
The value of the crowd: individual initiatives in social media as a starting point of organizational reading promotions - Examples for children and young adults

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Abstract:

This paper examines how libraries and their staff can learn and evolve using agile development methods and principles, focusing on user experience and the knowledge of users (and non-users). Agility in library evaluation, management and development means being proactive and reactive to external world input, and adapting and responding to changes to improve library services. The practical example used here, describes how an individual initiative can be a starting point for a nationwide campaign. The paper explores how a Finnish blogger's initiative #Pojatkinlukee (#Boysreadtoo) is currently evolving and being used in libraries, book stores, schools and other organizations.

Keywords: literacy, reading, social media, agile libraries

Introduction - Agility in library evaluation, management and development

The term *agile libraries* was introduced in early 2000s and refers to agility in developing, evaluating and managing organizations. To the library/organizational world the term agile was borrowed from software development. The Agile Manifesto (2001) states the principles of agility as follows:

- individuals and interactions over processes and tools;
- customer collaboration over contract negotiation;
- responding to change over following a plan; and
- working software over comprehensive documentation.
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The first three bullet points are valid in library environment too. Embracing change and welcoming innovation are the key points of an agile library management and development.