One Tweet at a Time

Developing critical thinking, library connections & information skills with Twitter

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What is Twitter?

- A microblogging platform
  - Short, 140 character messages
- An open & multidirectional communication tool
  - Communicate with the ether, the twitterverse or specific audiences
- A social networking tool
  - Connect with the hive mind, instant answers
  - It's all in who you follow
- Simple in concept, complex in actuality

It's about the Network

- Communicating with colleagues, collaborators, hobbyists
- Conference communication
- Local and National news
- Targeted audiences

The UGL & Twitter

Leverage what already have

- <u>Library home page</u>
  - Awareness of the tool isn't required
  - From static Alerts to sparking intellectual curiosity
    - Undergraduate Research Methods project
    - Leveraging Twitter to address specific concerns

Why Twitter?

- Choose the right tool for the job
  - Don't let the tool drive the problem *or* the solution!
- Start small, and grow

Our basic principles

▸ Connect students to their intellectual curiosity
▸ Connect students to *our resources*
▸ to provide solutions for problems before they occur
▸ to advertise our services
▸ to make connections between library resources and life in general
▸ Be
  ▸ Friendly
  ▸ Approachable
  ▸ Interesting
  ▸ Authoritative
  ▸ Open to the possibilities
▸ To develop twitter followers, and use twitter as a feedback mechanism

Connect Undergraduate Students to their Intellectual Lives through Library Resources

Making the Connections

- Celebrate the vitality of the UGL
- Highlight collection & resources that will engage students
  - We assume intelligence, engagement & curiosity
- Inform students of what resources are available, alert them to the possibilities
- Market services – because our students need to know about them
- Building towards 2way communication

Types of Tweets

- Services tweets – how can the library help you?
- Partner tweets – partner hours & events
- Today in History tweets – engage curiosity, teach context
- Alerts & bulletins – wifi, elevator, printing, temp control
- Search Tip tweets – database-specific & general search tips
- Database highlights – library awareness
- Current events – campus, CU, national.

Today in History

In 1967 Che Guevara was executed today. Learn more about what socialism is (and is not) in these books: http://cli.gs/Pp6hP9

Today 1871, the Great Chicago Fire ignited, no not the soccer team. Read more about this transformative tragedy here: http://cli.gs/y4GyR1.

Its 772 years today since British spy was executed in Arnold affair. Who was Benedict Arnold. Find out from http://cli.gs/3u4H4D

Did Earth Day leave you feeling transcendent? Check out this talk: Religion, Nature & a Sense of Wonder. Wednesday, 4pm http://cli.gs/tzS2q5

3:40 PM Apr 21st from web

(5/1) Looking to blow off some of that end of the semester stress? The UGL checks out portable game systems, Nintendo DS and Sony PSP!

9:14 AM May 1st from web

(4/7) That paper is due soon! Need help with your research? Stop by Librarian's Office Hours in Rm. 291 of the UGL, today 6-8pm!

11:08 AM Apr 7th from web

(4/7) Want to see what your peers are rocking in research? Come to the Undergraduate Research Symposium at the Union! http://cli.gs/NapNjE

9:47 AM Apr 7th from web

(4/6) Don't miss "They Live by Night", part of Champaign Public Library's Film Noir Series! Plays from 7-9, 4/7! http://cli.gs/3APe5p

8:32 PM Apr 6th from web

(4/6) Thinking about changing your major? Interested in teaching? Talk to the College of Education, tonight until 8!

4:54 PM Apr 6th from web

(4/6) Drop in to the undergrad for resume and cover letter reviews from 7-9 p.m. tonight!

3:32 PM Apr 6th from web

(4/6) Martin Luther King's assassination was 41 years ago this week; Life Magazine's archival photos are amazing. http://cli.gs /rHeEsQ

1:30 PM Apr 6th from web

(4/6) Want to see what other undergrad students are researching? Stop by the Undergrad Research Symposium tomorrow, 9AM-4PM in the Union.

11:50 AM Apr 6th from web

Tools for using Twitter

- Twitter.com
- Hootsuite.com
- Tweetdeck
- Lots of mobile readers
- RSS feeds
- Twitter Times

UGL uses:

- [Hootsuite](#)
- [Wiki](#)
  - Signing up for TDiH tweets
  - Instructions for creating permanent URLs
- [URL shortener](#)
- A lot of GA time!

How has it succeeded?

- Currently at 734 followers
  - Over 100 are our undergraduate students
- We've begun to see many imitators
- A growing voice on campus
- Relationships with the larger CU community

Questions?

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