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Sep 28th, 1:50 PM - 2:10 PM

Going Viral with IL: Integrating Information Literacy into Your Library’s Social Media

Sarah E. Wagner
Purdue University Fort Wayne, wagners@pfw.edu

Ann Marshall
Purdue University Fort Wayne, marshala@ipfw.edu

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Going Viral with IL: Integrating Information Literacy into Your Library’s Social Media

Sarah Wagner & Erika Mann
Purdue University Fort Wayne
Platforms: Where We Are & Where We Aren’t
Social Media & Our Content Needs
ACRL Framework for Information Literacy
Example: Searching as Strategic Exploration

Purdue Fort Wayne Library
Published by Sarah Wagner (?) · September 6, 2017

When searching a library database or on the web, use quotation marks to get more precise results. #strategicsearching

Basic Searching Tip

"Quotation Marks"
Narrows a search to an exact phrase or set of words.

theory of relativity vs. "theory of relativity"

103,443 results vs. 60,137 results

Purdue Fort Wayne Library
Published by Sarah Wagner (?) · September 5, 2017

Can you relate to this comic strip? If so, be sure to follow our page this month as we share tips, tricks, and more about searching as strategic exploration! #strategicsearching

get all the information you can, we'll think of a use for it later.
Example: Searching as Strategic Exploration
Example: Information Creation as a Process
Example:
Information Creation as a Process

Limit To:
- Books
- Academic Journals
- Magazines
- News
- Video

Peer Review Process

A researcher or a research team studies something.
They write about their findings.
The reviewers read the paper and give the editor feedback.
The editor returns the paper to the authors with the reviewer's comments and corrections.
Based on the feedback, the authors make revisions and resubmit to the journal editor.

The review and re-submission process may repeat as many times as necessary.

If the revisions are sufficient, the editor accepts the paper for publication.
The paper is published.

IPFW Helmke Library   www.library.ipfw.edu
Coordinating with Others
Example: Government Documents
Facebook Insights

Page likes $\uparrow 8\%$
User engagement average $\uparrow 50\%$
Reach $\uparrow 21\%$

Links and photos = more engagement from users
We had the best of intentions, but we struggled with...

- Transition, campus rebranding, increased marketing needs
- Juggling priorities and coordinating with other marketing outlets
- Last minute requests
Next Steps

- Branded content and a cohesive look
- Content used across all platforms
- Aspire to full marketing plan
- Instagram account
- More video content