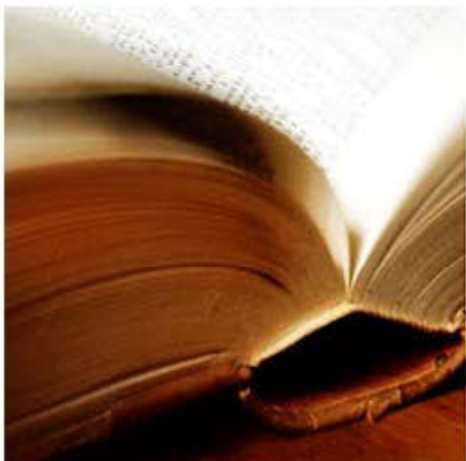
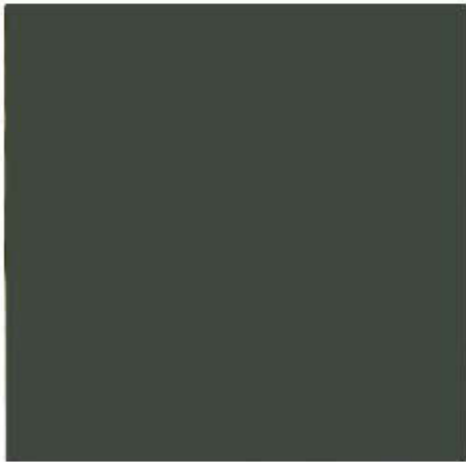


A Client-centred Marketing Approach for Your Library

ASDAL Conference – June 20, 2010
Presenter: Kieren Bailey



Agenda


- Understanding users of an academic library
- Understanding products of an academic library
- Choosing methods of marketing to meet each user group
- Examples of marketing from other libraries.



Understanding users of an academic library

- 
- **Current and Prospective Students**
 - Books
 - Journals
 - Quiet study space
 - Group study sessions
 - Presentation preparation
 - Guided research help
 - **Alumni**
 - Books
 - Journals
 - Donations
 - **Faculty**
 - Books
 - Journals
 - Collection Development
 - Subject guides
 - Instruction
 - **Administration**
 - Research
 - Funding

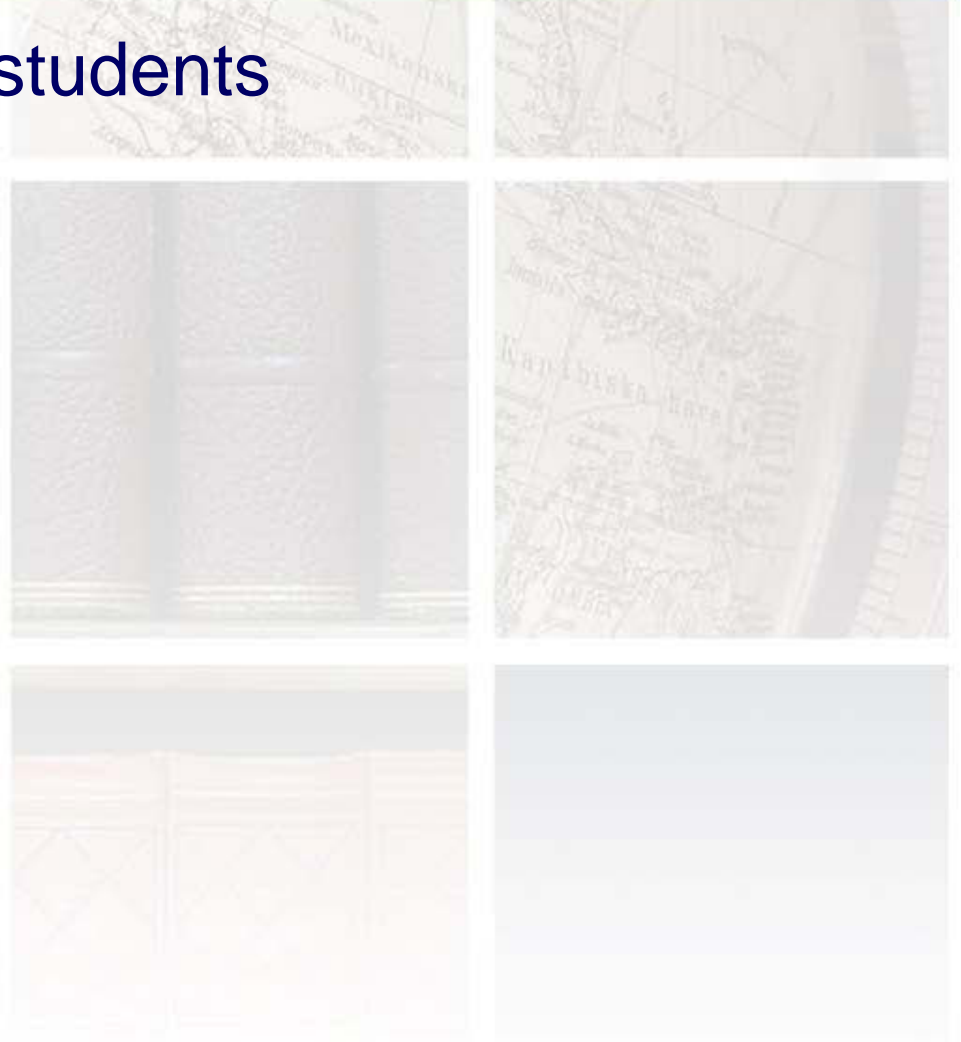
Understanding users of an academic library

- 
- Surveys
 - Focus Groups
 - Online Polling
 - Current view of the library
 - What the library can improve on
 - Are the methods of marketing the correct ones

Understanding products of an academic library

- **Library products for students**

- Photocopying
- Printing
- using computers
- Faxing
- Books, Journals
- DVDs / audio Cds.
- Quiet study area
- Group Study rooms
- Citation Guides
- Subject Guides



Understanding products of an academic library

- **Library products for Faculty**

- Room usage
- Expert librarian research instruction
- Library orientation
- Subject guides



Choosing methods of marketing to meet each user group

- **Print**

- A report on statistics
- Brochures
- Flyer
- Banner
- Bookmark
- Stickers
- Notepads
- Business cards
- Post cards
- Advertisement in a magazine and/or newspaper



Choosing methods of marketing to meet each user group

- Online

- Websites
- Blogs
- Social networking tools such as Facebook and Twitter
- YouTube videos
- Google Alerts
- Podcasts
- Banner ads

- Audio

- YouTube videos
- Podcasts
- Word of mouth
- Radio advertisements
- Television advertisements
- Television news reports.



Choosing methods of marketing to meet each user group

- **Marketing to the Administration of a University**
 - Statistics which can be presented in a report with many charts and graphs
 - Gate count
 - Hourly head count
 - Total number of books/journals
 - Number of checkouts
 - The number of books in each section of the collection
 - Usage of the library's website
 - Usage of online subject guides
 - Usage of Facebook, Twitter and a blog



Choosing methods of marketing to meet each user group

• Marketing to Students

– Example of bundling services

- Market available study space and library hours during an exam period

– Example of bundling marketing methods

- Use both Twitter and Facebook to advertise library services

– Example of print marketing

- Use brochures and flyers to give more information about any of the library's services.

– Example of audio-visual marketing

- Consider making a YouTube video about study spaces and posting it onto your library's Twitter page or blog




Choosing methods of marketing to meet each user group

- Example of Marketing methods for new students
 - Print marketing
 - Such as giving out flyers/brochures
 - Online marketing
 - Your library's homepage
 - Facebook
 - Twitter



Choosing methods of marketing to meet each user group

- 
- **Evaluation of Student Marketing**
 - Twitter shows numbers of followers
 - YouTube provides total viewed number
 - Facebook shows total number of friends
 - Conduct Surveys
 - **Evaluation of new student orientation**
 - Survey students on what they remember
 - Student opinions on orientation

Choosing methods of marketing to meet each user group

- Marketing to Faculty

- Example of Audio-Visual marketing

- Video-taping portions of different types of library instructional sessions and posting those clips online

- Example of Print Marketing

- Brochures explaining the materials that the library offers

- Evaluation

- Keep track of the usage of each service



Choosing methods of marketing to meet each user group

- Marketing to Alumni
 - Example of Print Marketing
 - Library Newsletters
 - Graphs and charts on usage statistics
 - Interviews on librarians on their personal research
 - Links to Facebook page, tweets, and blog
 - Visions of the future
- Evaluation of Marketing
 - Increase in donations



Choosing methods of marketing to meet each user group

- Marketing your collection

- Examples from CUC

- Highlighting books of interest on a display screen above the circulation desk
 - New book list emailed out to faculty and staff

- CUC will be adding the following

- Highlighting books on a blog
 - Highlighting books on Facebook



Example of a Brochure

Taken from Bridgewater College



GENERAL INFORMATION

The Alexander Mack Memorial Library is an integral part of the intellectual life of Bridgewater College. Built in 1962-63 and named for the founder of the Church of the Brethren, the library provides access to:

- 164,000+ books, e-books, journals and DVDs
- 80+ electronic databases and 21,000+ online journals
- Borrowing resources from 7,500+ other libraries through interlibrary loan
- Individual and group study seating for over 220 students
- Laptops available for use within the library with wireless access to the Internet

The Cleo Driver Miller Gallery, located on the second floor of the library, serves the community as both a teaching space for the visual arts and a formal exhibition space for student exhibits as well as local and nationally recognized artists' work.

Interlibrary Loan Service

Interlibrary Loan assists scholarly research by obtaining materials unavailable at the Alexander Mack Library from other libraries. Receipt time varies from overnight delivery to three weeks, depending on the source of the requested material. The borrowing period is determined by the lending library. For more information or to submit a request online, go to the library's homepage at www.bridgewater.edu/library and click on "Interlibrary Loan."

Circulation Policies

Loans—Books circulate to students and community holders for 28 days and 120 days for staff and faculty cardholders. Books from the Browsing collection circulate for 28 days for all patrons. Audiovisual materials circulate for 7 days for students and community holders and 14 days for faculty and staff. Reference books and periodicals do not circulate.

Your ID card must be presented for each transaction. Since the ID cardholder is the person responsible for fines or loss of materials, the library asks you not to lend your ID card to another person for checking out library resources.

Renewals—Materials may be renewed once at the end of the loan period unless they have been requested by someone else.

Reserves—Course reserves have a loan period of three hours and are available at the circulation desk. There is a two item limit per checkout and are for in-library use only. ID cards must remain with library circulation while reserves are on loan.

Fines—The fine for overdue items is \$0.25 per day. Replacement charges vary and will include a \$20.00 replacement fee.

Using Local Libraries—Reciprocal library borrowing privileges are available for Bridgewater College students, staff and faculty at Eastern Mennonite University, James Madison University, Mary Baldwin College and Shenandoah University. Bridgewater patrons must abide by the lending policies of those libraries when borrowing their materials.

Special Collections

Special Collections is committed to providing first-hand access to historical materials for Bridgewater students, faculty, and independent researchers. Special Collections includes published and non-published archival resources in the areas of:

- *Bridgewater College*
- *Church of the Brethren*
- *Virginia, Shenandoah Valley, and Rockingham County history*
- *Genealogy*

Access to these collections is provided in the J. I. Baugher Special Collections Room, located on the lower level of the library. Special Collections is open from 9 a.m. – noon, and 1 p.m. – 4 p.m., Monday–Friday.

Special Collections also includes the **Brethren Room** created through the generosity of Mr. and Mrs. Charles D. Lantz and dedicated in 1964 to commemorate the founders and leaders of the Church of the Brethren. This room houses the Alexander Mack Bible and other unique materials relating to Brethren history.

Researchers are advised to call the College Archivist, 828-5457, before visiting.

The Reuel B. Pritchett Museum

The Reuel B. Pritchett Museum is dedicated to engaging students, faculty, staff and the wider community in the history of Bridgewater College, the Church of the Brethren, Rockingham County and the Shenandoah Valley. Named for the Brethren minister and Bridgewater College alumnus who donated his collection of more than 5,000 artifacts and rare books to the college in 1954, the collection has grown to more than 10,000 items.

Located on the ground floor of Cole Hall, the museum is open Monday–Friday, 1 p.m. – 4:30 p.m., and closed on major holidays. Admission is free.

For more information or to schedule a group visit, call the Museum Curator at (540) 828-5462.

ALEXANDER MACK LIBRARY
BRIDGEWATER COLLEGE

http://http://www.bridgewater.edu/files/library/LIB_InfoGuide_0809_FINAL.pdf

Example of a Brochure

Taken from Bowdoin College

The image shows a PDF brochure for Bowdoin College Library services, displayed in a browser window. The brochure is divided into several color-coded sections: green, orange, light blue, and red. The left side features a vertical strip of images including books, glasses, and a laptop. The browser window shows a toolbar with various navigation and editing tools, and a search bar.

need general information?
Stop at the Hawthorne Longfellow Library Circulation Desk for directions, maps, campus and community information, and more.

library hours
Call the Circulation Desk at 207-725-3280 or choose Library Hours from the Library Web site: <http://library.bowdoin.edu/circ/hours.shtml>

go online
Digital Collections
Digital collections are all-electronic resources, including works such as dictionaries, encyclopedias, indexes to journal articles, and full-text electronic journals and books. Bowdoin's digital collections include:

- over 100 online databases
- electronic text and music reserves
- reference sources
- access to thousands of full-text e-journals and books
- guides to rare book, manuscript, and archival collections
- CDs and DVDs

To access digital resources, use the Library Gateway: <http://library.bowdoin.edu>

find it
The Library offers many classes, for specific courses and for generalized technological and bibliographic skills, that will make your research more focused and effective. Take advantage of these presentations to find the materials you need and to use the latest computing technology to your best advantage.

The Library Catalog
<http://phebe.bowdoin.edu/search>
The library catalog is the primary access point for the collections of the Bowdoin College Library. Search for print and electronic full-text books and journals, e-reserves, videos, sound recordings, maps, manuscripts, and more.

Specialized Research Guides
Use the online research tools, developed by our librarians, found at: <http://library.bowdoin.edu/research/>. Additional research guides can be found on the Web pages of the individual libraries.

Course Reserves
Many faculty members place required and supplementary course materials, including books, journal articles, photocopies, and non-print materials, on reserve at any of the Bowdoin College libraries. Increasingly, access to these materials is available online to authorized students, through any computer with an Internet connection. Further information about course reserves is available at the circulation desks of all libraries.

get it
CBB and Maine Info Net Loans
The libraries of Colby, Bates, and Bowdoin Colleges acquire and share library materials collaboratively. Bowdoin students, faculty, and staff may borrow

materials in person at Colby and Bates; they may also use Maine Info Net, a combined online catalog, to search for and request material at Colby, Bates, the University of Maine, and other libraries in the state of Maine. Journal articles should be requested through interlibrary loan.

Interlibrary Loan
Interlibrary loan services are available to provide materials neither owned by Bowdoin nor available through Maine Info Net. Go to <http://liblad.bowdoin.edu/> or choose Interlibrary Loan from the Library Gateway.

sound advice
Bowdoin's library staff is eager to assist you with your work. Please do not hesitate to:

Ask a Librarian
...in person at the reference desk in Hawthorne-Longfellow or at the branch libraries. Consult the list and map of libraries on reverse.

...by phone
See the list of telephone extensions on the back of this brochure.

...by e-mail
Send a question via e-mail to libref@bowdoin.edu


...via the Web
Send a question via the Web at <http://library.bowdoin.edu/reference/ask.shtml>

Work with your Librarian Liaison
Call or email for an appointment with the librarian who is a specialist in your field of study. To identify the subject specialist in your area, go to: <http://library.bowdoin.edu/reference/liaison.shtml>

technology services and facilities
Recent renovations of the Hawthorne-Longfellow Library have strengthened its position as the intellectual and information center of the campus, and as an important technology center. These renovations have created a beautiful and welcoming study space for the entire campus community, providing:

- wired and wireless network access
- electronic classrooms
- computer laboratories
- multimedia production facilities
- viewing and listening stations
- single and group study spaces
- videoconferencing
- loans of laptops, wireless cards, digital cameras, and other gear

something for everyone



it's all @
the Bowdoin College Library

<http://library.bowdoin.edu/news/pdf/brochure.pdf>

Example of a Newsletter

Taken from Concordia University College of Alberta Library

CONCORDIA UNIVERSITY COLLEGE LIBRARY

THE CORNER SHELF

VOLUME 3, ISSUE 4

MAY 6, 2010

News and Alerts

Welcome to the Spring! Summer issue of the Corner Shelf! Watch for our next issue in September when the Fall 2010 Term begins.

Thanks to everyone who contributed to another successful Food For Peace campaign. Over \$900.00 in library fines were forgiven in exchange for much-needed food for the Concordia Student Food Bank.

The library will be closed on the following days:

- May 24th (Victoria Day)
- July 1st (Canada Day)
- August 2nd (Heritage Day)

Other days of note are World Juggling Day on June 20th, Christmas in July on the 12th, Klex and Make-Up Day on August 22nd and don't forget to celebrate the Summer Session on June 22nd!

What's Inside

- Concordia WorldCat - A New Library Catalogue!
- Changes are a'comin'
- New Book Display
- Library Hours
- Cool Web Stuff
- Featured Resources

CONCORDIA WORLD-CAT - A NEW LIBRARY CATALOGUE!

Move over NEOS Library Catalogue to make way for Concordia WorldCat! Not only will Concordia WorldCat connect you with all Concordia Library resources (books, e-books, DVDs, music, maps, etc.) that are already in the NEOS Library Catalogue, but it will also allow you to search for articles AND connect to the full-text of an article. Concordia WorldCat provides a link "Where can I find this?" to any journal articles that are available online.

How cool is that?

Concordia WorldCat also provides social tools that let you have more control over information in the catalogue. You can Bookmark & Share by clicking on the share icon

and post on Facebook, Twitter, Blogger, Delicious and many other social networks. The other major social tool in Concordia WorldCat is

Concordia WorldCat allows you to search for items in libraries beyond the NEOS Library Consortium. This allows you to search for an item and see if it is available in other libraries in Alberta, Canada, the US and elsewhere!

Another great feature is the "Refine Your Search" column. This allows you to focus and narrow your search by format type, publication year, and even by language. Concordia WorldCat also allows you to create citations in major citation styles (APA, MLA, Chicago, and Turabian) and easily export citations to RefWorks.

CHANGES ARE A'COMIN'

projects planned this spring and summer. Some of these much-needed renovation projects will take place in the library building.

We all hope that these projects will be completed without too many glitches and we will enjoy a "rejuvenated" campus in the fall.

In the meantime, please be aware that there will be some new and different types of service. Our apologies in advance - but it will all be worth it in the end!

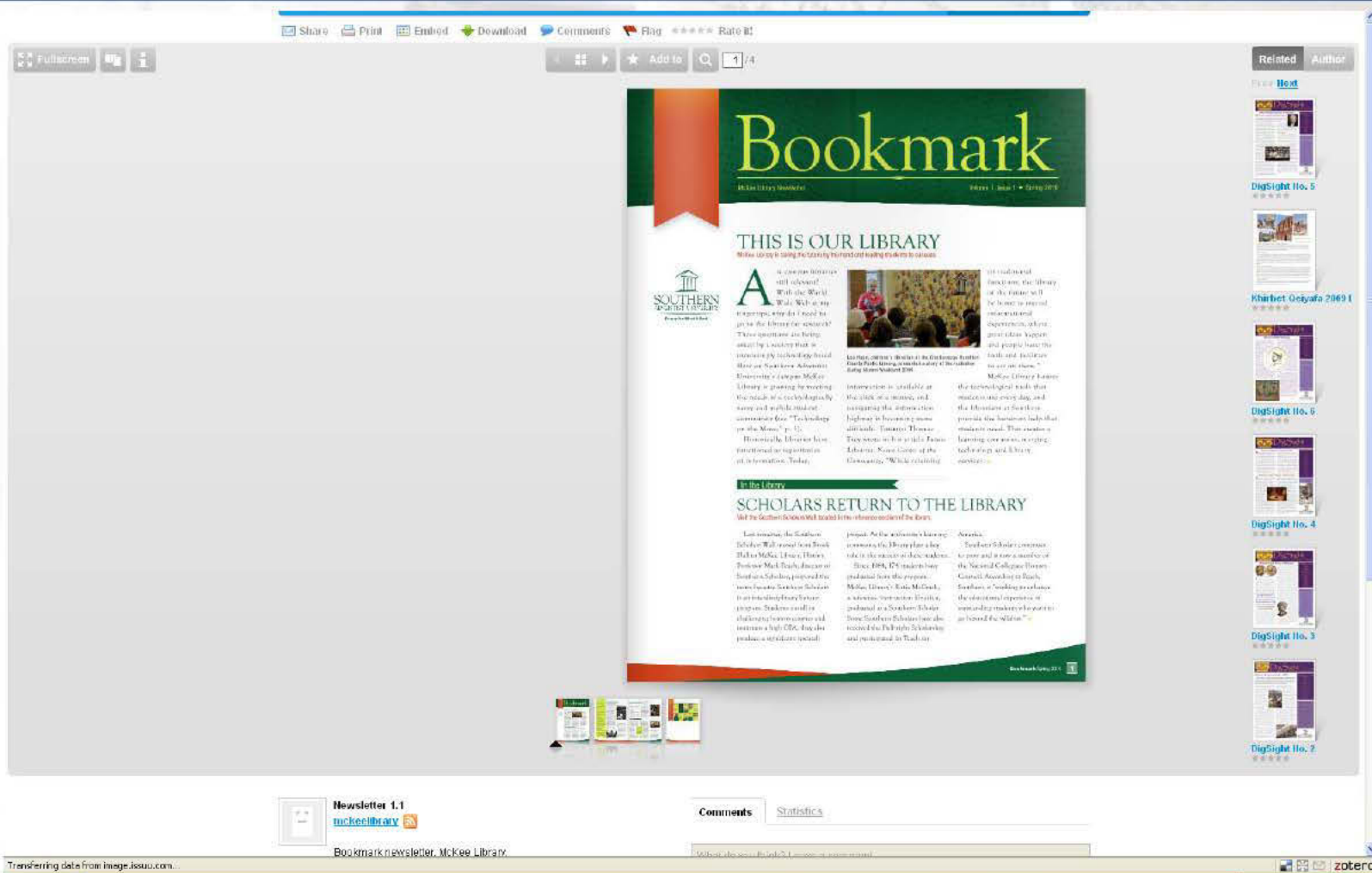
Submitted by Erica Hedert
Information Services Librarian

More resources!
By WorldCat

http://library.concordia.ab.ca/cornersshelf/CornerShelfVol3_No4.pdf

Example of a Newsletter

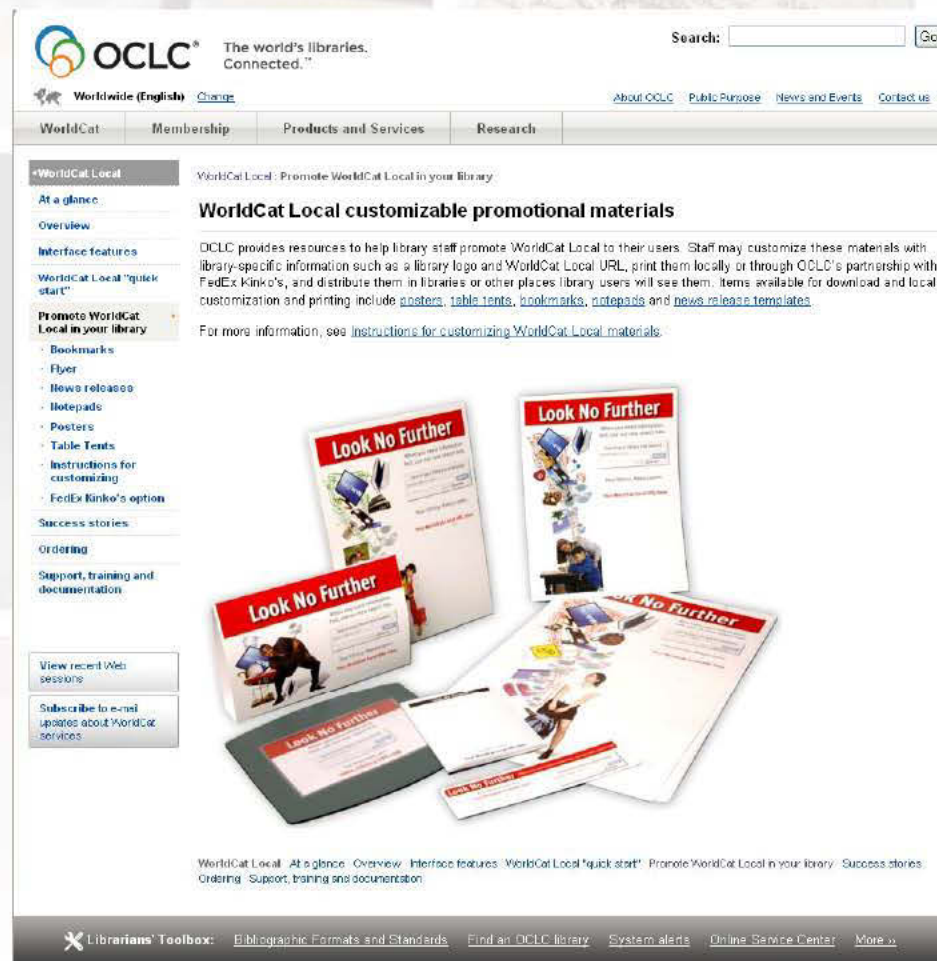
Taken from Pacific Union College



http://issuu.com/mckeelibrary/docs/newsletter_1.1

Example of Vendor Promotions

Taken from OCLC



OCLC® The world's libraries. Connected.™

Search: Go

Worldwide (English) [Change](#) [About OCLC](#) [Public Purpose](#) [News and Events](#) [Contact us](#)

[WorldCat](#) [Membership](#) [Products and Services](#) [Research](#)

WorldCat Local [WorldCat Local: Promote WorldCat Local in your library](#)

At a glance

Overview

Interface features

WorldCat Local "quick start"

Promote WorldCat Local in your library

- Bookmarks
- Flyer
- News releases
- Notepads
- Posters
- Table Tents
- Instructions for customizing
- FedEx Kinko's option

Success stories


Ordering

Support, training and documentation

WorldCat Local customizable promotional materials

OCLC provides resources to help library staff promote WorldCat Local to their users. Staff may customize these materials with library-specific information such as a library logo and WorldCat Local URL, print them locally or through OCLC's partnership with FedEx Kinko's, and distribute them in libraries or other places library users will see them. Items available for download and local customization and printing include [posters](#), [table tents](#), [bookmarks](#), [notepads](#) and [news release templates](#).

For more information, see [instructions for customizing WorldCat Local materials](#).



[WorldCat Local](#) [At a glance](#) [Overview](#) [Interface features](#) [WorldCat Local "quick start"](#) [Promote WorldCat Local in your library](#) [Success stories](#) [Ordering](#) [Support, training and documentation](#)

Librarians' Toolbox: [Bibliographic Formats and Standards](#) [Find an OCLC library](#) [System alerts](#) [Online Service Center](#) [More ..](#)

<http://www.oclc.org/worldcatlocal/promote/default.htm>

Example of Facebook Page

Taken from Concordia University College of Alberta Library

Facebook Home Profile Account

Concordia University College of Alberta Library [Join](#)

Wall Info Photos Discussions

Jenna Innes It's Poetry Month! To find poetry resources, visit the Concordia Library's Website at <http://library.concordia.ab.ca/services/poetrymonth.php>

National Poetry Month 2010 - Concordia University College of Alberta Library
library.concordia.ab.ca
In 1999, the League of Canadian Poets founded National Poetry Month in Canada to celebrate poetry and its place in our literary culture. Read some of the poems posted around Concordia Library, create some poetry of your own at our Inspiration Station, or visit one of the sites below to learn more.

April 1 at 11:50am · Share · Flag

Jenna Innes October is Canadian Library Month, hooray! October 6th is Mad Hatter Day! Double hooray!

It seemed like the right time of year to enjoy a cup of tea and read a good book. Drop by the library and choose one from our display of classic children's literature. Great for re-living those days from your childhood where you st...

See More
October 2, 2009 at 12:39pm · Flag

Dan Mirau Hi Everyone, in case you have not heard, Erica is now maintaining a library news blog and I am publishing a blog on enhancements to our research databases/services. Please take a look or subscribe to each of them to keep up on ongoing enhancements to our awesome library:

<http://researchinnovations.blogspot.com/>
<http://cu...>

See More
October 1, 2009 at 11:36am · Flag

Concordia Edmonton Greetings from the Concordia admissions office. We have started a business page for Concordia on facebook. Just search "Concordia University College of Alberta-Admissions" and you'll find it. Become a fan and help build the page. Start blogs, post events, post pictures, post videos, do whatever. Help support the school and become a fan today!!

Information
Category: Organizations - Academic Organizations
Description: The Arnold Guebert Library provides the Concordia community with user-friendly access to a diverse collection of current and program-relevant materials. Library staff members strive to provide exemplary service, enabling library users to effectively navigate and utilize the collection. The library encourages innovation, embraces new technologies, forges effective partnerships and promotes student excellence. This mission directly supports the articulated mission, values and vision of the... (read more)
Privacy Type: Open: All content is public.

Admins
Jenna Innes (Concordia AB)

Create an Ad

Entrepreneurial Moms of Red Deer
Are you a mom with a great idea? Are you already juggling your own business alongside family? We'll connect, support, & inspire you!
[Like](#)

Red Deer Wellness Seminar
Looking for a wellness approach to better health? Attend this free workshop June 9th and learn the secrets to drug-free health care.
[Like](#)

Award Winning Franchise
\$2500

<http://www.facebook.com/group.php?gid=13518893391#!/group.php?gid=13518893391&v=wall>

Example of Facebook Page

Taken from Concordia University College of Alberta Library

facebook

McKee Library -- Southern Adventist University Like

Wall Info Photos Discussions Events Links

McKee Library -- Southern Adventist University For one day out of the week, students at Southern Adventist University went throughout their day barefoot. The event, sponsored by TOMS, was to raise awareness about the millions of children around the world who do not have footwear, and therefore have to go barefoot.

One Day Without Shoes
9 new photos
Friday at 8:50am · Share

McKee Library -- Southern Adventist University Come to McKee Library and experience the awe-inspiring art collection "Creation", by recent graduate Julie Hambridge.

"Creation" by Julie Hambridge
4 new photos
May 13 at 9:17am · Share
2 people like this.

McKee Library -- Southern Adventist University The "Creation" by Julie Hambridge is awe-inspiring. The states: "God speaks. All of nature obeys. The sun shines, the trees grow, rain waters the earth, at a simple word of His command, the planet spins in perfect motion. There is one creature among all of His earthly creation that defies Him. Mankind."

"My painting..."
See More
Julie Hambridge: "Creation"
Tuesday, May 4, 2010 at 10:00am
McKee Library, Southern Adventist University
May 13 at 9:04am · Share · RSVP to this event

David McGrath Frame your Graduation Diploma @ The Frame Doctor Best Pricing and service 255-6544 www.TheFrameDoctor.net 7528 Lee Hwy Chattanooga May 8 at 11:51am · Post

McKee Library -- Southern Adventist University The following are the pictures

Information
Location:
PO BOX 629
Collegedale, TN, 37315
Phone:
423-235-2768
Mon - Thurs:
9:00 am - 9:00 pm
Fri:
9:00 am - 12:00 pm
Sun:
2:00 pm - 9:00 pm

68 People Like This
Joy McKee, Amanda Gonzalez, Esther Nooner, Jose Monzon, Wilka Sauder, Edward Georsson

Favorite Pages
2 of 3 Pages · See All
sh powerup Afghanistan, Southern Adventist

Photos
2 of 5 albums · See All

<http://www.facebook.com/pages/Collegedale-TN/McKee-Library-Southern-Adventist-University/107940411506>

Example of Podcast

Taken from Concordia University College of Alberta Library

Library

[Home](#) [Catalogue](#) [E-Resources](#) [Services](#) [Hours](#) [About Us](#) [Site Index](#)

How Do I Find...

[Articles](#)
[Books](#)
[DVDs or Videos](#)
[E-Books](#)
[Journals](#)
[Music](#)
[Reserves](#)

How Do I...

[Borrow or Renew Items](#)
[Check my Requests](#)
[Cite sources - APA, MLA...](#)
[Connect Off-Campus](#)
[RefWorks](#)
[Request Books or Articles](#)
[Search other Libraries](#)
[Start my Research](#)
[View Library Fines](#)

Self-Guided Library Tour Podcast

Right-click on the button to download the tour podcast. This podcast is meant to be played on your iPod or MP3 player as you should start the tour at the front entrance of the library.

[Download](#)

If you have questions after reading this, please [contact us](#).

Ask Us!

[EMAIL](#) [PHONE](#) [CHAT](#)

Done

<http://library.concordia.ab.ca/services/librarytours.php>

Example of Podcast

Taken from Washington State University



Subscribe to this feed using Live Bookmarks Always use Live Bookmarks to subscribe to feeds.

Podcasts from the WSU Libraries

Download podcasts, interviews and news.

[Zotero and EndNote X2 Overview](#)
April 9, 2009 5:52 AM

Watch this Centra webinar from 3/18/09 to see a [comparison of Zotero and EndNote X2](#).
Clicking on this link will initiate the Centra player to download to your computer. It is a small file, and should not cause you any complications.

[EndNote X2 and WSU Libraries' Databases](#)
April 9, 2009 5:48 AM

Watch the 4/5 Webinar: [Endnote X2 and the WSU Libraries' Databases](#).
Clicking on this link will initiate the Centra player to download to your computer. It is a small file, and should not cause you any complications.

[Choosing Search Terms](#)
April 17, 2007 5:00 PM

How to select search terms for more effective searching of library catalogs, indexes, and the internet. Recorded by librarian Betty Gabraith in April 2007. 2:30 in length. Also available in an [downloadable format](#); [right click this link](#) to save the tutorial.

Media Files
[search_terms.m3](#) (MP3 Format Sound, 2.3 MB)

[An Introduction to the Owen Library Map Collection](#)
April 9, 2007 6:00 PM

This tutorial will walk you through how to locate maps and other cartographic material in the WSU Owen Science & Engineering Library map collection. Recorded by librarian Linda Shippet on April 6, 2007. 3:04 in length. Also available in an [downloadable format](#); [right click this link](#) to save to your computer.

Media Files
[mappodcast.m3](#) (MP3 Format Sound, 2.8 MB)

[SearchIt@WSU Tutorial: Cross Search](#)
April 4, 2007 6:00 PM

This tutorial will walk you through searching multiple article indexes at the same time using [Cross Search](#) through the WSU Libraries; please bring up your web browser before starting the podcast. Recorded by librarian Betty Gabraith in January 2007. 11:31 in length. Also available in a [downloadable format](#); [right click this link](#) to save the tutorial.

Media Files
[searchprocess.m3](#) (MP3 Format Sound, 10.6 MB)

[Sundance the Bear: An Interview with Annette Hanson](#)
April 2, 2007 6:00 PM

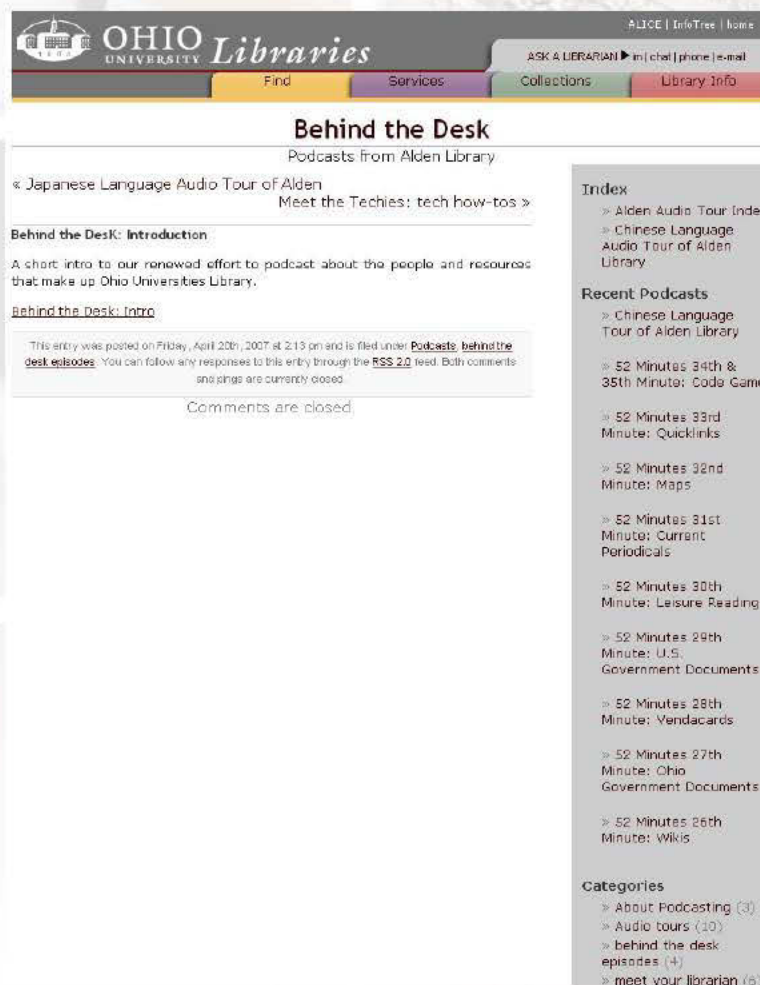
An interview with library donor Annette Hanson about the history behind [Sundance](#), a stuffed Alaskan Brown Bear now residing at the Owen Science and Engineering Library. 5:27 in length; recorded on November 3rd, 2006 at Washington State University by Linda Shippet. Also available in a [downloadable format](#); [right click this link](#) to save the podcast.

Media Files

<http://www.wsulibs.wsu.edu/rssapp/rssfeed.aspx?feedid=11>

Example of Podcast

Taken from Ohio University Libraries



The screenshot shows the Ohio University Libraries website. The header includes the university logo and navigation links for 'Find', 'Services', 'Collections', and 'Library Info'. The main content area is titled 'Behind the Desk' and features a podcast entry. The entry includes a title, a short introduction, a date and time stamp, and a note that comments are closed. A sidebar on the right contains an 'Index' of other podcast episodes, a 'Recent Podcasts' list, and a 'Categories' section.

OHIO UNIVERSITY Libraries

ALICE | InfoTree | home

ASK A LIBRARIAN | in | chat | phone | e-mail

Find Services Collections Library Info

Behind the Desk

Podcasts From Alden Library

« Japanese Language Audio Tour of Alden
Meet the Techies: tech how-tos »

Behind the Desk: Introduction

A short intro to our renewed effort to podcast about the people and resources that make up Ohio Universities Library.

[Behind the Desk: Intro](#)

This entry was posted on Friday, April 20th, 2007 at 2:15 pm and is filed under [Podcasts](#), [behind the desk](#), [episodes](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. Both comments and pings are currently closed.

Comments are closed.

Index

- » Alden Audio Tour Index
- » Chinese Language Audio Tour of Alden Library

Recent Podcasts

- » Chinese Language Tour of Alden Library
- » 52 Minutes 34th & 35th Minute: Code Game
- » 52 Minutes 33rd Minute: Quicklinks
- » 52 Minutes 32nd Minute: Maps
- » 52 Minutes 31st Minute: Current Periodicals
- » 52 Minutes 30th Minute: Leisure Reading
- » 52 Minutes 29th Minute: U.S. Government Documents
- » 52 Minutes 28th Minute: Vendacards
- » 52 Minutes 27th Minute: Ohio Government Documents
- » 52 Minutes 26th Minute: Wikis

Categories

- » About Podcasting (3)
- » Audio tours (10)
- » behind the desk episodes (4)
- » meet your librarian (6)

<http://www.library.ohiou.edu/podcasts/btd/intro-apr-20.mp3>

Example of Twitter

Taken from Southwestern Adventist University




The image shows a screenshot of the Twitter profile page for 'swaulibrary'. The profile picture is a photograph of a large, modern building with a central tower. The name 'swaulibrary' is displayed in a large, bold, black font. Below the name, a yellow banner with a padlock icon and the text 'This person has protected their tweets.' is visible. To the right of the profile information, the following details are listed: Name: SWAU Library; Location: Keene, Texas; Web: http://library.sw...; Bio: Southwestern Adventist University's information gateway to scholarly resources needed to succeed in your academic pursuits, spiritual and inspirational resource. Below the bio, the statistics are shown: 3 following, 6 followers, and 0 listed. A 'Following' section shows three small profile pictures. At the bottom of the page, the footer contains the text: © 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy.

twitter

Have an account? [Sign in](#)


 **swaulibrary**

 This person has protected their tweets.

Name SWAU Library 
Location Keene, Texas
Web <http://library.sw...>
Bio Southwestern Adventist University's information gateway to scholarly resources needed to succeed in your academic pursuits, spiritual and inspirational resource

3 6 0
following followers listed

Following

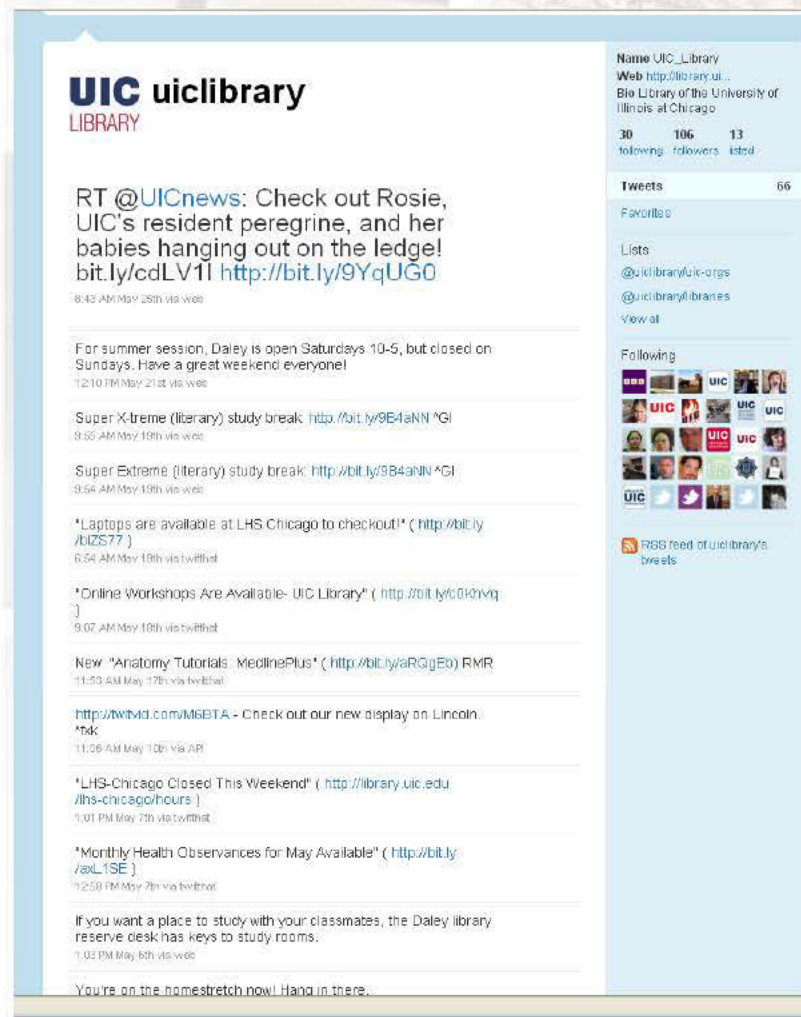
  

© 2010 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Goodies](#) [API](#) [Business](#) [Help](#) [Jobs](#) [Terms](#) [Privacy](#)

<http://twitter.com/swaulibrary>

Example of Twitter

Taken from University of Illinois at Chicago



UIC uiclibrary
LIBRARY

Name UIC_Library
Web <http://library.uic.edu>
Bio Library of the University of Illinois at Chicago

30 following 106 followers 13 listed

Tweets 66

Favorites

Lists
@uiclibraryuic-orgs
@uiclibrarylibrarians
View all

Following

RSS feed of uiclibrary's tweets

RT @UICnews: Check out Rosie, UIC's resident peregrine, and her babies hanging out on the ledge! bit.ly/cdLV11 <http://bit.ly/9YqUG0>
8:43 AM May 25th via web

For summer session, Daley is open Saturdays 10-5, but closed on Sundays. Have a great weekend everyone!
12:10 PM May 21st via web

Super X-treme (library) study break: <http://bit.ly/9E4aNN^GI>
8:55 AM May 19th via web

Super Extreme (library) study break: <http://bit.ly/9B4aNN^GI>
9:54 AM May 19th via web

Laptops are available at LHS Chicago to checkout! (<http://bit.ly/4lZS77>)
6:54 AM May 18th via twitter

Online Workshops Are Available- UIC Library (<http://bit.ly/c0K1vq>)
9:07 AM May 18th via twitter

New "Anatomy Tutorials: MedlinePlus" (<http://bit.ly/aRQgE0>) RMR
11:53 AM May 17th via twitter

<http://twitter.com/MSBTA> - Check out our new display on Lincoln!
*M4K
11:26 AM May 10th via API

*LHS-Chicago Closed This Weekend" (<http://library.uic.edu/lhs-chicago/hours>)
1:01 PM May 7th via twitter

*Monthly Health Observances for May Available" (<http://bit.ly/7axL1SE>)
12:58 PM May 2th via twitter

If you want a place to study with your classmates, the Daley library reserve desk has keys to study rooms.
1:03 PM May 5th via web

You're on the homestretch now! Hang in there.

<http://twitter.com/uiclibrary>

Example of YouTube Video

Name of High School not given

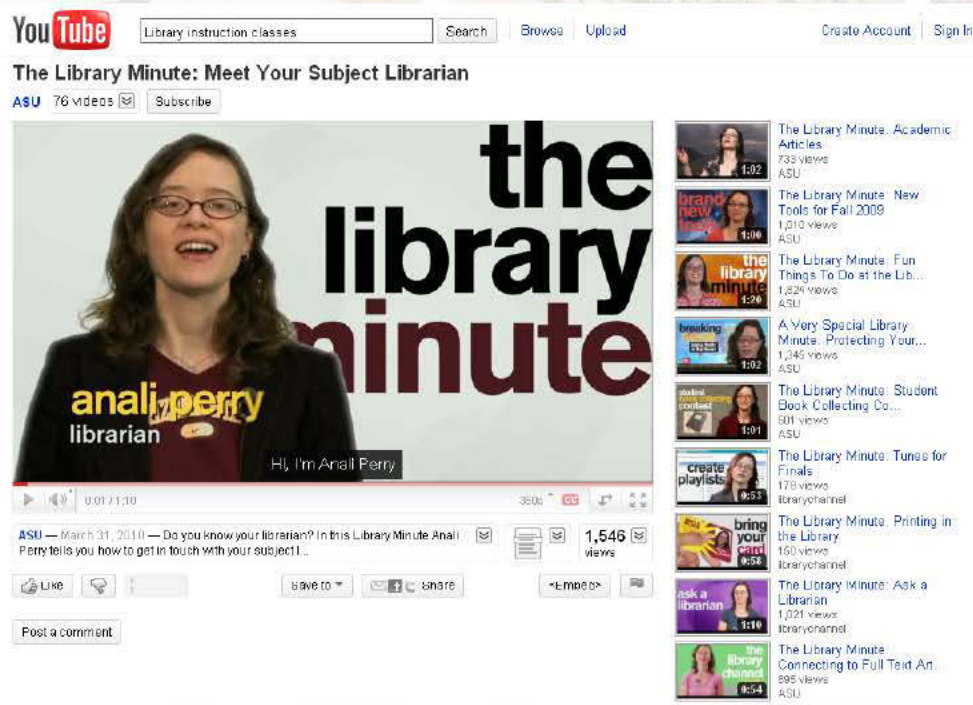


The screenshot shows a YouTube video player interface. The video title is "Research instruction for oceanography class" by user "huthjohn", with 5 videos and a "Subscribe" button. The video content shows a classroom setting where a teacher is standing at the front, pointing at a whiteboard. A large screen behind the teacher displays the word "SAVED". A student is visible in the foreground, looking towards the front of the class. The video player includes a progress bar at 0:00 / 3:68 and various control buttons like play, volume, and full screen. To the right of the video player is a list of recommended videos, including "Oceanography Class" (131 views), "Tour of Atherton Library 2008" (301 views), "The Most Wonderful Job in the World" by J.J. N. (921 views), "time makes waves" (2,028 views), "Oceanography Tom Gamson 6th Ed" (41 views), "Person bowling part 3" (147 views), "Oceanographer Dr. Sylvia Earle about DOLPHINS A..." (1,155 views), and "Whale Video" (292,577 views).

<http://www.youtube.com/watch?v=izJMORDo7M4>

Example of YouTube Video

Taken from Arizona State University



The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, and a search bar contains the text "Library instruction classes". To the right of the search bar are buttons for "Search", "Browse", and "Upload". Further right are links for "Create Account" and "Sign In".

The video title is "The Library Minute: Meet Your Subject Librarian". Below the title, it says "ASU" and "76 videos" with a "Subscribe" button.

The video player itself shows a woman with glasses, Anali Perry, smiling. The text "the library minute" is overlaid on the right side of the video. A small caption at the bottom of the video reads "Hi, I'm Anali Perry".

Below the video player, there is a progress bar showing "0:01 / 1:10" and a "3:00" duration. To the right of the progress bar, it says "1,546 views".

Below the views, there are buttons for "Like", "Dislike", "Save to", "Share", and "Embed". There is also a "Post a comment" button.

On the right side of the video player, there is a list of recommended videos:

- The Library Minute: Academic Articles (733 views, ASU, 1:02)
- The Library Minute: New Tools for Fall 2009 (1,210 views, ASU, 1:06)
- The Library Minute: Fun Things To Do at the Lib... (1,224 views, ASU, 1:20)
- A Very Special Library Minute: Protecting Your... (1,345 views, ASU, 1:02)
- The Library Minute: Student Book Collecting Co... (501 views, ASU, 1:01)
- The Library Minute: Tunes for Finals (178 views, torarychannel, 0:53)
- The Library Minute: Printing in the Library (160 views, torarychannel, 0:58)
- The Library Minute: Ask a Librarian (1,021 views, torarychannel, 1:16)
- The Library Minute: Connecting to Full Text An... (895 views, ASU, 0:54)

<http://www.youtube.com/watch?v=iPHaewq-MTY>

Example of a Blog

Taken from Concordia University College of Alberta Library

Concordia Library News & Events

NEW BOOKS - CONCORDIA UNIVERSITY COLLEGE

Bushido : the soul of Japan / Inazao Nitobe.

Tokugawa religion : the cultural roots of modern Japan / by Robert N. Bellah.

The Perennial philosophy / Aldous Huxley.

Henry : virtuous prince / David Starkey.

Rome and the Mediterranean : books XXXI-XLV of The history of Rome from its foundation / Livy ; translated [from the Latin] by Henry Eitelson ; with an introduction by A. H. McDonald.

MONDAY, MAY 17, 2010

Concordia WorldCat - a new catalogue!

Concordia Library now has a new library catalogue - Concordia WorldCat! With an easy to use single-search box, you can find books, articles, ebooks, and DVDs much faster than ever before. Concordia WorldCat is also interactive because you can tag books & articles, create book lists, and bookmark & share items from the catalogue.

Check out Concordia WorldCat today!

Posted by Erica Hebert at 8:12 AM 0 comments

Tags: Catalogue

THURSDAY, MAY 6, 2010

Library Catalogue Upgrade Continues

Concordia Library's catalogue continues to undergo an upgrade, thus causing My Account and Place Hold features to be unavailable.

We expect the library catalogue to be back up and running by 10 am on Monday, May 10th.

Thank you for your patience during this time!

Posted by Erica Hebert at 8:11 PM 0 comments

Tags: Catalogue

FRIDAY, APRIL 30, 2010

RefWorks 2.0

RefWorks 2.0 is coming! RefWorks is getting a facelift this summer that will make it easier to use and look better. Check out a preview today!

Posted by Erica Hebert at 10:50 AM 0 comments

Tags: E-resources

TAGS

- Catalogue (8)
- Circulation (2)
- Citation Style Guides (2)
- E-resources (6)
- Events (7)

BLOG ARCHIVE

- ▼ 2010 (10)
- ▼ May (2)
- Concordia WorldCat - a new catalogue
- Library Catalogue Upgrade Continues
- ▶ April (4)
- ▶ March (2)
- ▶ January (2)
- ▶ 2009 (15)

SUBSCRIBE

- Posts
- All Comments


<http://cucalibrarynews.blogspot.com/>

Example of a Blog

Taken from Medicine Hat College Library

Next Blog >

MEDICINE HAT COLLEGE




Library Services Blog

This blog hosts the latest news and updates to the Medicine Hat College Library Services' website.

WEDNESDAY, MAY 19, 2010


Victoria Day Closure - 24 May 2010



The Vera Brecken and Brooks Campus Libraries will be closed on Monday, May 24th for the [Victoria Day](#) holiday. Both libraries will be open normal hours on the days preceding and following the 24th.

For more information about the libraries' hours of operation, [click here](#).

Listen to The Kinks' "ode" to Queen Victoria, from their 1969 album *Arthur (Or the Decline and Fall of the British Empire)*, called "Victoria":



LIBRARY ONLINE AGENTS (IN SERVICE)

MHC Reference

MHC Online Agent is online

Type here and hit enter to send a private message.

edit message: [view/adjust/delete](#)

[get meebp](#)

[About Meebp](#)


TWITTER UPDATES

- Spring Semester B starts today at the college. [about 2 hours ago](#)
- Will the "Quit Facebook Day" protest really work? Seems like a hard sell, but results could be interesting. <http://www.quitfacebookday.com/about-5-hours-ago>
- Will the "Quit Facebook Day" protest really work? Could be interesting. <http://www.quitfacebookday.com/about-5-hours-ago>
- APA, everyone's "favorite" academic citation style, now has a Facebook presence. <http://tinyurl.com/221v4w8> [about 6 days ago](#)

<http://mhclibrary.blogspot.com/>

Example of a Blog

Taken from Georgia State University



Georgia State University LIBRARY

Find Information Library Services About the Library

Home > Library Blogs > University Library Blog

Need Help? Ask A Librarian

Site Map | Site Index | Site Search

University Library Blog

Category Archives: *For Faculty*

Publications from the GSU Communication faculty

By JASON PUCKETT | Published: JUNE 9, 2010

The department of Communication covers a broad multidisciplinary range of subjects including Journalism, Speech, Public Relations, Film and Theatre. These are just a small sample of the many publications from GSU's Communication faculty in 2009-2010.

★★★★★ (1 votes, average: 4.00 out of 5)

Also posted in *Communication, For Graduate Students, For Students* | [Leave a comment](#)

Share / Save

GSU Student on the Printed Word, Technology, & Artist Brian Dettmer

By NEEDA AHMED | Published: JUNE 4, 2010

GSU Art History Student Alana Wolf has written an article, titled "Brian Dettmer: Are Books Dead?" on the Atlanta arts web site Burnaway.org. In the article, Alana examines issues such as the effect technology has had on our relationship with books, and uses altered-book artist Brian Dettmer as an example of how artists are [...]

★★★★★ (No Ratings Yet)

Also posted in *Art & Design, Books, For Students, General News* | [Leave a comment](#)

Search

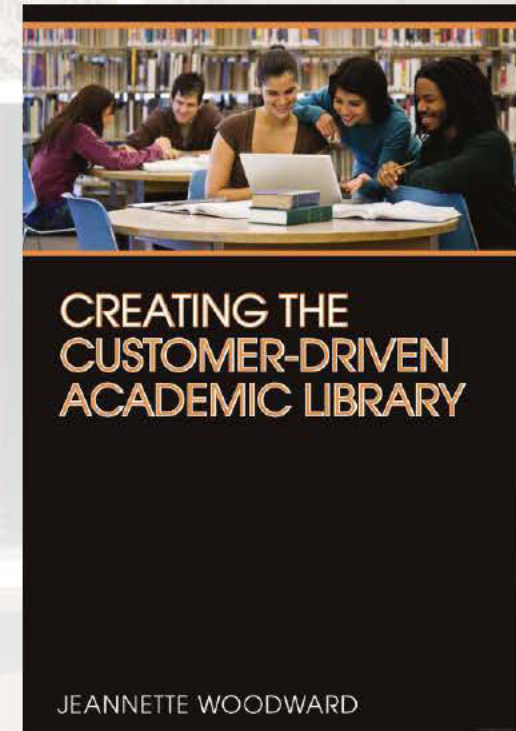
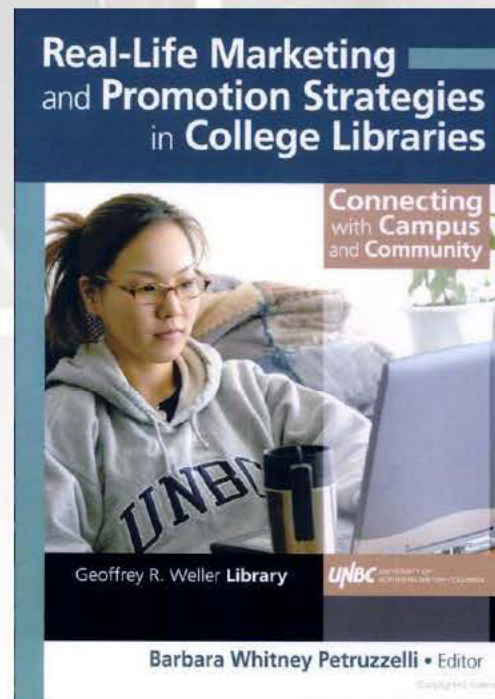
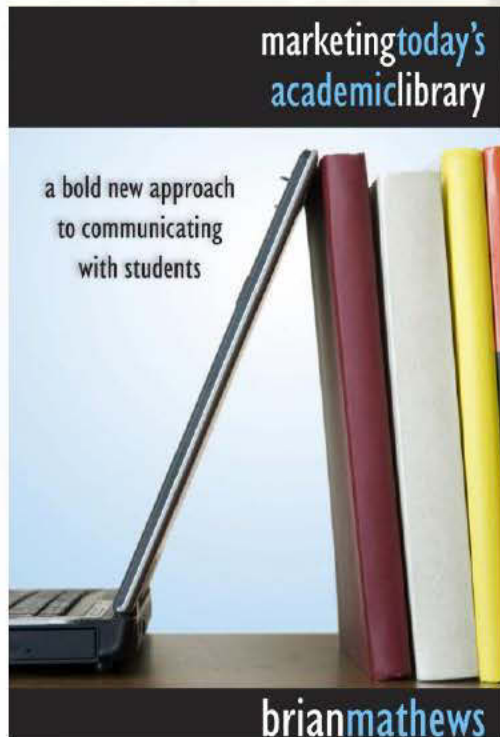
To search, type and hit enter

Categories

- For Faculty (129)
- For Graduate Students (129)
- For Students (113)
- General News (596)
- Instruction (7)
- Podcasts (9)
- Resources (446)
 - Books (128)
 - Databases (245)
 - E-journals (42)
 - New Resources (78)
- Services (5)
- Software (35)
- Special Collections & Archives (82)
- Subject Areas (180)
 - African American Studies (15)
 - Anthropology (1)
 - Art & Design (6)
 - Biology (17)
 - Business (10)
 - Chemistry (4)
 - Communication (7)
 - Computer Science (4)
 - Criminal Justice (2)
 - Economics (7)
 - Education (59)
 - English (12)
 - Film & Television (1)
 - Geosciences (6)

<http://homer.gsu.edu/blogs/library/category/for-faculty/>

Books on marketing



Questions/Comments

