

MEDIA RELEASE

Taoiseach presents top social media award to National Library of Ireland at Public Service Excellence Awards 2012 ceremony; second major social media programme award win for the National Library since April of this year

22 June 2012: The National Library of Ireland has won a **Public Service Excellence Award** for its "Social Media Programme".

The award was presented by the Taoiseach to the National Library's social media programme coordinator and National Library of Ireland Board member, Carol Maddock.

Since 2009, the National Library has been developing a programme using Twitter, Facebook, Flickr and the NLI blog to:

- actively engage online with individuals, organisations and other cultural, tourist and educational institutions around Ireland and around the world;
- to raise the profile of the National Library of Ireland nationally and internationally;
- to harness user knowledge to enhance its collections
- to reach previously untapped audiences, and to make them aware of the National Library's mission, collection and services

The Public Service Excellence Awards are held every two years to recognise innovation and best practice in public service administration and service delivery, and to share ideas across public service organisations and sectors. Approximately 190 applications were received and assessed by an Awards Selection Committee.

This latest award marks the second occasion in just over three months that the National Library has won a major accolade for its social media programme. In April 2012, it was the outright winner of the Ireland **eGovernment Social Media Award** for its work on Twitter, Facebook, Flickr Commons and mixed content Flickr stream, as well as for its blog content.

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