Google Drive to synchronize files between the user's computer and Google Drive storage, the Google Drive 'client' software must be running on the user's computer. The client communicates with Google Drive to cause updates on one side to be propagated to the other so they both normally contain the same data[32]". The development group "Read with me 2014" uses Google drive for editing texts. It also is critical for the planning and management of Read watch play.

"Twitter is an online social networking and microblogging service that enables users to send and read short 140 character text messages, called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through a website interface, SMS, or mobile device app"[33]. The development group "Read with me 2014" uses Twitter for information about the meetings. Read Watch Play uses Twitter for monthly themed discussions.

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[26] Swedish reading club on Skype http://www.youtube.com/watch?v=Rjg0P4pFdCQ&feature=youtu.be
[27] City Read London http://www.cityreadlondon.org.uk/ accessed 11 June 20114
[28] Io9 book club http://io9.com/tag/io9-book-club accessed 11 June 2014
[29] Adobe Connect – information from their website http://www.adobe.com/au/products/adobeconnect.html accessed 12 June 2014
[30] Skype – information from their website http://www.skype.com/en/ accessed 12 June 2014
[31] Skype, Wikipedia http://en.wikipedia.org/wiki/Skype accessed 12 June 2014
[32] Google Drive, Wikipedia http://en.wikipedia.org/wiki/Google_Drive accessed 12 June 2014
[33] Twitter, Wikipedia http://en.wikipedia.org/wiki/Twitter accessed 12 June 2014

Email or e-mail This "is a method of exchanging digital messages from an author to one or more recipients[34]". The developing group "Read with me 2014" uses email for information and communicating about the meetings.

Google + hangouts[35] is a free real time text and video chat service that allows conversations between up to 10 people. Documents can also be shared between the users involved in the hangout. Read Watch Play use this to plan the yearly themes.

Pinterest is a public boards of images and information. The Read watch play group uses Pinterest as another way of sharing reading, watching and playing. They are collaborative boards[36], allowing interested people to pin to them.

Instagram[37] is a free mobile photo and video sharing social network. As well as sharing photos and videos on Instagram itself, they can also be shared to other social networks.

Tumblr[38] is a free short-form blog and social network that allows users to share text and multimedia easily. It is used by Read watch play[39].

Tweet Archivist[40] is a Twitter statistical analysis tool that enables the monitoring of a hashtag, search, or user. Statistics such as top users, hashtags, shared links can be identified and analytics can be exported to an Excel file or pdf. This is one of the data collection methods used by Read watch play.[41]

Eventifier is an online service used to curate and archive an events status updates, media and information from a range of social media and online sources such as Twitter, YouTube, Instagram, Facebook, Flickr and Slideshare into a single page. The service also provides analytics around the data collected[42].

TAGSExplorer is a free service that enables the archiving of tweets[43] based around a user or search. It also provides visualisations of interactions between different users, showing who is talking to who[44].

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[34] Email Wikipedia http://en.wikipedia.org/wiki/Email accessed 12 June 2014
[35] Google+ features hangouts http://www.google.com/+/learnmore/hangouts/ accessed 12 June 2014
[36] Read watch play Pinterest https://www.pinterest.com/readwatchplay/ accessed 16 April 2014
[37] Instagram http://instagram.com/ accessed 12 June 2014
[38] Tumblr http://www.tumblr.com/about accessed 12 June 2014
[39] Read watch play tumblr http://read-watch-play.tumblr.com/ 12 June 2014
[40] Tweet Archivist https://www.tweetarchivist.com/ 12 June 2014
[41] Read watch play on Tweet archivist http://www.tweetarchivist.com/readwatchplay/4 accessed 12 June 2014
[42] Read watch play on Eventifier http://eventifier.com/event/rwpchat/photos accessed 12 June 2014
[43] Read watch play archive https://docs.google.com/spreadsheet/ccc?key=0AsmcD5ziFsg_dEVCQmc4RW1veTQ5bHJqUzM5c1U2eHc&usp=drive_web#gid=82 accessed 12 June 2014
[44] Read watch play visualisation http://hawksey.info/tagsexplorer/?key=0AsmcD5ziFsg_dEVCQmc4RW1veTQ5bHJqUzM5c1U2eHc&sheet=oaw accessed 12 June 2014

Rebelmouse[45] allows users to automatically bring together the information they share across all their social networks into a single web page. Pages can also be created to focus on a topic of interest (for example a single hashtag) rather than everything that is shared by a user. Content can also be added to, edited and deleted from the Rebelmouse page manually[46].

Blog[47] This is a website commonly focused on a single area of interest and is regularly updated with content in the form of articles or posts. These articles or posts are generally displayed in chronological order. The Read watch play discussion group uses a blog to promote the monthly themes and share ideas around them.

Wikis can be used as a shared repository for information focused on a specific topic or project, where a number of people are able to collaborate on updating the information. Within the context of this paper a wiki is used to help in the planning of themes and blog posts for the Read watch play partnership[48].

Storify[49] allows users to build up a narrative around a theme or topic, by searching for social network updates, articles and multimedia about this topic and adding them into a contained story. The information can be re-ordered manually[50].

It is worth noting that the authors of this paper have not all met each other, other than online. To bring this paper and presentation together we have used Adobe Connect meetings, Twitter and Google Drive. It would be lovely for all of us to meet, but we can still work very effectively from around the world, and from three different countries.

Recommendations
- Have a look at the different hashtags mentioned to browse some of the online discussions
- Try an online reading group
  - the next Read watch play discussion will be 26 August and the theme is #spaceread[51]
  - tweet the Commuter reading group #railbookclcub
  - Look at a Sacramento Reading Hangout[52]
- Contact one of the presenters to ask them for more information, ask a question, or share your ideas
- Think about how your library could promote online reading groups to your clients
- Join the Read with me 2014 discussion which has enabled a sharing of expertise about different online reading groups and has helped develop new professional connections. This has made use of online tools to connect librarians discussing online reading groups

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[45] Rebelmouse https://www.rebelmouse.com/ accessed 12 June 2014

[46] Read watch play on Rebelmouse https://www.rebelmouse.com/readwatchplay/ accessed 12 June 2014

[47] Read watch play blog http://readwatchplay.wordpress.com/ accessed 12 June 2014

[48] Readers advisory wiki http://readersadvisory.wikifoundry.com/ accessed 12 June 2014

[49] Storify https://storify.com/ accessed 12 June 2014

[50] Read watch play on Storify https://storify.com/readwatchplay accessed 12 June 2014

[51] Spaceread http://readwatchplay.wordpress.com/monthly-themes/august-2014/ accessed 16 April 2014

[52] Sacramento Public Library on Youtube https://www.youtube.com/user/SacPublicLibrary/videos accessed 16 April 2014

and how to run them.
- Try some of the online tools. Have you collaborated on Google Docs? Have you tried a hangout? Do you have a Twitter account which you could use to tweet about your reading?
- Think about how your library could open up the discussion to potential library users who already have a presence on a social network
- Reach out to those potential library users who feel they can't visit the physical library ie. commuters, housebound individuals, vulnerable adults and see if they are interested in joining online discussions.

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- **A brief biographical statement of no more than 50 words**

The authors are experienced librarians with a focus on library development, aiming to increase and stimulate reading, using different kinds of online reading groups to connect their clients to each other and to skilled library staff.

Elisabet Brynge is a Development manager at the County of Örebro, responsible for development within the 12 municipal public libraries in the region. Her main issues are supporting the development of media, literature, reading promotion and social media services.

Holly Case is a Senior Team Officer for Surrey Public Library Service, specialising in health and well-being and reader development. In 2013, Holly's work with survivors of domestic abuse won CILIP's Libraries Change Lives award.

Ellen Forsyth is a Consultant with Public Library Services at the State Library of NSW. Ellen's work includes the provision of specialist advice and support to local councils providing public library services to the people of NSW. In 2011 Ellen was named Library Journal Mover and Shaker.

Gary Green is Technical Librarian for Surrey Public Library Service. His current responsibilities include catalogue development, EDI support and supporting the development of on-line web and social media services. He is also a founder member of Voices For The Library, a national public libraries advocacy group.

Ulf Hölke is a Culture development manager at the County of Västmanland, responsible for development within 10 municipal libraries public libraries in the region. His main issues are supporting the development of IT, technology, ICT-learning, collaboration between archive, libraries and museums, and reading promotion.