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Please @ Me: Using Social Media to Promote IR Content

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Please @ Me:



Using Social Media to Promote IR Content

CHRISTINE ANNE GEORGE

BENJAMIN N. CARDOZO SCHOOL OF LAW LIBRARY

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“Just put it online...”



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If scholarship is posted in an IR, but is never promoted, will it have any impact?



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The Pull & Push of IR Content

IRs (and the people who run them) are in a constant state of pulling in content.

The challenge is pushing that content out in a way that will lead to audience engagement with the content.



Push Plan

Use social media (particularly Twitter) as a tool to push content

Shared responsibility between institution & faculty



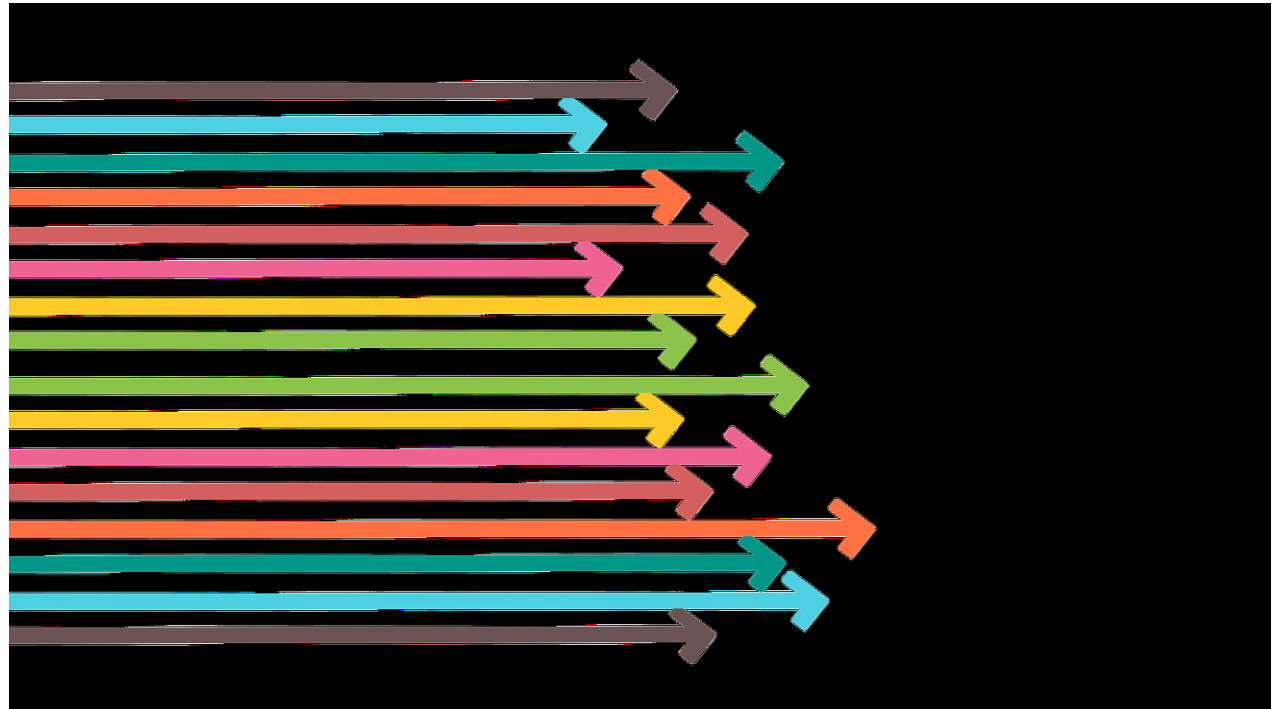
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Suggestions for Institutions

Build audience (not just IR postings)

Tie in to:

- Trending news
- “Holidays”
- Anniversaries
- Campus events



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Suggestions for Faculty

Build audience of peers & interest

Will have more impact than institution

Tie in to:

- Conferences
- Trending hashtags
- Recent publication news
- Existing discussion



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Questions?

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