

2-2-2016

## Promote Academic Integrity with Citation Campaigns

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### SOURCE Citation

Lints, Karen, "Promote Academic Integrity with Citation Campaigns" (2016). *Publications and Scholarship*. 3.  
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# Promote Academic Integrity with Citation Campaigns

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"I LOVE this campaign"  
-Sheridan Faculty

## About

"...a fun way to reach out."  
-Sheridan International Centre

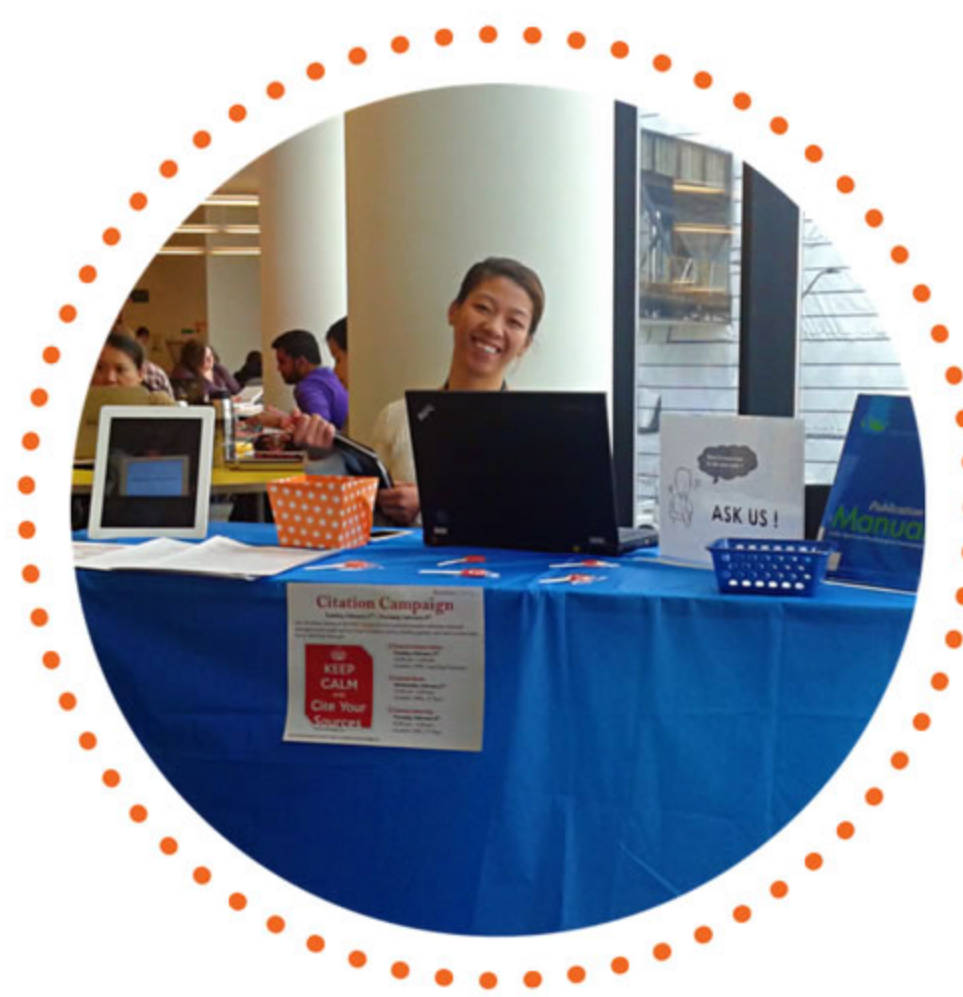
In 2016, Sheridan Library organized a week-long event with activities hosted at three campuses to not only engage students in a conversation about plagiarism, but also share citation resources through clinics, games, booths, and giveaways. The Citation Campaign was a cross-campus partnership involving librarians, technicians, tutors, peer mentors, faculty, and staff.



## Promotions

- Social media posts
- In-class visits
- Email blasts
- Posters
- Newsletters
- Learning Management System messages

## Events



**Citation Clinics**  
Visit for citation support



**Citation Booths**  
Find citation resources



**Citation Games**  
Test your citation skills

## What Works

- Customized marketing material by campus
- Large visuals such as banners at events
- Faculty participation in events

- Hands-on activities such as games
- Food, refreshments, and prizes
- Live music

- Multiple events hosted in a single day
- Events organized in high-traffic areas
- Peer Mentor involvement