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*

Follow this and additional works at: [https://digitalcommons.georgiasouthern.edu/gaintlit](https://digitalcommons.georgiasouthern.edu/gaintlit)

Recommended Citation  
Wagner, Sarah E. and Marshall, Ann, "Going Viral with IL: Integrating Information Literacy into Your Library’s Social Media" (2018). *Georgia International Conference on Information Literacy*. 73.  
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

**Basic Searching Tip**

*Quotation Marks*

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

- theory of relativity
- "theory of relativity"

- 103,443 results
- 60,137 results

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
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:

1. A researcher or a research team studies something.
2. They write about their findings.
3. The reviewers read the paper and give the editor feedback.
4. The editor receives the paper and sends it out to experts in the author's field for review.
5. Based on the feedback, the authors make revisions and resubmit to the journal editor.
6. The review and resubmission process may repeat as many times as necessary.
7. The review and resubmission process may repeat as many times as necessary.
8. The paper is published.
9. If the revisions are sufficient, the editor accepts the paper for publication.
Coordinating with Others

Example: Government Documents
Facebook Insights

Page likes ↑ 8%
User engagement average ↑ 50%
Reach ↑ 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