

3-26-2015

# Pins, Smores and Doodles: 15 Creative Ways to Use 5 Social Sharing Tools

Lauren Puzier

*University at Albany, State University of New York, lpuzier@albany.edu*

Abby Stambach

*Hillwood Estate, Museum & Gardens, astambach@hillwoodmuseum.org*

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# PINS, SMORES AND DOODLES

15 CREATIVE WAYS TO USE FIVE SOCIAL SHARING TOOLS

Association of College & Research Libraries Annual Conference

Portland, Oregon

March 26, 2015

**#acrlpins**

Abigail Stambach, The Sage Colleges

# Sage



Lauren Puzier, Sotheby's Institute of Art

# Sotheby's

INSTITUTE OF ART



# About Us

# Poll

What type of institution are you from?

- University
- Four-year college
- Two-year college
- Graduate school
- Other

What is a social sharing tool?

Select the infographic format you would like to use.



Infographic

Create longform infographics to draw more page views to your blog or website. [Read more.](#)



Report



Banner



Presentation

Featured Templates

Create Your Own Infographic

It's a blank canvas

Create Your Own Infographic

What do you know about **LANGUAGE?**

More than 4.8 billion people in this world speak at least 1 language. We have nearly 7000 languages out there.

Benefits of learning language:

- Multitasking
- Health
- Attitude
- Memory

Bilinguals

Language

Social Media Facts Every Marketing Professor Should Know

93% marketers use Social Media

When only 7% of marketers say they don't use social media for business, it's hard to doubt the importance of social media made for brands during the last year.

Of the 50% of marketers using social media, most don't even know about social media in school. They were forced to adapt and pick up their skills, and learning how to fit social networks into their marketing strategies. Students who have already developed these skills would have a huge advantage when entering the market.

Businesses are Drastically Increasing Their Social Media Budgets

B2B & B2C

Services and products, four areas where social media spending will

Social Media Facts

Steps to build **Content Marketing Machine**

1. Get Sharply Focused

Zero in on one customer segment. Find your best buyers in that target segment, and the marketing you can do to attract them and the journey they go on.

2. Hire A Managing Editor

Every content marketing program needs a managing editor who is the duty of maintaining consistency in branding.

Content Marketing Machine

**PUMPKIN SPICE**

WHAT CAN YOU DO? get some simple recipe

**LATTE**

with pumpkin spice

Instructions

Mix in a shot of espresso with quarter glass of milk. Set aside.

Pumpkin Spice



# PLAGIARISM

Keep Your Work Honest

## What is Plagiarism?

According to the Oxford English Dictionary, plagiarism is "the action or practice of taking someone else's work, idea, etc. and passing it off as one's own."



## Let's face it...

There is no shortage of information available on the internet. With today's technology, it is super easy to find, share, and use information. It is also just as easy to plagiarize. Therefore, it is important to keep your academic work honest and make sure to give credit when credit is due.

## Ways to Plagiarize

There are many different ways to plagiarize and it isn't just copying someone's work word for word. Many cases are often ambiguous. Plagiarism can be inaccurate or missing citations, mixing copied and/or paraphrased material from multiple sources, and poor paraphrasing.

## Don't Forget!

Text is not the only thing that can be plagiarized. Pictures, charts, graphs, video, music, etc. should be cited.



## Ways to Avoid Plagiarism



Cite Your Sources



Don't Procrastinate



Be careful when Cutting & Pasting

[Library tutorials for the DIY student](#)

## Reference Sources

### What are reference sources?

Reference sources are encyclopedias, dictionaries, almanacs, handbooks, directories, and other items providing concentrated information on a topic. Reference sources are available in print or online.

### When do I use reference sources?

Many reference sources are good for quickly locating factual pieces of information, such as using an almanac to learn the current population in Greece. Other sources, like subject encyclopedias, can help you get an overview of a broad subject. They include longer entries which are frequently written by specialists in a field and they include bibliographies of additional useful sources you can use in your research. These encyclopedia "articles" are a useful way to get a good grasp of a topic, learn key people and terms related to a topic, and important dates related to the topic before you begin your more in-depth research. Dictionaries, especially subject-specialized dictionaries, can help you understand the terminology associated with a specific field or discipline.

**REMEMBER:** reference sources, like encyclopedias and almanacs, don't provide sufficient information when researching a topic in an academic environment. They are not meant to be your only source for research! Instead, use them as a **starting point** to gain a basic understanding of the scope and terminology associated with your topic so that you can then begin in-depth research. Many entries contain a "Further Reading" section or bibliography that you may find useful as a jumping-off place for locating more detailed information.

### How can I locate a print reference book that addresses my research topic?

The Library of Congress Classification system, which is used by the Sage Colleges Libraries, can help you out. In this organizational system, the first row of call numbers on the book's label represents the broad subject area of a book. Besides books in our general collection, you can use the LC classification system to also locate reference books.

For example, let's imagine that you want to locate an encyclopedia on Religion so that you can get an understanding of the history of Judaism. "B" stands for philosophy, and psychology and religion. Therefore, go to the "B" reference section of the library reference areas and you will see several encyclopedias, directories and other resources having to do with religion.

*NOTE:* the call numbers of these reference books often start with the indicator "REF" at the very top of

Library of Congress Classification: Quick Guide	
A	General Works
B	Philosophy, Psychology, Religion
C	Auxiliary Sciences of History
D - E - F	History
G	Geography, Anthropology
H	Social Sciences & Business
J	Political Science
K	Law
L	Education
M	Music
N	Fine Arts
P	Language & Literature
Q	Science
R	Medicine
S	Agriculture
T	Technology
U	Military Science
V	Naval Science
Z	Library Science

## When to use REFERENCE SOURCES



### What are reference sources?

Reference sources are encyclopedias, dictionaries, almanacs, handbooks, directories, and other items providing concentrated information on a topic. Reference sources are available online or in print.

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Reference sources don't provide sufficient information when researching a topic in an academic environment. They are not meant to be your only source for research! Instead, use them as a starting point to gain a basic understanding of the scope and terminology associated with your topic so that you can begin in-depth research.

## Basic Understanding

## Further Reading

Many entries contain a "Further Reading" section or bibliography that you may find useful as a jumping-off place for locating more detailed information.



### Where can I find reference sources?

The Sage Libraries have print and online reference sources, which are available via the library website. Looking for an online source? Use Credo Reference or Gale Virtual Reference Library.



# EVALUATING SOURCES

There is an abundant amount of information available for research but some sources are not accurate, credible or useful. Therefore, you should always carefully evaluate a source - no matter how reliable it seems to be - before using it for your research. Use a TRAP to evaluate materials for quality.

**The Sage Libraries**

libraries.sage.edu | 518.244-2431 | libref@sage.edu

## What is a TRAP?

### TIMELINESS

When you use a source, note its date of publication. Is the information up-to-date for the subject? Be especially aware of the publication date for sources in technology, the sciences or medicine. These fields develop so rapidly that information becomes out of date quickly.

### RELIABILITY

Is there a bibliography, list of citations or footnotes? Always look for a bibliography as it is a sign of quality and will often lead you to other resources on your subject. Is the information free from errors? You should verify dates, data and spelling of terms and names in more than one source.

### AUTHORITY

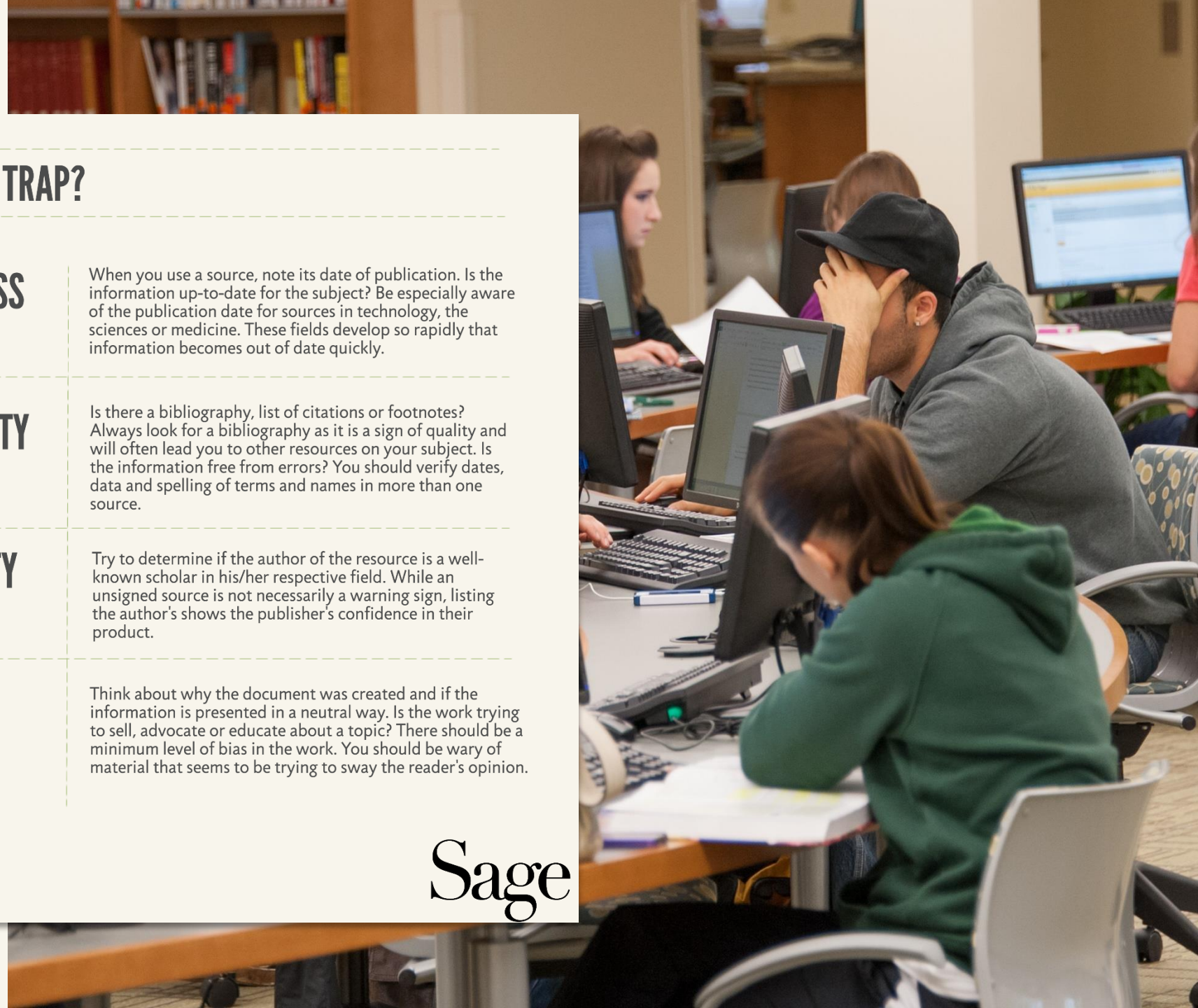
Try to determine if the author of the resource is a well-known scholar in his/her respective field. While an unsigned source is not necessarily a warning sign, listing the author's shows the publisher's confidence in their product.

### PURPOSE


Think about why the document was created and if the information is presented in a neutral way. Is the work trying to sell, advocate or educate about a topic? There should be a minimum level of bias in the work. You should be wary of material that seems to be trying to sway the reader's opinion.

**Sage**

<http://bit.ly/1A1SiUm>



## Introduction to Library Research & Resources Fall 2014

 View Course Stream

### Recent Feedback

Nothing for now

### Instructors

Erin Elliott

Lauren Puzier

Contact: [nylibrary@sia.edu](mailto:nylibrary@sia.edu)

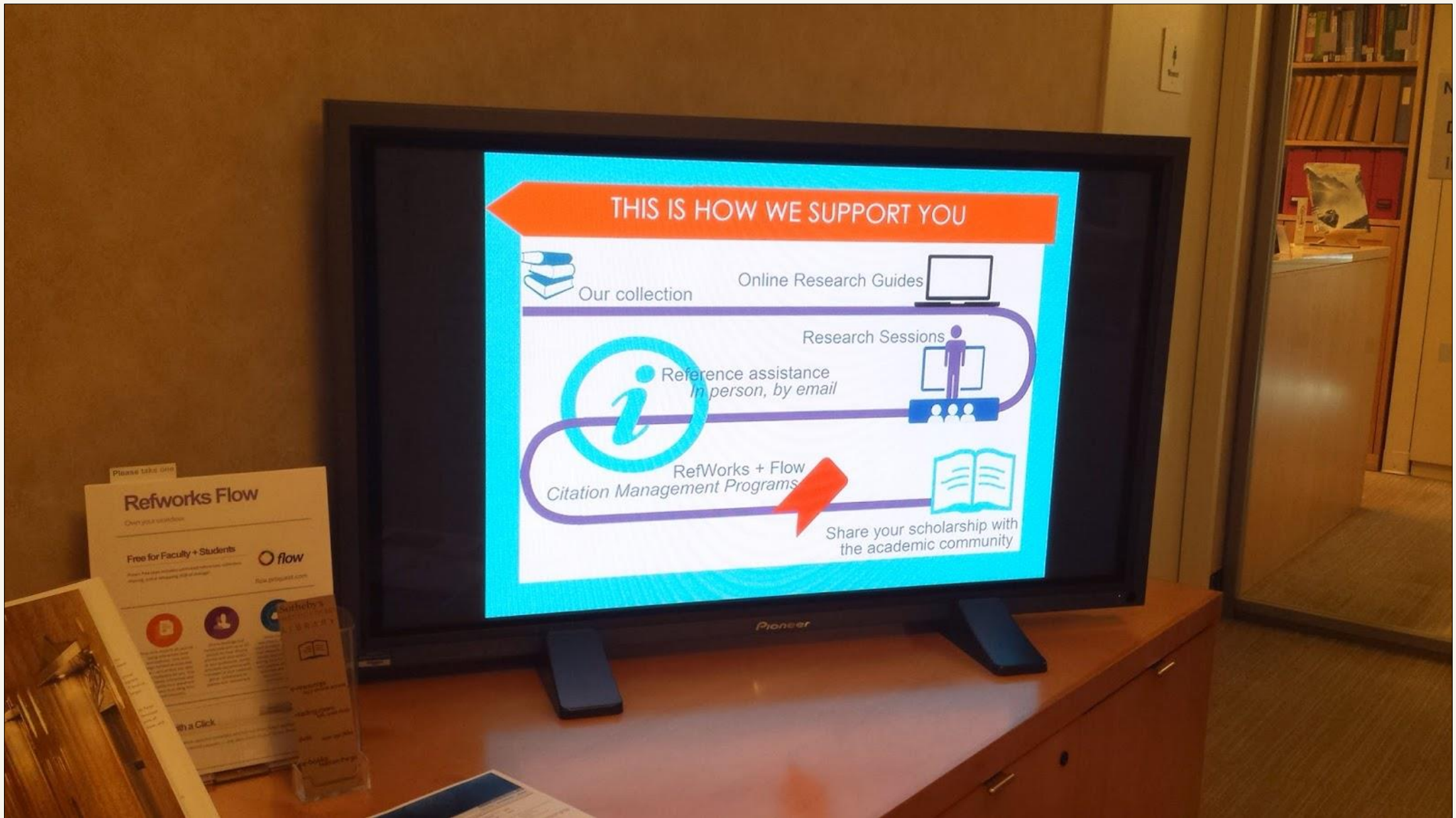
Read through the introduction below and then click on the "Get Started" button at the bottom to begin the course.

# Introduction to Library Research & Resources

August 25 - September 8

This 2 week course will introduce students to the Sotheby's Institute of Art Library and its services and resources. It will also introduce students to local resources they will use for art research during their postgraduate studies in New York City.

Incorporate into library information literacy courses



Create attractive posters and presentations



Our Spring  
**BOOK SALE**  
May 13 + May 14 in front of the library



**Cash Only**  
Priced at  
\$1-\$5



**Donate**  
All proceeds  
are donated!



**Library Totes**  
Buy a book,  
get a tote!

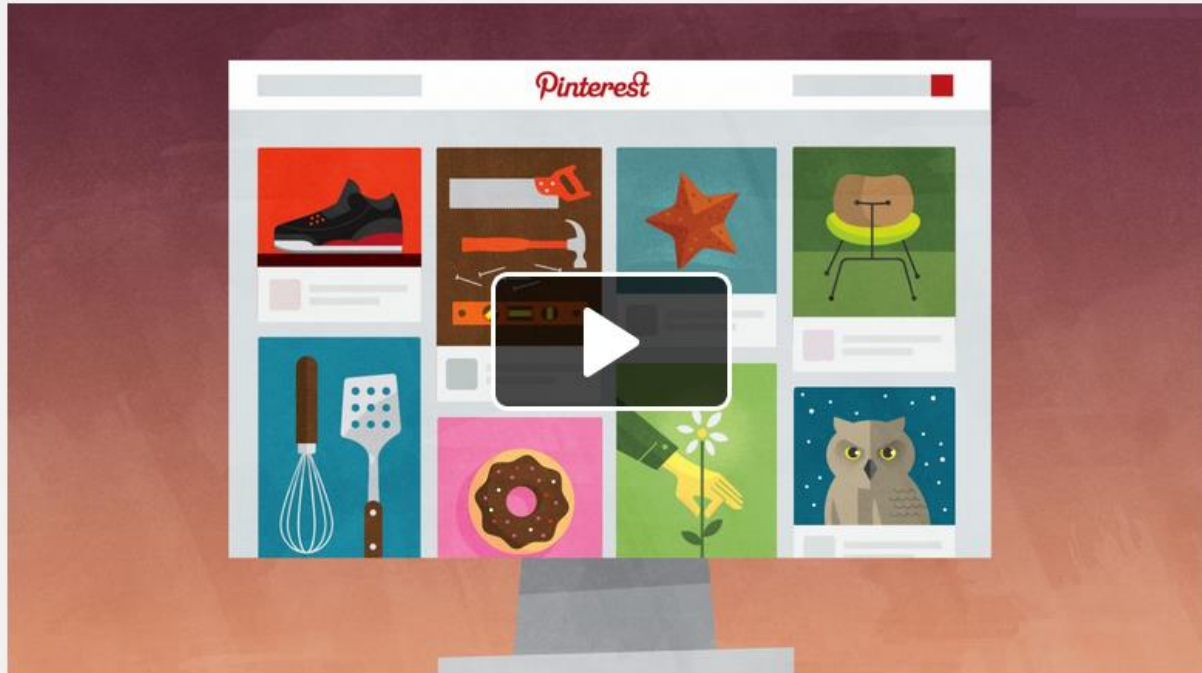
Contact us : [nylibrary@sia.edu](mailto:nylibrary@sia.edu)



**Merchant's House Museum**  
Life at Home in 19th-Century New York

All profits from the Spring Book Sale will be donated to Merchant's House Museum to help save and protect the

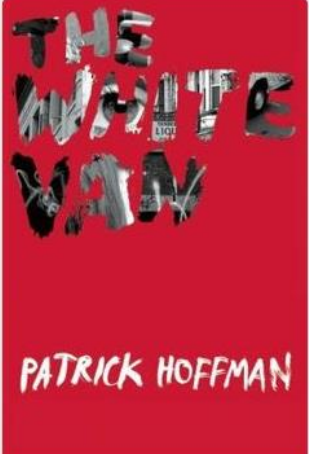
Discover ideas for any project or interest,  
hand-picked by people like you.



Pin anything you want to save

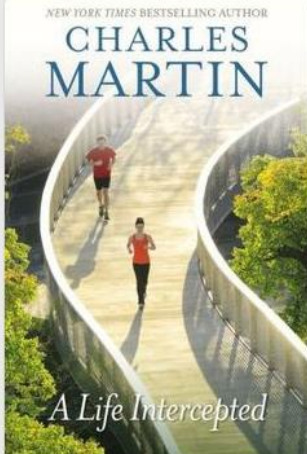
Pinterest

+ Add a Pin



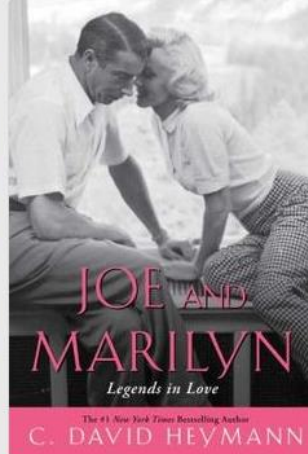
**THE WHITE VAN**  
PATRICK HOFFMAN

The White Van by Patrick Hoffman  
Pinned from sage.waldo.kohalibrary.com



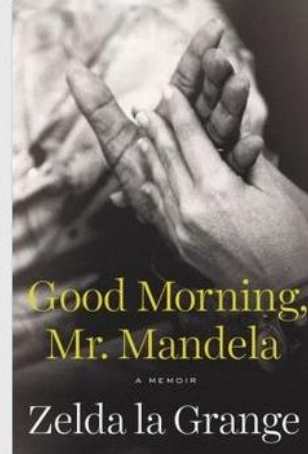
NEW YORK TIMES BESTSELLING AUTHOR  
**CHARLES MARTIN**  
*A Life Intercepted*

A Life Intercepted by Charles Martin  
Pinned from sage.waldo.kohalibrary.com



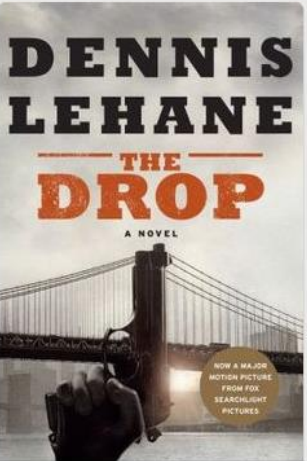
**JOE AND MARILYN**  
*Legends in Love*  
C. DAVID HEYMANN

Joe and Marilyn: Legends in Love by C. David Heymann  
Pinned from sage.waldo.kohalibrary.com

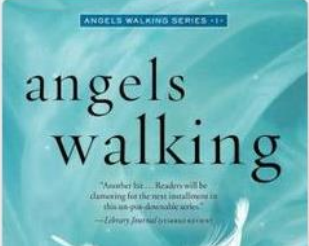


**Good Morning, Mr. Mandela**  
A MEMOIR  
Zelda la Grange


Good Morning, Mr. Mandela: A Memoir by Zelda la Grange  
Pinned from sage.waldo.kohalibrary.com



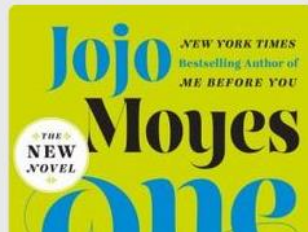
**DENNIS LEHANE**  
**THE DROP**  
A NOVEL



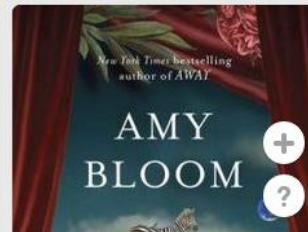
ANGELS WALKING SERIES #1  
**angels walking**



Her first romantic saga since **THE THORN BIRDS**  
**BITTERSWEET**



NEW YORK TIMES Bestselling Author of **ME BEFORE YOU**  
**Jojo Moyes**  
THE NEW NOVEL



New York Times bestselling author of **AWAY**  
**AMY BLOOM**



# Libraries Survival Guide

A guide that will help you navigate the resources of the Sage Libraries and other available research resources.

37 Pins • 60 Followers

Add people to board



Sage Libraries

Edit Board



+  
Add a Pin

## How to FIND A SPECIFIC ARTICLE

If you have a citation for a specific journal or newspaper article, the library website can help you quickly find the full-text of the article.

1 Click on the "Journals by Title" tab on the library home page (<http://libraries.sage.edu>).

This database has information about all of the journals and newspapers in the library's print and online collection.



Find resources by title or identifying number:  
This begins with:

2 Type the title of the JOURNAL into the search box and hit the 'search button'

3 If the journal is in the library's collection, you'll see the coverage we have. Select the database that includes the date of the article you need.

In some cases, we may only have the article in print or we will have to borrow a copy via interlibrary loan.



4 When you click on the name of the database, you'll see the journal's record and the dates of coverage that are available. Look for the list of dates and select the year that matches in your article citation. Then, select the appropriate date, volume and issue.



## WHAT ARE PRIMARY SOURCES?

Primary source is a term used to describe source material that is closest to the person, information, period or idea being studied. This may include diaries, letters, journals, newspapers, interviews, etc.

The Sage Libraries has access to many primary sources through its print and electronic collections. The following is some examples of available resources:

### su: "personal narratives" and World War II



Primary Source Subject Headings  
su: "personal narratives"  
su: diaries  
su: correspondence

### NEWSPAPERS

Historical newspapers are an excellent source of primary materials. The Sage Libraries has subscriptions to the following newspaper databases:

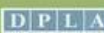
ProQuest Historical Newspapers  
America's Historical Newspapers

This database provides access to newspapers from across the country like:

Boston Globe  
New York Tribune  
New York Times  
Wall Street Journal



History of America is a digital library of America's social history from the Antebellum period through Reconstruction. It currently contains 10,000 books and 70,000 serial articles with full-text images.



## When to use REFERENCE SOURCES



### What are reference sources?

Reference sources are encyclopedias, dictionaries, almanacs, handbooks, directories, and other items providing condensed information on a topic. Reference sources are available online or in print.

### Starting Point

Many reference sources are good for quickly locating factual pieces of information, such as using an almanac to learn the current population in Greece. Other sources, like subject encyclopedias, can help you get an overview of a broad subject.

### Basic Understanding

Reference sources don't provide sufficient information when researching a topic in an academic environment. They are not meant to be your only source for research. Instead, use them as a starting point to gain a basic understanding of the scope and terminology associated with your topic so that you can begin in-depth research.

### Further Reading

Many articles contain a "Further Reading" section or bibliography that you may find useful as a jumping-off point for locating more detailed information.

### Where can I find reference sources?

The Sage Libraries have print and online reference sources, which are available via the library website. Looking for an online source? Use Google Reference or Gale Virtual Reference Library.



## KILLING TIME HOW TO DESTROY YOUR PRODUCTIVITY

1. CHECK YOUR EMAIL EVERY TWO HOURS.

Checking your email too often means that you'll lose focus on what you're doing. The result is less productivity. Instead, check your email only on a set schedule. This will help you stay focused on your work and avoid the distractions of your inbox.

2. KEEP YOUR DESK CLUTTERED.

Research shows that cluttered desks lead to less productivity. Instead, keep your desk clean and organized. This will help you stay focused on your work and avoid the distractions of your desk.

How to Use the "Place Hold" function in the Libraries Catalog

by Sage Libraries

Pinned from youtube.com

Tutorial: Basic Search in ProQuest

by ProQuest Training

Pinned from youtube.com



Tutorial: How to perform a basic search in the Academic Search Elite database

by EBSCO Information Services

Pinned from youtube.com

## EVALUATING SOURCES

### What is a TRAP?

**TIMELINESS**

**RELIABILITY**

**AUTHORITY**

**PURPOSE**

The Sage Libraries

[www.sagepub.com](http://www.sagepub.com)



How to use a TRAP to evaluate scholarly resources.  
#LibraryResearch

by Sage Libraries

Uploaded by Sage Libraries





<http://bit.ly/1D542rf>

# Art Research

How to research art, how to research artists, research guides on art!

22  
Pins

53  
Followers



A helpful guide on image use and copyright considerations.

📌 1

Pinned from  
nylibrary.sia.edu



Art21 is a PBS series devoted to artist profiles. The profiles are grouped by theme.

Pinned from  
pbs.org



HEILBRUNN TIMELINE OF ART HISTORY

The Metropolitan Museum of Art's Heilbrunn timeline of Art History is a great reference tool designed for students and scholars of art history

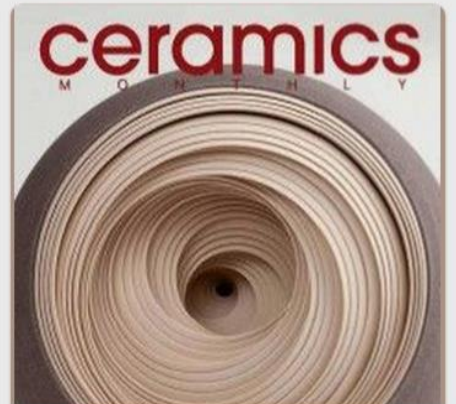
Pinned from  
metmuseum.org



The Archives of American Art collects and preserves the papers and primary records of the visual arts in America. Digitized collections can be found the website.

📌 1

Pinned from  
aaa.si.edu





# Sage History

Invite

9 Pins 41 Followers

Move Pins Edit Board

+  
Add a Pin



Many of the buildings on the Sage College of Albany campus were originally part of an orphanage. This postcard was published sometime between 1907 and 1915.

Pinned by Sage Libraries



A copy of the 1959 Sage Leave, the Russell Sage College Yearbook

Pinned by Sage Libraries



One of the many unique Founder's Seminar booklets housed in the Archives.

Pinned by Sage Libraries



Russell Sage Librarians in 1937  
bit.ly/1E9ryaX

Pinned by Sage Libraries



Russell Sage College student relaxing in a campus dorm in the 1940s  
bit.ly/1zQL8C5

Pinned by Sage Libraries



One of our newest collections in



Sage College of Albany Campus Library in 2007

Pinned by Sage Libraries



Collaborative boards with other campus departments

# POLL

Does your library have a newsletter or send out informational emails?

- Yes
- No

# Just getting started? Here's how Smore works:

Get started with online promotion in 3 easy steps!

## 1 Design a flyer

Smore flyers are mini websites designed to spread the word.



Designer tour



## 2 Share it around

Send emails, post on Craigslist or share on social networks.



Sharing tour



## 3 See the results

Get views, sales or attendees and track them instantly.



Analytics tour



# Smore

# Library Newsletter

*Sotheby's Institute of Art NY Library, April 2014, no. 4*

## Sotheby's INSTITUTE OF ART



*Detail from "Spring in Provence, 1970 (w/c on paper)" by Yves Brayer (Source: Bridgeman Education)*

### 1. Extended Hours During Finals

#### Library Hours

The library will be open later each night during finals starting Friday, May 2nd and ending Thursday, May 15

- Monday - Thursday: 8am - 9pm
- Friday: 9am - 9pm
- Saturday & Sunday: 12pm - 7pm

 sia library

sia is using Smore flyers to spread the word online.

[✉ Contact sia library](#)

Online monthly newsletters

# Place Holder Slide

- Switch to Application Sharing

New - Get  
minutes, f

Try Pro

248 visits all time 7 Aug - 17 Mar



Metrics  
248 Visitors



Locations  
37 Locations



Email Report

flyer

Print

Sotheb

So



### Incoming

By traffic source

Websites 14

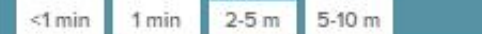
Direct 36

Email  
**198**

### Interacting

What people are doing

#### Time spent



### Goals

Is your flyer working?

Outgoing links 8

<http://www.sublackwell.co...> 3

<http://www.gocontigo.co...> 1

<http://www.designspalace...> 1

#### More coming soon...

Track event RSVPs, button clicks, item purchases and more!

Follow Smore on [Twitter](#) or [Facebook](#) to get updated.

248

Analytics

Report

com/670c

Settings



Print library flyers for folders given out at Orientation Week



# Sign up for our Library Tours

TOUR THE BEST NYC LIBRARIES FOR ALL YOUR ART RESEARCH NEEDS!

## All Sotheby's students are invited

The best way to learn about resources available for you as a graduate student in New York City is to participate in our library tours. The SIA Library is offering several tours over the first two weeks of the semester. These tours are a must for all incoming students.

Space is limited, so sign up today!  
Sign up: [nylibrary.sia.edu/events.html](http://nylibrary.sia.edu/events.html)



### Metropolitan Museum of Art Library

9/16 @ 10am - 11:30am  
9/17 @ 10am - 11:30am



### New York Public Library

9/19 @ 1pm - 3pm



### Museum of Modern Art Library

9/10 @ 10am - 11am  
9/17 @ 10am - 11am



### The Frick Art Reference Library



### Whitney Museum of American Art

Sign up today!



Flyers to promote library events and classes





# Whitney Museum of American Art Library Tour

Poll initiated by SIA NY Librarians | 11 | 0 | less than a minute ago

Sign up for a tour of the Whitney Museum of American Art Library. Meet librarians and learn about their incredible collection in the area of American Art.

		November 2014		
		Tue 18		
11 participants		9:00 AM - 10:00 AM	11:00 AM - 12:00 PM	1:00 PM - 2:00 PM
	Katie		✓	
	Allie	✓		
	Bob			✓
	Mike	✓		
	Matt D		✓	
	Jenn M.	✓		
	Morgan	✓		
	Shelby	✓		
	Pat			✓
	Greg			✓
	Your name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Doodle

Schedule library events online



Schedule one-on-one reference sessions



Survey patrons for the best times for future events

# Place Holder Slide

- Switch to Application Sharing

Dashboard   ←   →   ▶ PLAY   ↓ EXPORT   ↗ SHARE   ✓ Saved

## How to **find a book** in the library

1  
go to [nylibrary.sia.edu](http://nylibrary.sia.edu)

Character Map

TEXT   SETTINGS


ALIGNMENT

↑   \*   ↓

BACKGROUND

Transparent   Color

3  
filter your results to:  
Book / eBook  
and  
New York Library



The screenshot shows a library search results page. On the left, there are filter sections: 'Clear Filters', 'REFINE YOUR SEARCH', 'FORMAT', 'LIBRARY LOCATION', and 'SORT BY'. The 'FORMAT' section has 'Book / eBook' selected. The 'LIBRARY LOCATION' section has 'New York Library' selected. The main results area shows two items, each with a book cover, title, author, and a brief description. The first item is 'Guide to the research process: thesis and dissertations: a handbook for students and faculty' by Sarah James G. 2016. The second item is 'The student's guide to preparing dissertations and theses' by Macmillan, 2004. At the bottom of the screenshot, there is a 'bunkr' logo, a camera icon, a share icon, and a page indicator '3/5'.



How-Do-I tutorials for Virtual Reference + for the DIY patron

# Master's Thesis Prep

Make your thesis experience a breeze!



1/9

Easy-to-share presentations for Information Literacy sessions

*Questions?*

Visit our blog:

<http://pinssmoresanddoodles.blogspot.com/>

Abby

[stamba@sage.edu](mailto:stamba@sage.edu)

Lauren

[l.Puzier@sia.edu](mailto:l.Puzier@sia.edu)