Blurring the Personal/Professional Line: Using Social Media to Enhance User Engagement

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Libraries + Social Media: RST*

Techy Librarians:
This is great!

Luddite Librarians:
This’ll never work.

friending, friending, friending, friending...
friending/tweeting, friending/tweeting, friending/tweeting...
friending/tweeting/Writing, friending/tweeting/Writing...

BEST PRACTICES!
Here’s what we did...

What’s in it for us?

Why don’t students want to friend us?

Is this working?

2004
2006
2011
2012

Man, I’m tired.

* Really Simple Timeline
“SORRY YOU MISSED THE BOAT”
Image removed. Access it here:
http://www.flickr.com/photos/teleject/81036048/
“MEH”

Image removed. Access it here:

PLAY THE
YEAH! BURGER
2012 BURGER BRACKET
WIN FREE YEAH! BURGER FOR A YEAR!
VISIT WWW.BURGERBRACKET.COM TO FILL OUT YOUR 2012 NCAA MEN'S BASKETBALL BRACKET FOR A CHANCE TO WIN FREE YEAH! BURGER FOR A YEAR!
BASKETS MUST BE SUBMITTED BY 3/15/12 AT 11AM EASTERN SO DON'T WAIT!!

YEAH! BURGER
Hi Lisa, yes, we have gluten-free onion rings!
Yesterday at 1:30pm · Like

YEAH! BURGER
Omg we can't wait to come...Whole family gluten free :) thank u
21 hours ago · Like · 1

YEAH! BURGER
FOOD FOR THOUGHT: How many GMOs are you consuming?
Foods as Nature Made Them justlabelit.org
Genetically modified foods are all over your supermarket, but you'd never know it from the nutrition labels. How worried should you be?

Like · Comment · Share · March 12 at 3:43pm ·
10 people like this.
1 share
Animal House
poster image

Mrs. Parker & The Vicious Circle
poster image

How to Succeed in Business...
poster image
PHD Comic removed. Access it here:

Hi Nedda Ahmed, do we by chance have access to old issues (online or print) of TV Guide and/or Broadcasting & Cable from the mid 1980s - mid 1990s?

Be sure to search the Variety archive for when the term first appeared. I did that for my showrunners piece. Fascinating and useful for contextualization to see when it enters the discourse.

Right--I forgot it used to be called Just Broadcasting. We actually have full text back to 1983, inside the Business & Company Resource Center database. Use the link from the catalog record to get to it: http://gilfind.gsu.edu/vufind/Record/1992924

For more examples, follow me on Twitter or Facebook:
https://twitter.com/neddahmed
https://www.facebook.com/nedda.ahmed
How brands can be as popular as celebrities on Twitter


Though Kanye West has records, clothing lines, and many other opportunities to make money off his devoted fans on social media, he takes time to tweet about things other than making money.

Go easy on the sales talk and be yourself—you want your online community to identify with you.

Kanye West @kanyewest

I think I've managed to gain 24 pounds in 24 hours #theholidays

http://www.prdaily.com/Main/Articles/11137.aspx
I never, ever want to go back to the days of lotion-less tissues. #allergyseason
What’s in it for us?