

Georgia Southern University
Digital Commons@Georgia Southern

Georgia International Conference on Information
Literacy

(Formerly known as the Georgia Conference on Information Literacy)

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

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/gaintlit>



Part of the [Information Literacy Commons](#)

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.
<https://digitalcommons.georgiasouthern.edu/gaintlit/2018/2018/73>

This presentation (open access) is brought to you for free and open access by the Conferences & Events at Digital Commons@Georgia Southern. It has been accepted for inclusion in Georgia International Conference on Information Literacy by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.



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

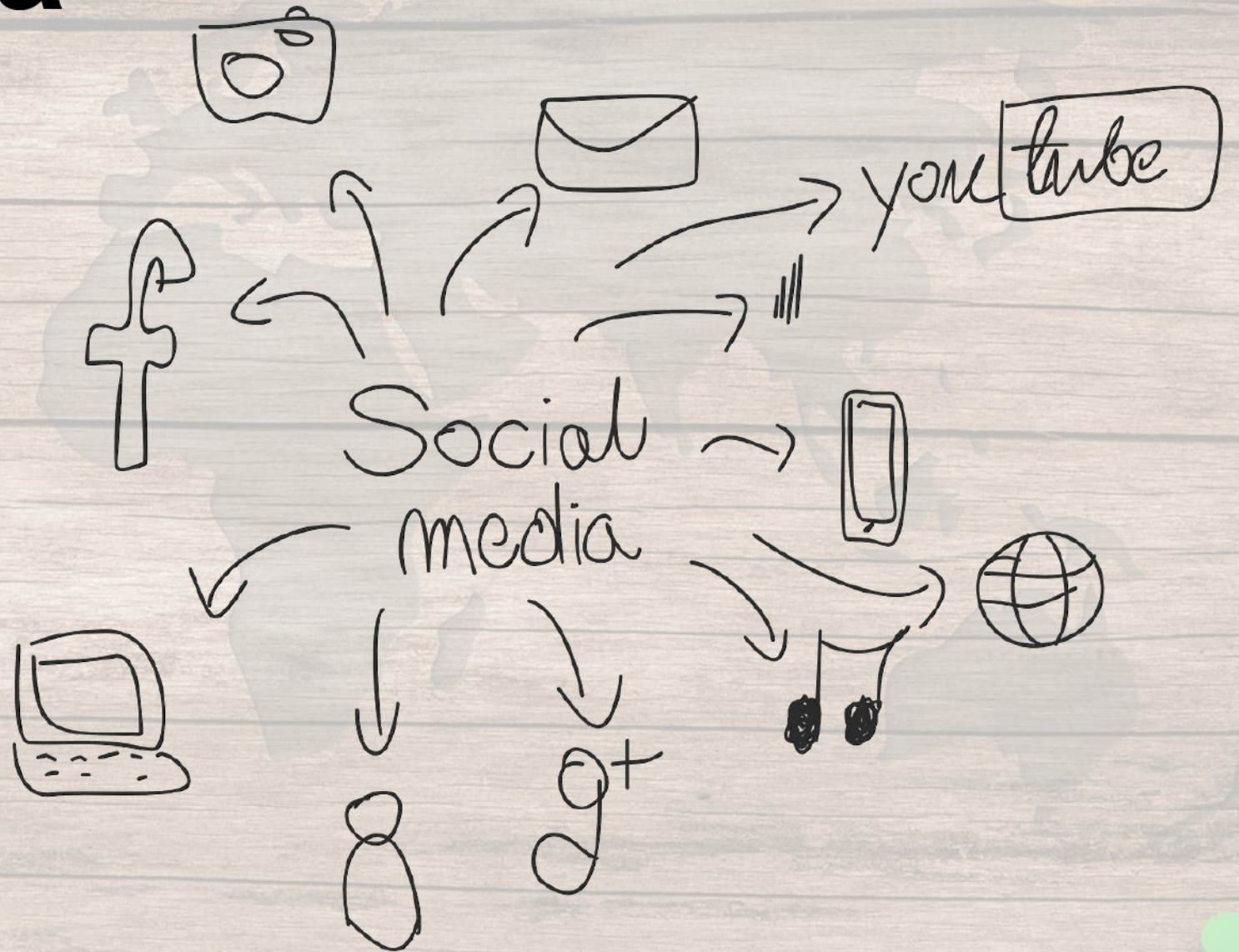
Sarah Wagner & Erika Mann
Purdue University Fort Wayne



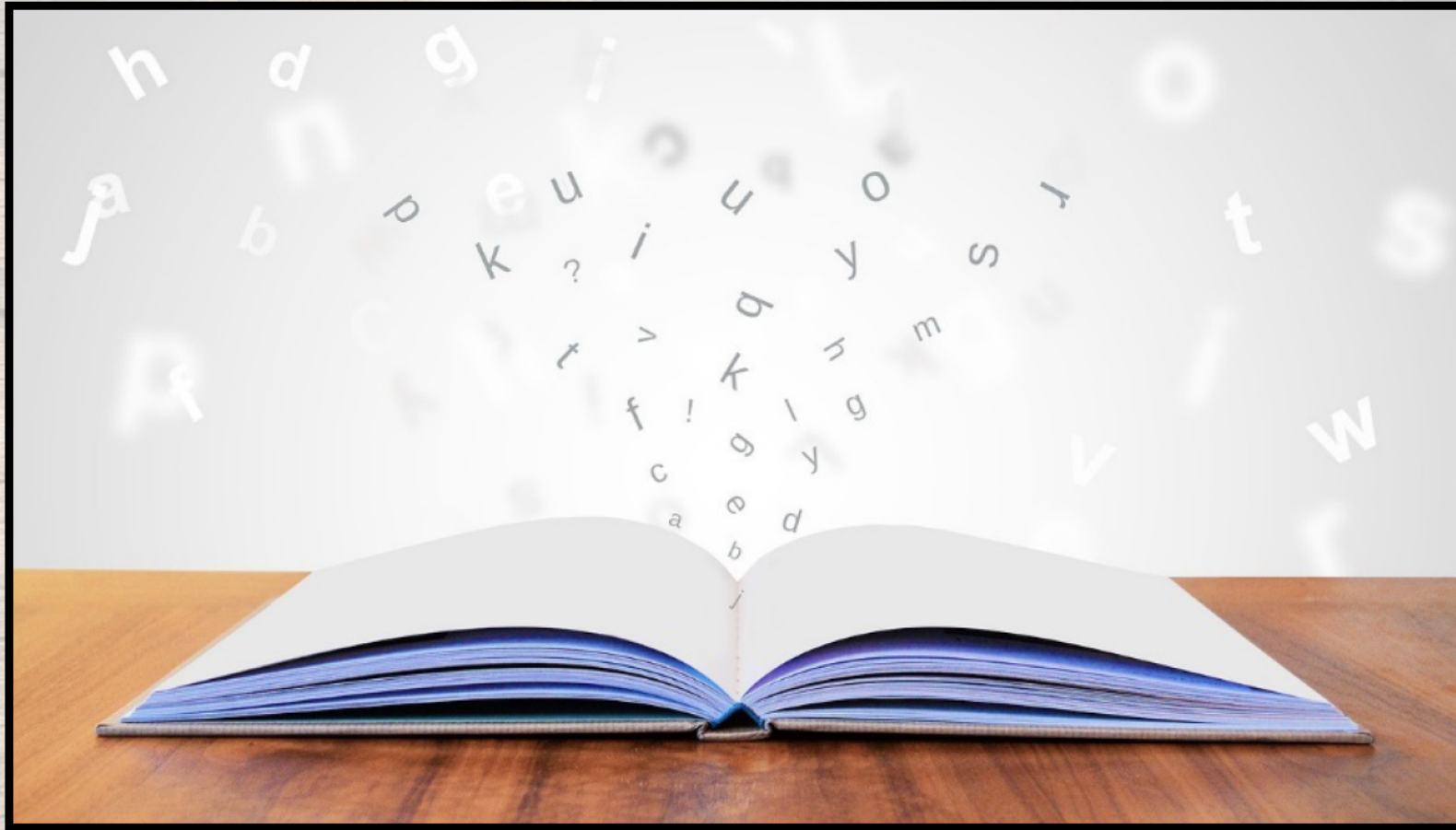
Platforms: Where We Are & Where We Aren't



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.

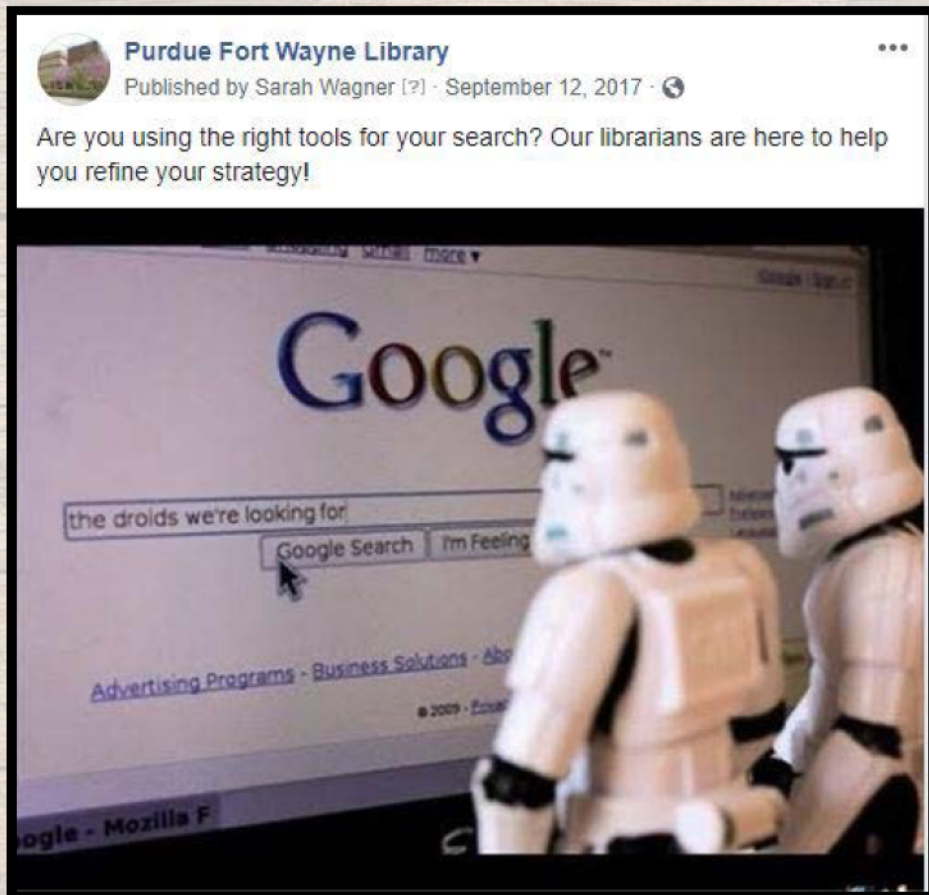
🔍 theory of relativity	VS.	🔍 "theory of relativity"
103,443 results		60,137 results

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



Example: Searching as Strategic Exploration



Purdue Fort Wayne Library
Published by Sarah Wagner [?] · September 11, 2017 · 🌐

The operators AND, OR, & NOT can help you get better search results and here's how: #strategicsearching

🔍 Basic Searching Tip

AND
↓
Narrows a search

🔍 health AND exercise

Health Exercise
↑
Search Results

OR
↓
Expands a search

🔍 weather OR climate

Weather Climate
↓
Search Results

NOT
↓
Excludes a search term

🔍 Jazz NOT Blues

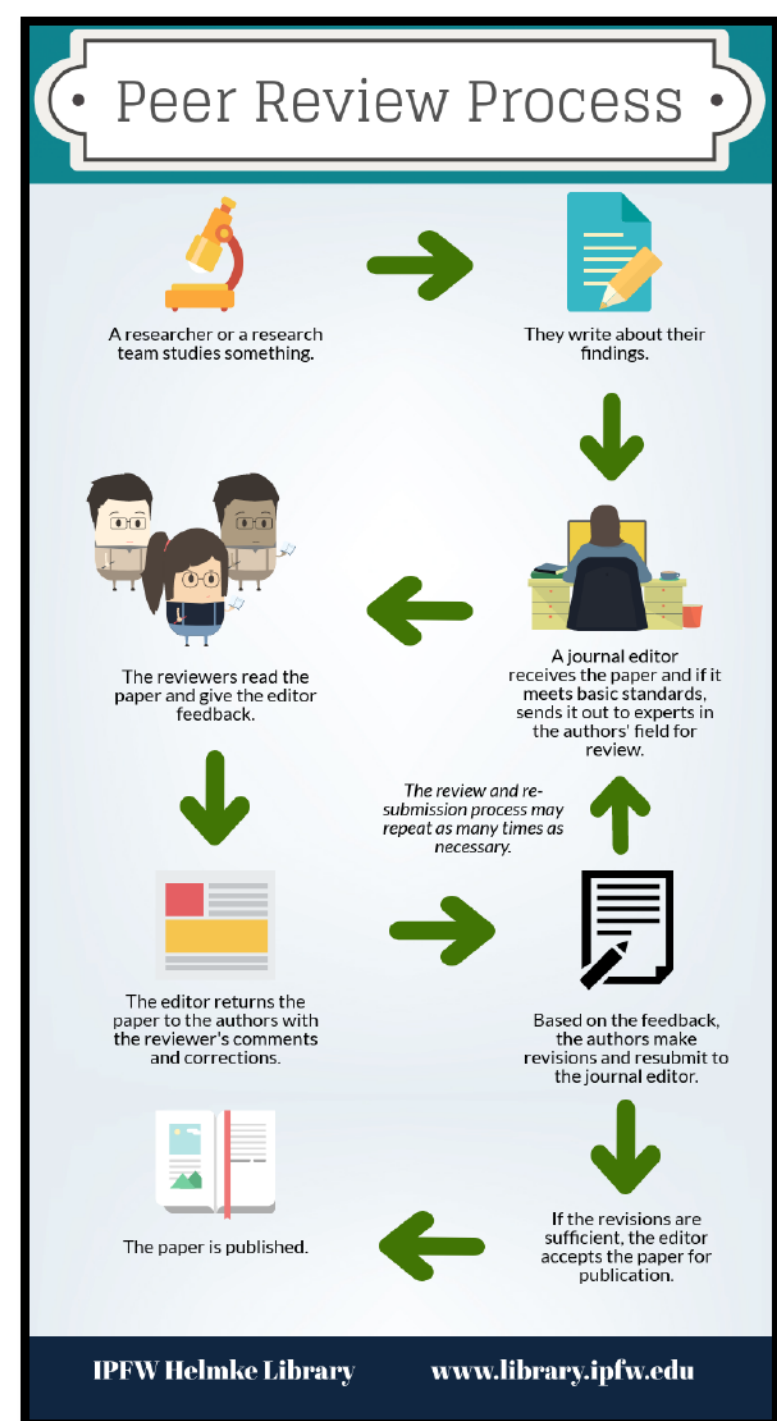
Jazz NOT Blues
↗
Search Results

The infographic is divided into three sections. The first section, titled 'AND', shows a search for 'health AND exercise' and a Venn diagram with two overlapping circles labeled 'Health' and 'Exercise'. The intersection is labeled 'Search Results'. The second section, titled 'OR', shows a search for 'weather OR climate' and a Venn diagram with two overlapping circles labeled 'Weather' and 'Climate'. The entire area of both circles is labeled 'Search Results'. The third section, titled 'NOT', shows a search for 'Jazz NOT Blues' and a Venn diagram with two overlapping circles labeled 'Jazz' and 'NOT Blues'. Only the 'Jazz' circle is labeled 'Search Results'.

Example: Information Creation as a Process

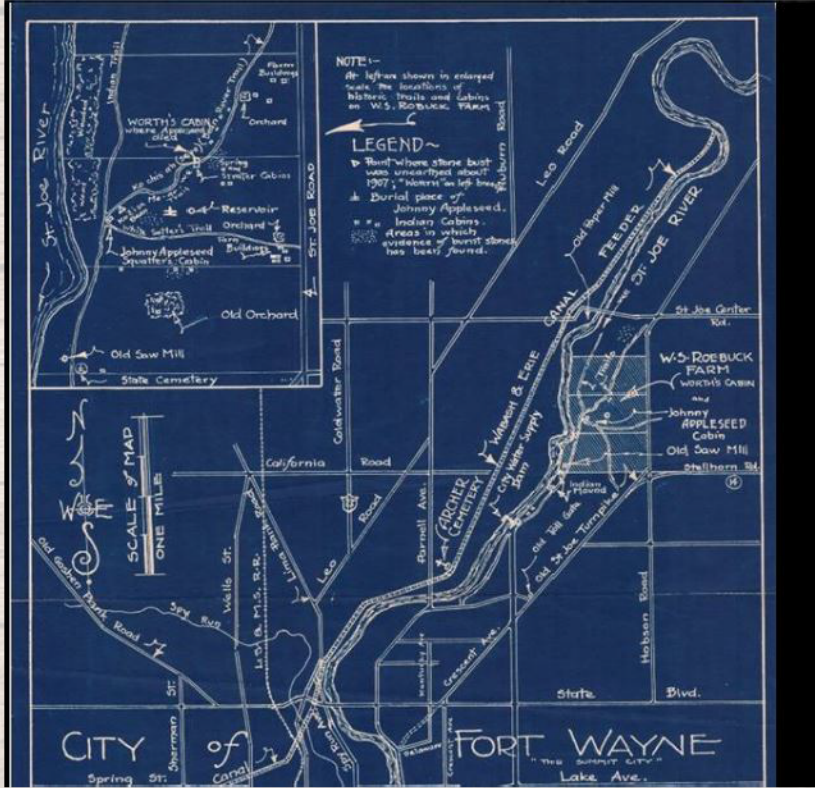
Limit To:

- Books
- Academic Journals
- Magazines
- News
- Video



Coordinating with Others

Example: Government Documents



Purdue Fort Wayne Library
Published by Sarah Wagner [?] · Page Liked - September 15, 2017

Going to the Johnny Appleseed Festival? Check out the LEGEND on this 1937 map. https://digital.library.in.gov/Record/IPFW_cc_acfwhs-318 (From Indiana Memory. See also: <https://archive.org/details/johnnyappleseedm00fort>) #mappingfortwayne

Purdue Fort Wayne Library
Published by Sarah Wagner [?] · October 20, 2017

Know what this map is? Hint: With it, you can fly: <http://bit.ly/2vK5Yul> See also: <http://www.in.gov/indot/2350.htm> #mappingfortwayne

Timeline Photos

It's time to check your

VOTER registration

Monday, Sept. 17, 10am-2 pm Helmke Library First Floor

Purdue Fort Wayne Library
Published by Sarah Wagner [?] · Page Liked - September 14

In honor of Constitution Day, stop by Helmke Library on Monday 9/17, 10 am-2 pm to make sure you're registered to vote and to make any updates!

0 Clicks **Boost Post**

2 Comments

Share

Suggested Groups

Abbeys of Europe
2,310 members

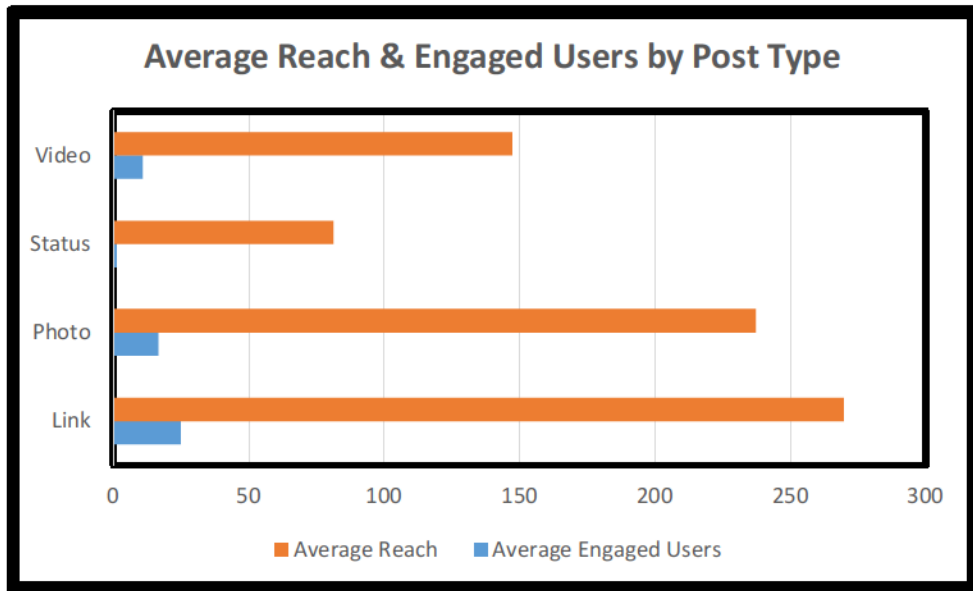
Facebook Insights



Page likes  8%

User engagement average  50%

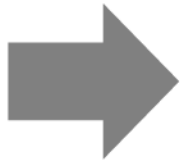
Reach  21%



Links and photos =
more engagement from users

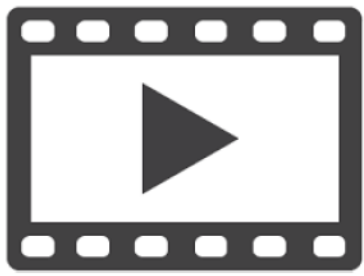
We had the best of intentions, but we struggled with...

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



PURDUE
UNIVERSITY®
FORT WAYNE





PURDUE
UNIVERSITY.
FORT WAYNE

Helmke Library

Next Steps

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



