Pump up your Promotions:

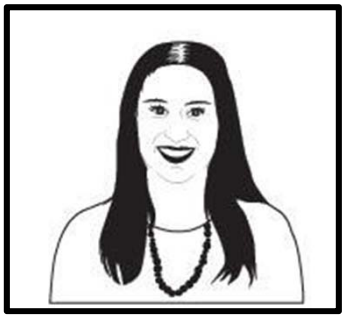
New Ideas for Academic Library Marketing

Nicole Maddock

Manager, Resource Support Services,
The D.B. Weldon Library, Western University

Rachel Sandieson

Senior Library Assistant, Resource Support Services,
Allyn & Betty Taylor Library, Western University



What do you do when...

...your library has great Resources, Spaces, and Events but you have no budget for marketing?

INKSCAPE

Piktochart
make information beautiful

Promoting Resources

PowToon

May 12-18 2014

NURSING WEEK

NURSING: A LEADING FORCE FOR CHANGE

Results for **niftynursingresources**

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Taylor Library @westernulibsTAY · May 16

#niftynursingresources 5: Films on Demand. Long Day? Stream The Passionate Statistician: Florence Nightingale and take a well-deserved break

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#niftynursingresources 4: SMART Imagebase Hip bone's connected to the ? 1000s of medical images to help you figure it out! @westernulibs

Taylor Library @westernulibsTAY · May 14

#niftynursingresources 3: International Journal of Nursing Education Scholarship. It was founded by @westernuFHS Nursing faculty!

Taylor Library @westernulibsTAY · May 13

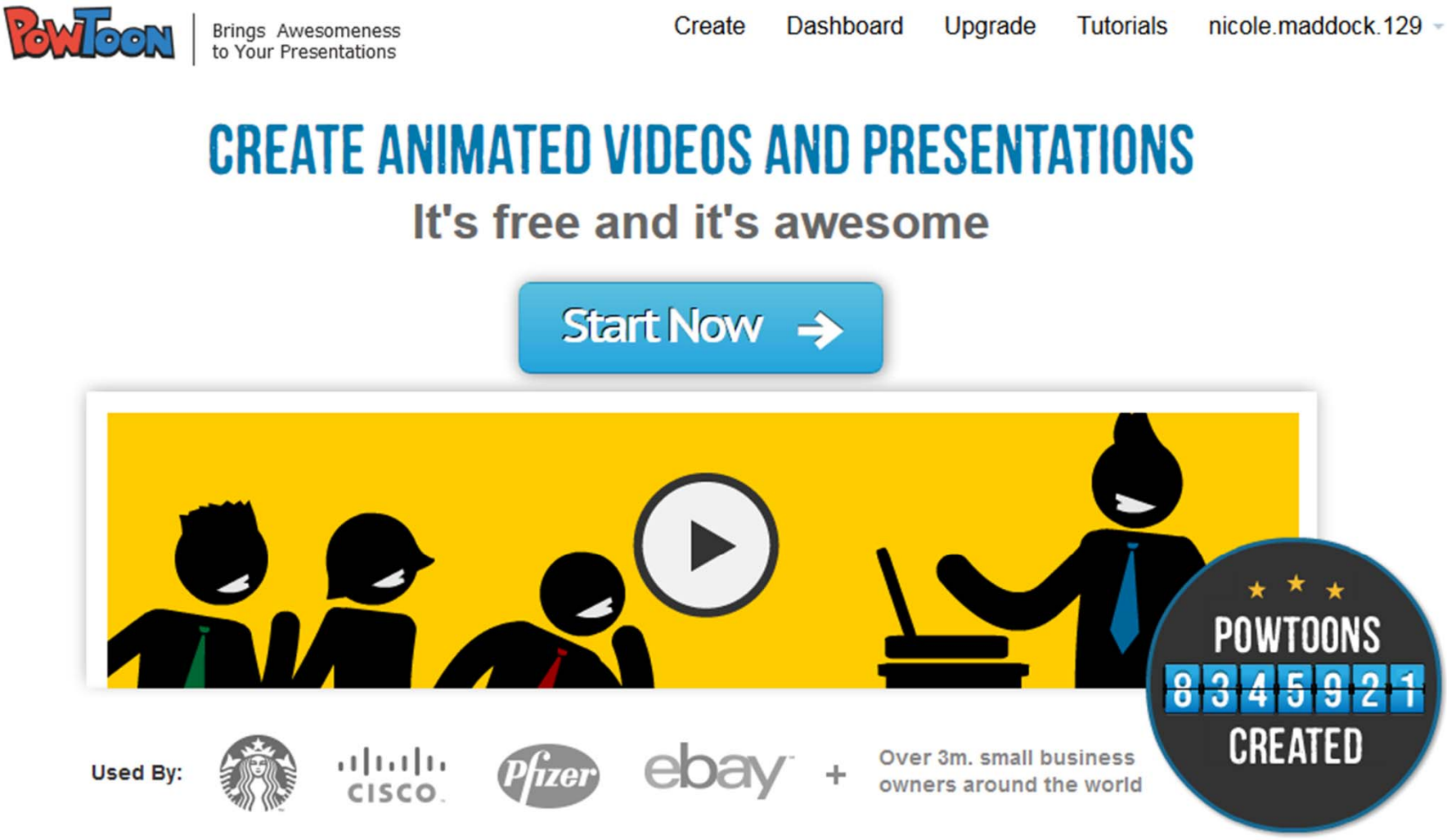
#niftynursingresources 2: Canadian Health Research Collection, perfect for rounding a lit review. Go to tinyurl.com/m3paeh7 Grey Lit tab.

1

Taylor Library @westernulibsTAY · May 12

#niftynursingresources 1: CRNE Study Guides. Studying for the CRNE? Go to tinyurl.com/m3paeh7 and click on the Examination tab for help!

1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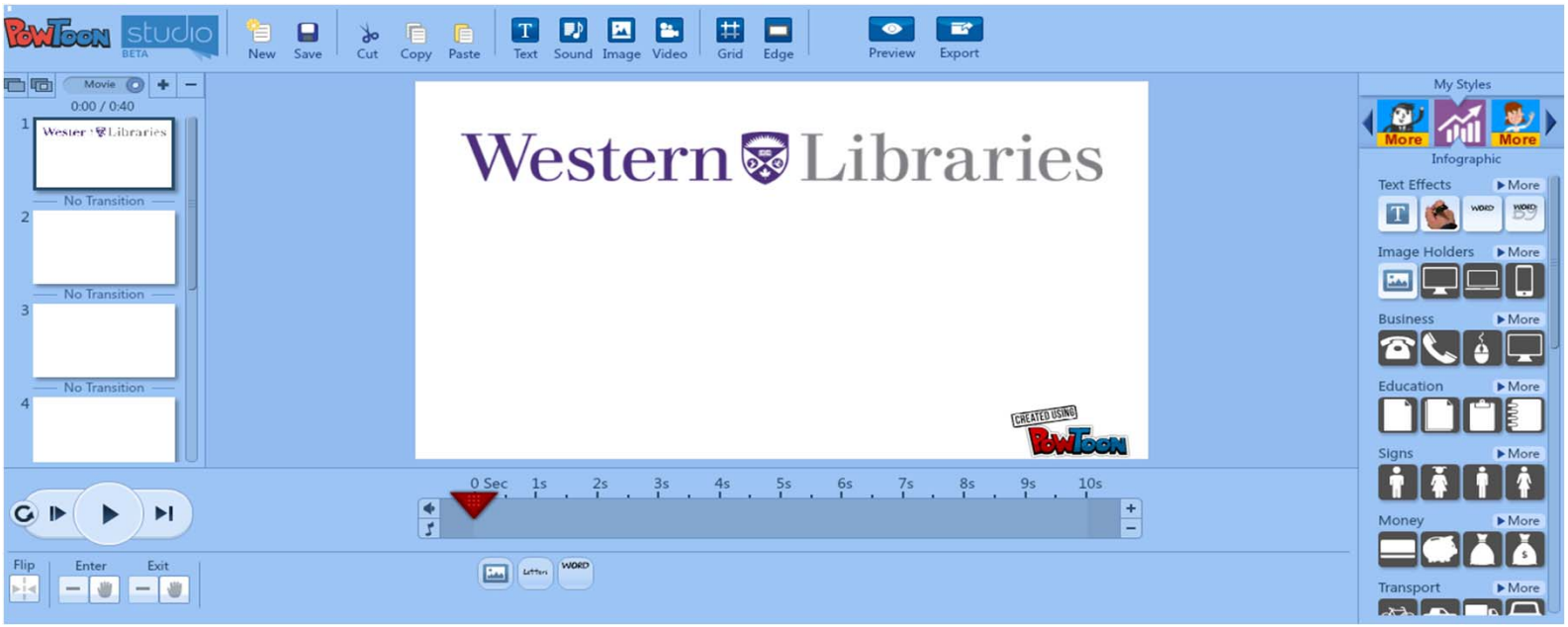
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Western Libraries
CREATED USING PowToon
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More
Infographic
Text Effects
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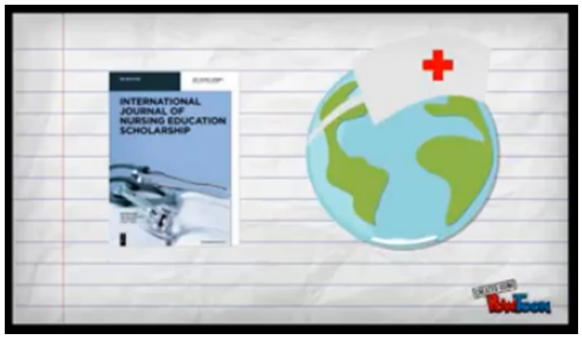
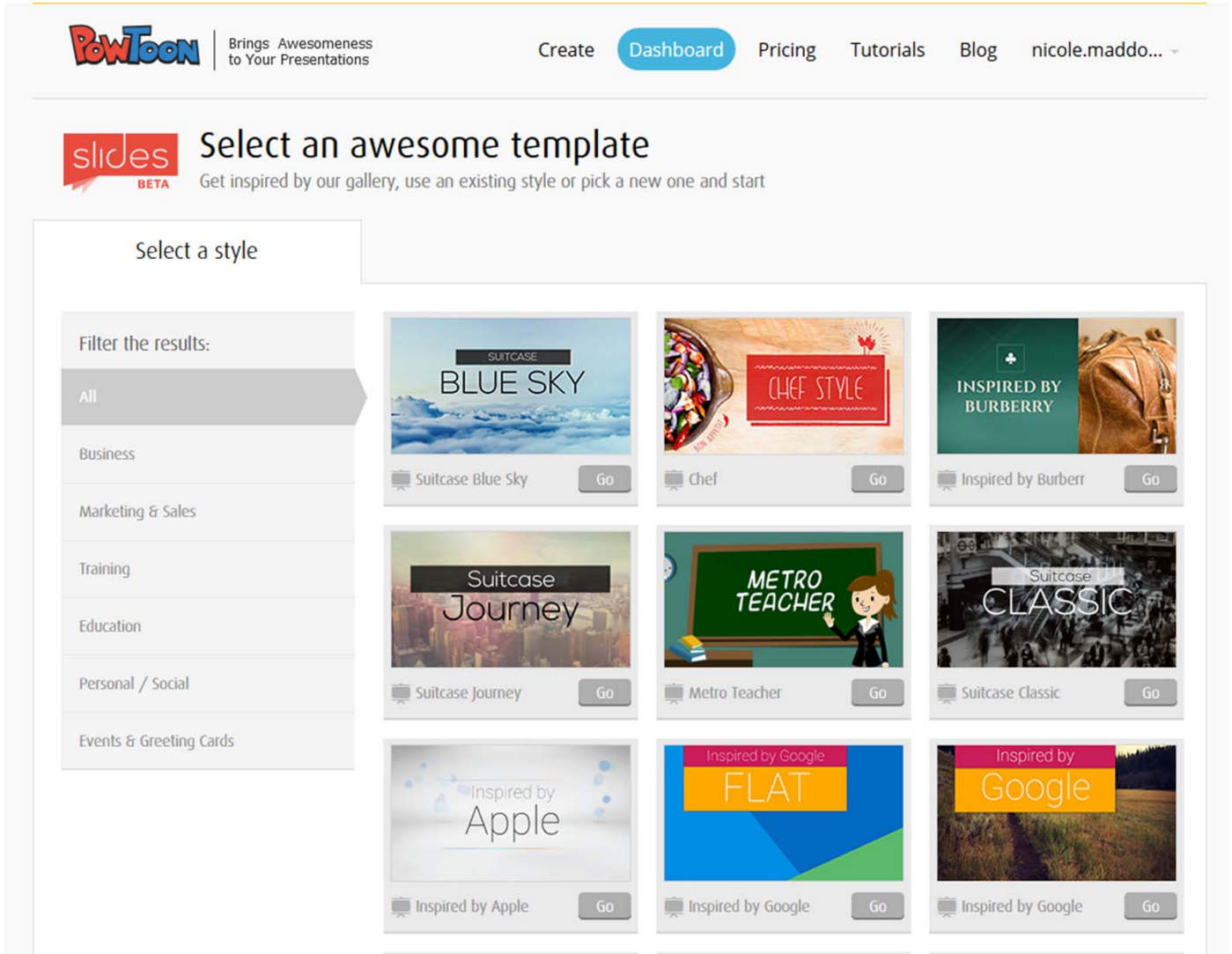
Five
Nifty
NURSING
Resources
R N


INTERNATIONAL JOURNAL OF NURSING EDUCATION SCHOLARSHIP

INSPIRE
The Passionate Statistician:
Florence Nightingale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Select a style
Filter the results:
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SUITCASE
BLUE SKY
Suitcase Blue Sky
Go
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Chef
Go
INSPIRED BY BURBERRY
Inspired by Burberr
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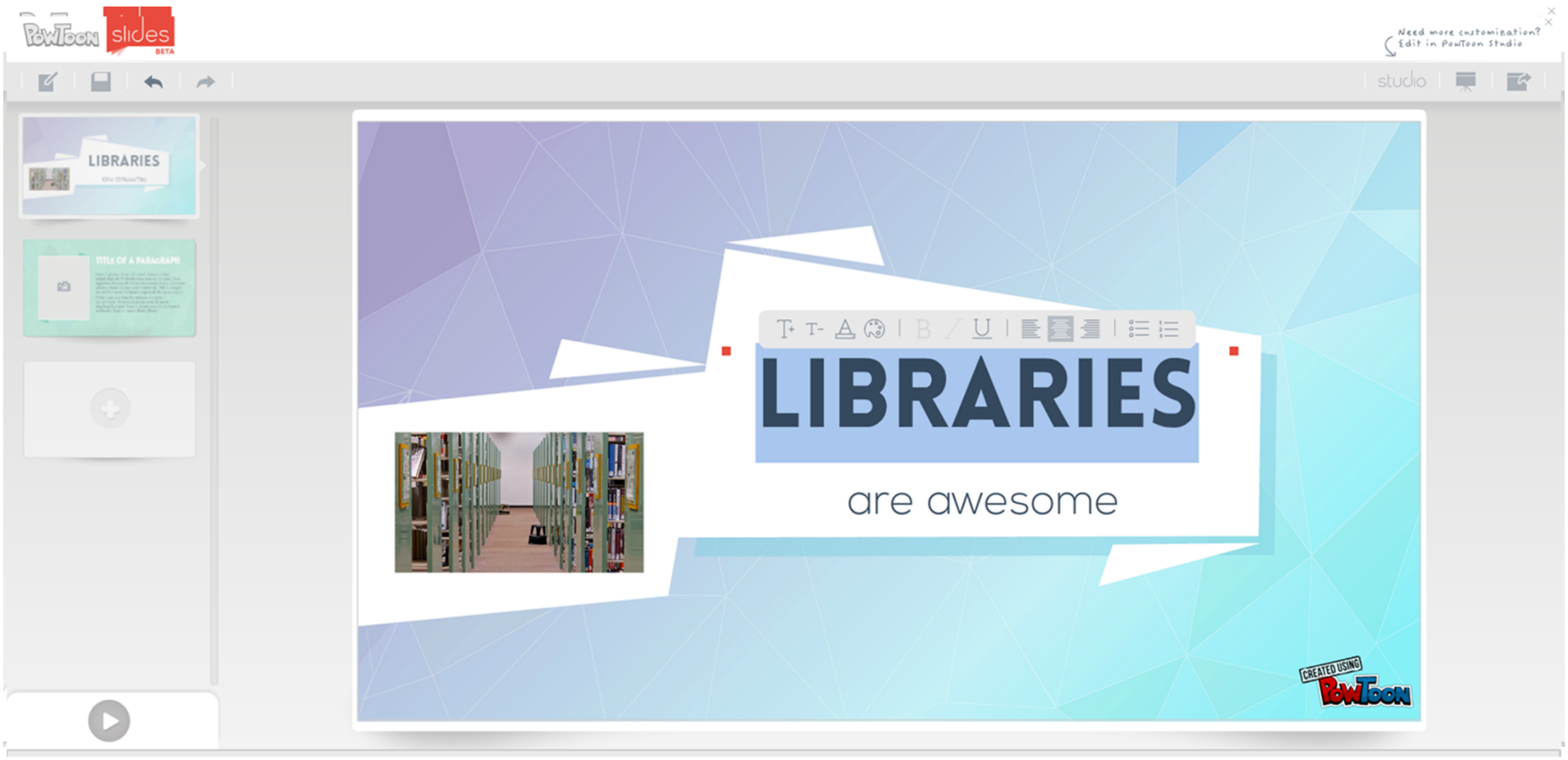
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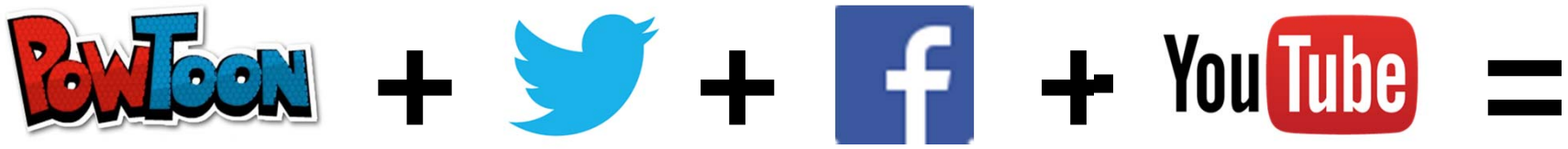
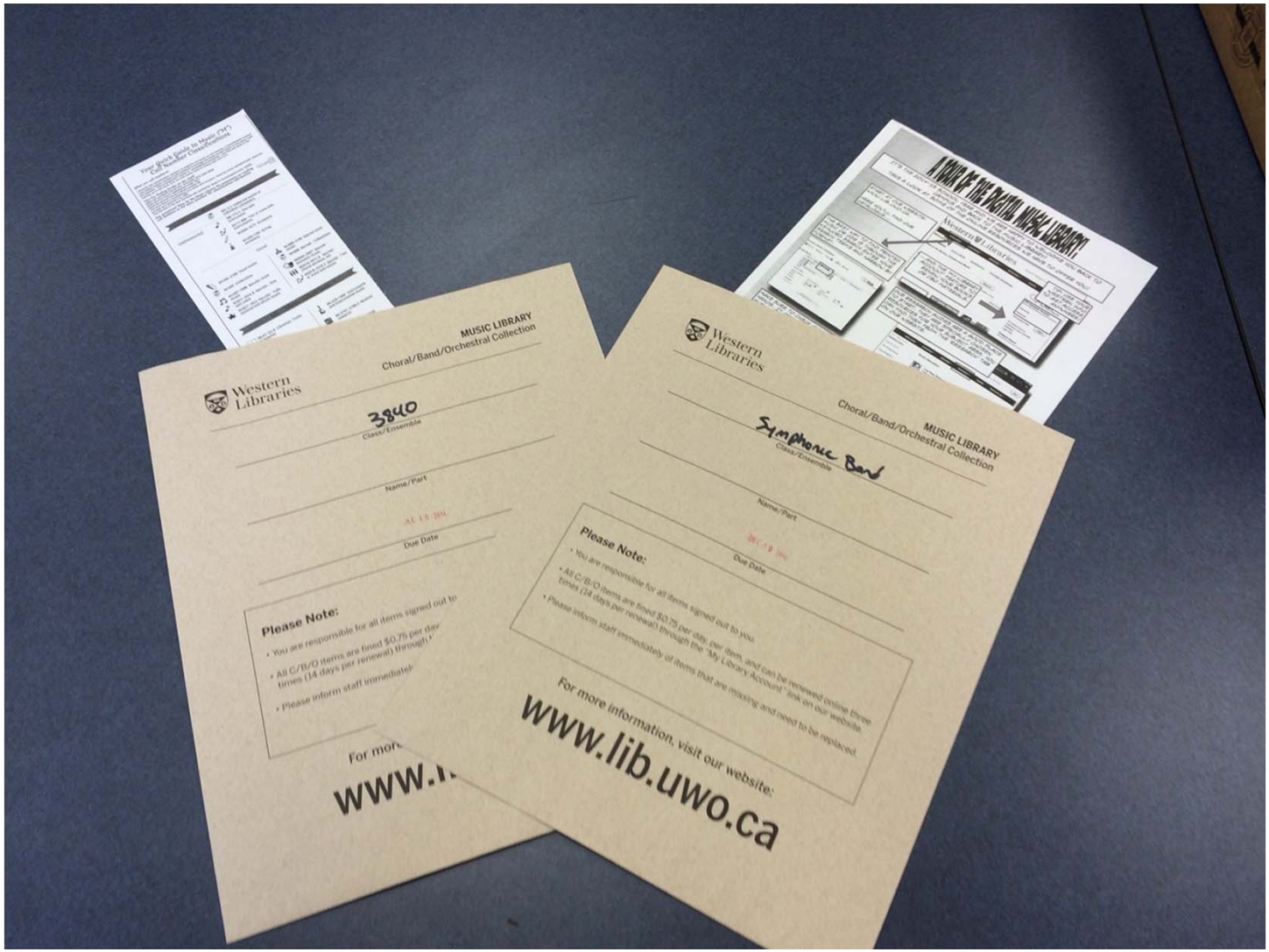
TITLE OF A PARAGRAPH
LIBRARIES
are awesome
CREATED USING



Pumped up promotion!

Promoting Resources

ComicLife


Western Libraries
MUSIC LIBRARY
Choral/Band/Orchestral Collection
3840
Class/Ensemble
Name/Part
Due Date
Please Note:
• You are responsible for all items signed out to you
• All C/B/O items are fined $0.75 per day, per item, and can be renewed online three times (14 days per renewal) through the "My Library Account" link on our website.
• Please inform staff immediately of items that are missing and need to be replaced
For more information, visit our website:
www.lib.uwo.ca
Western Libraries
MUSIC LIBRARY
Choral/Band/Orchestral Collection
Symphonic Band
Class/Ensemble
Name/Part
Due Date
Please Note:
• You are responsible for all items signed out to you
• All C/B/O items are fined $0.75 per day, per item, and can be renewed online three times (14 days per renewal) through the "My Library Account" link on our website.
• Please inform staff immediately of items that are missing and need to be replaced
For more information, visit our website:
www.lib.uwo.ca

Comic Life 3

View More by This Developer

By plasq LLC

Open iTunes to buy and download apps.

View in iTunes

This app is designed for both iPhone and iPad

$4.99

Category: Photo & Video
Updated: Oct 31, 2014
Version: 3.0.2
Size: 97.2 MB
Languages: English, Chinese, Dutch, French, German, Italian, Japanese, Spanish
Seller: plasq LLC
© 2005–2014 plasq LLC
Rated 4+

Compatibility: Requires iOS 7.1 or later. Compatible with iPhone, iPad, and iPod touch. This app is optimized for iPhone 5.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

All Versions:
★★★½ 29 Ratings

Description

* Special pricing for a limited time! Offer ends today!

The Most Powerful Photo Comic Creation App Available.

plasq LLC Web Site › Comic Life 3 Support ›

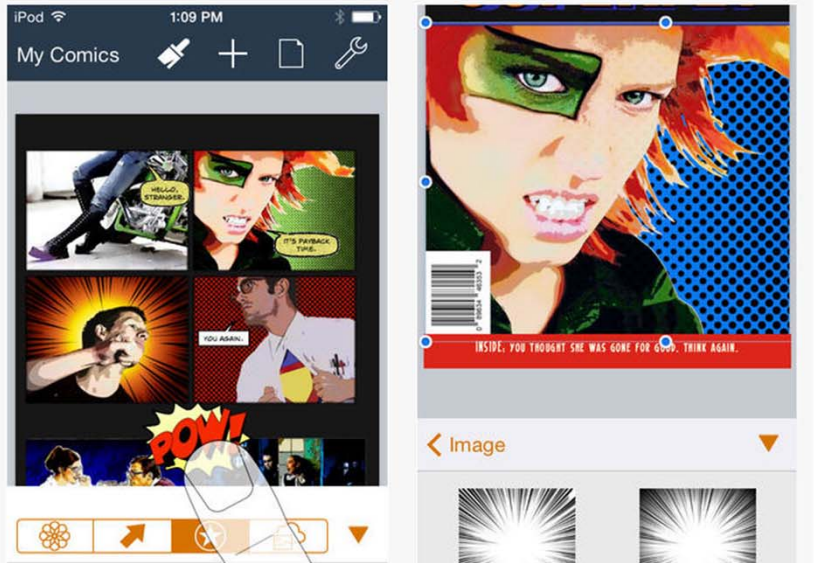
...More

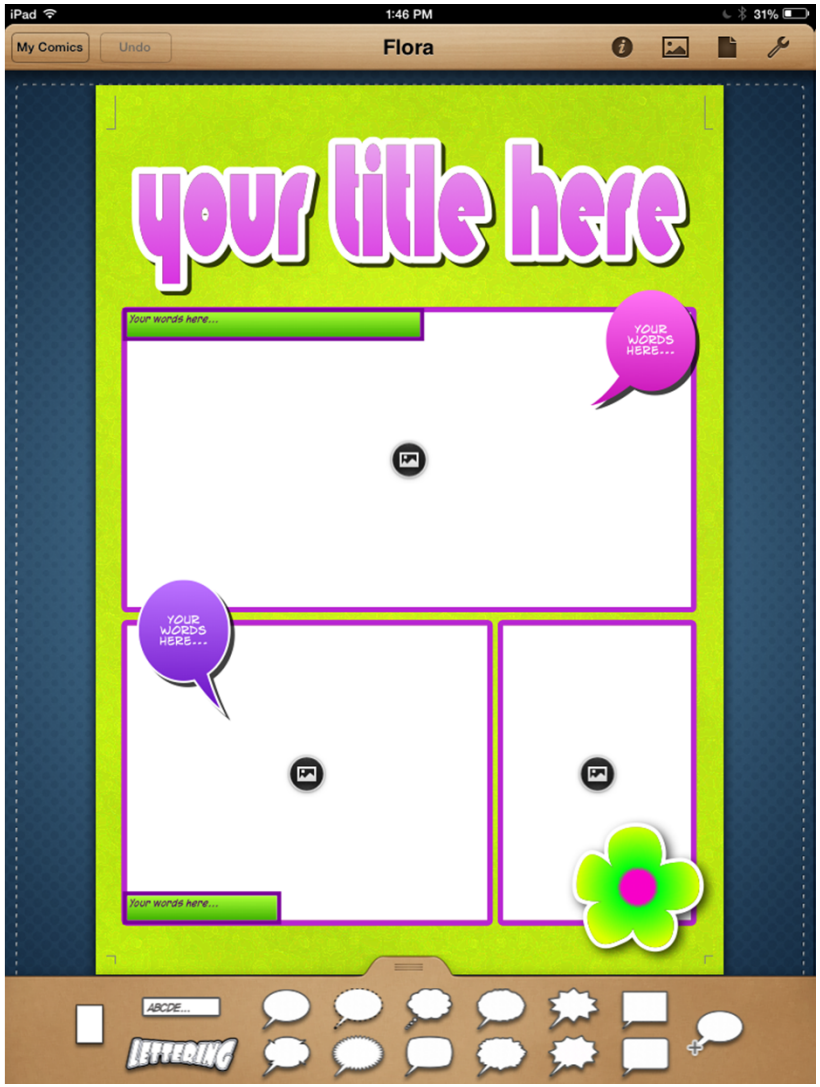
What's New in Version 3.0.2

Fixed a problem that resulted in poor quality of shared images.

Screenshots

iPhone | iPad

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Search
Summon
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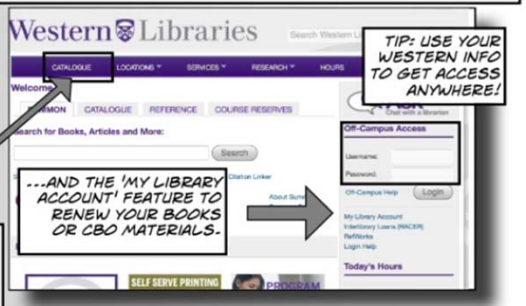
LETTERING

A TOUR OF THE DIGITAL MUSIC LIBRARY!

IT'S THE 2014-15 SCHOOL YEAR AND WE ARE HAPPY TO WELCOME YOU BACK TO CAMPUS AND BACK TO THE MUSIC LIBRARY!
TAKE A LOOK AT SOME OF THE ONLINE RESOURCES WE HAVE TO OFFER YOU!

START AT OUR WEBSITE: WWW.LIB.UWO.CA.

HERE YOU'LL FIND OUR CATALOGUE...

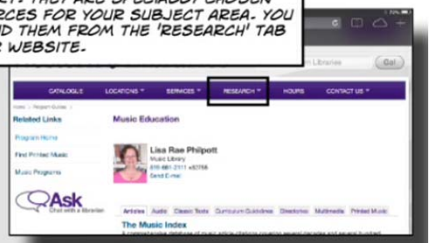


TIP: USE YOUR WESTERN INFO TO GET ACCESS ANYWHERE!

...AND THE 'MY LIBRARY ACCOUNT' FEATURE TO RENEW YOUR BOOKS OR CBO MATERIALS.

THE BEST WAY TO FIND PRINTED MUSIC OR CDS IS THROUGH THE KEYWORD SEARCH. ENTER YOUR SEARCH TERMS AND NARROW BY FORMAT.

OUR RESEARCH GUIDES ARE A GOOD PLACE TO START. THEY ARE SPECIALLY CHOSEN RESOURCES FOR YOUR SUBJECT AREA. YOU CAN FIND THEM FROM THE 'RESEARCH' TAB ON OUR WEBSITE.



MAKE SURE TO CHECK OUT NAXOS. IT OFFERS STREAMING MUSIC WITH ACCESS TO 50,000+ RECORDINGS.

FOLLOW US ON FACEBOOK & TWITTER FOR ALL THE LATEST NEWS AND UPDATES.

YOU CAN CHAT WITH A LIBRARIAN ONLINE IF YOU NEED HELP - OR STOP BY THE MUSIC LIBRARY FOR ASSISTANCE FROM OUR FRIENDLY STAFF.

Ask
Chat with a librarian

ENJOY THESE ONLINE RESOURCES AND WE HOPE YOU HAVE A GREAT

THE MUSIC LIBRARY & CBO PRESENT...

THE CHORAL REFERENCE COLLECTION!

LOCATED IN THE MUSIC LIBRARY IS ONE COPY OF EVERY CBO CHORAL PIECE FOR YOU TO BROWSE. THAT'S RIGHT! ONE COPY OF EVERY MC CALL NUMBER!

AFTER YOU'VE DONE A KEYWORD SEARCH IN THE CATALOGUE, FIND THE MC NUMBER, WHICH WILL BE FOLLOWED BY THE ARRANGEMENT. MATCH THE NUMBER UP TO THE INFO ON THE SPINE LABEL OF THE BINDER TO FIND THE PIECE YOU NEED.

CBO choral band	MC1630 SATB c.98	
CBO choral band	MC1630 SATB c.99	
MUS stack NO LOAN	MC1630 SATB	IN LIBRARY

MAKE PHOTOCOPIES TO USE LATER...

...OR TALK TO A STAFF MEMBER ABOUT GETTING COPIES TO SIGN OUT!

BUT WAIT! THERE'S MORE!

WE ALSO HAVE ALL OF OUR CBO MBD BAND SCORES IN THE MUSIC LIBRARY FOR YOU TO USE!

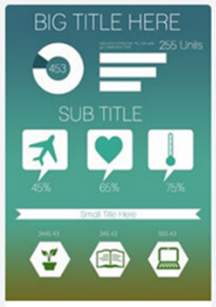
SPEAK TO A MEMBER OF THE LIBRARY STAFF FOR ASSISTANCE! WE'RE HERE TO HELP!

Promoting Resources

Piktochart

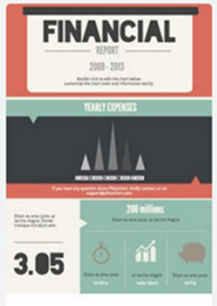
Piktochart | GO PRO | Rachel Sandieson | 2 | Pikto Templates | My Saved Piktocharts | Featured Piktocharts

Search by title or category



Minimalist

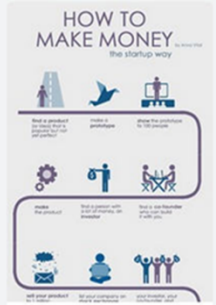
Apropos



Presenta Board

Dark 2

SXSW

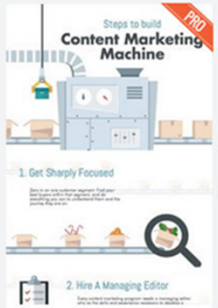


The Startup Way

Coffee Vs Tea

World Cup 2014

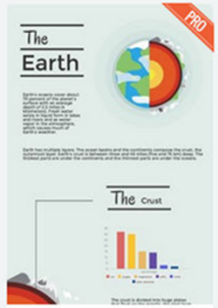
World Startup Report



Content Marketing Machine

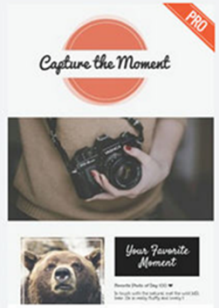
Pumpkin Spice

Agenda



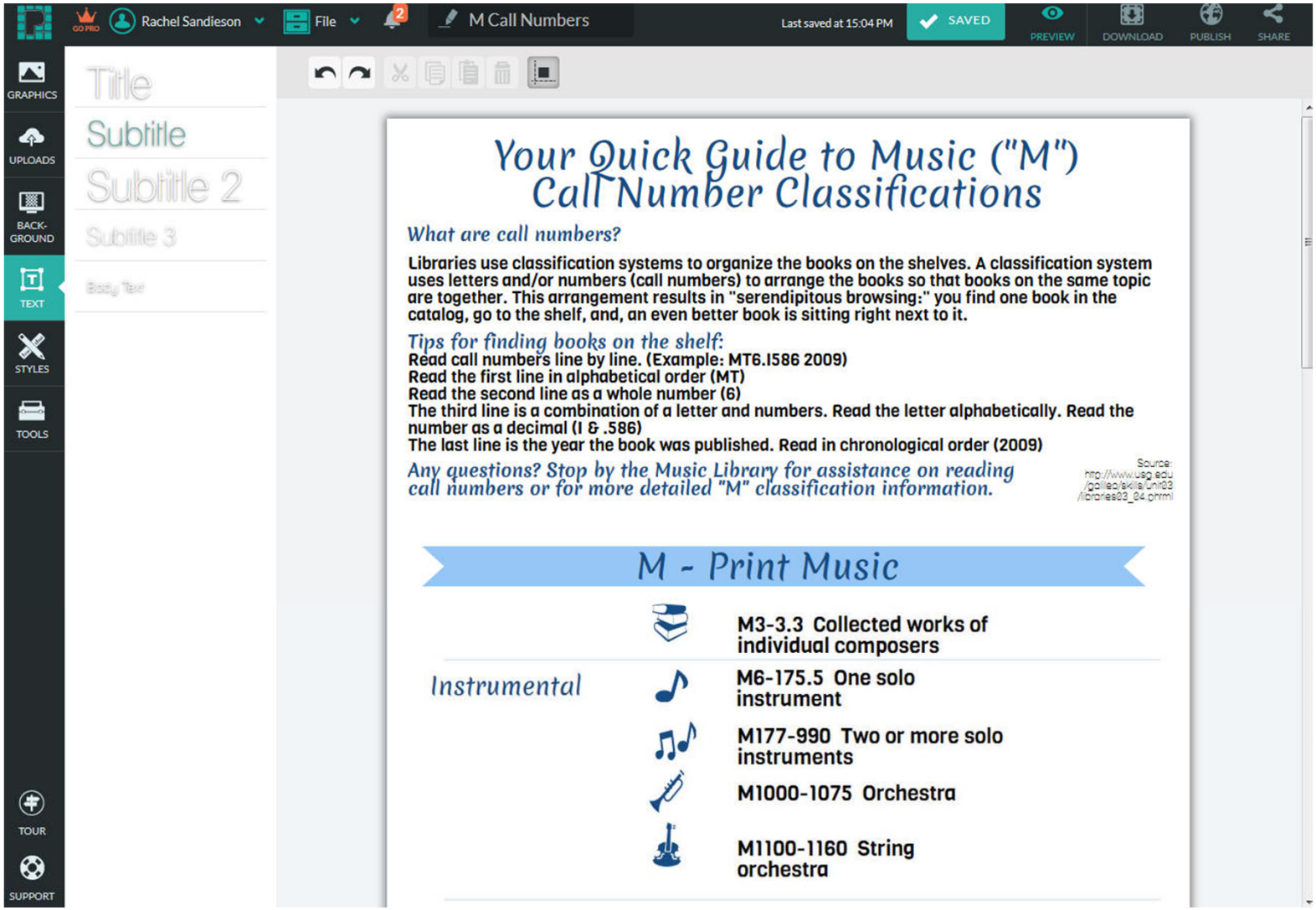
All About Earth

Stress and Health



Capture The Moment

Travel Like A Local


Rachel Sandieson
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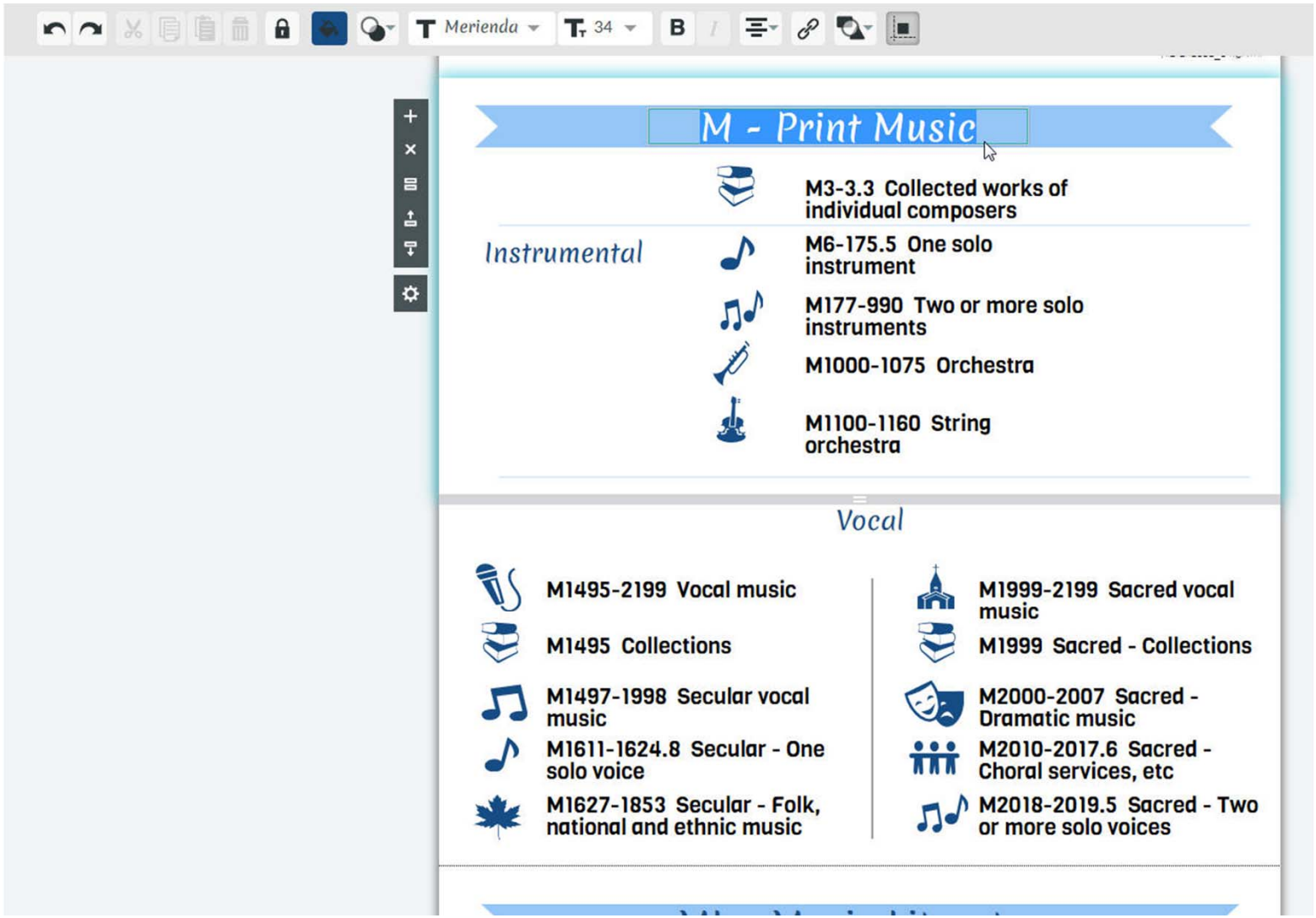
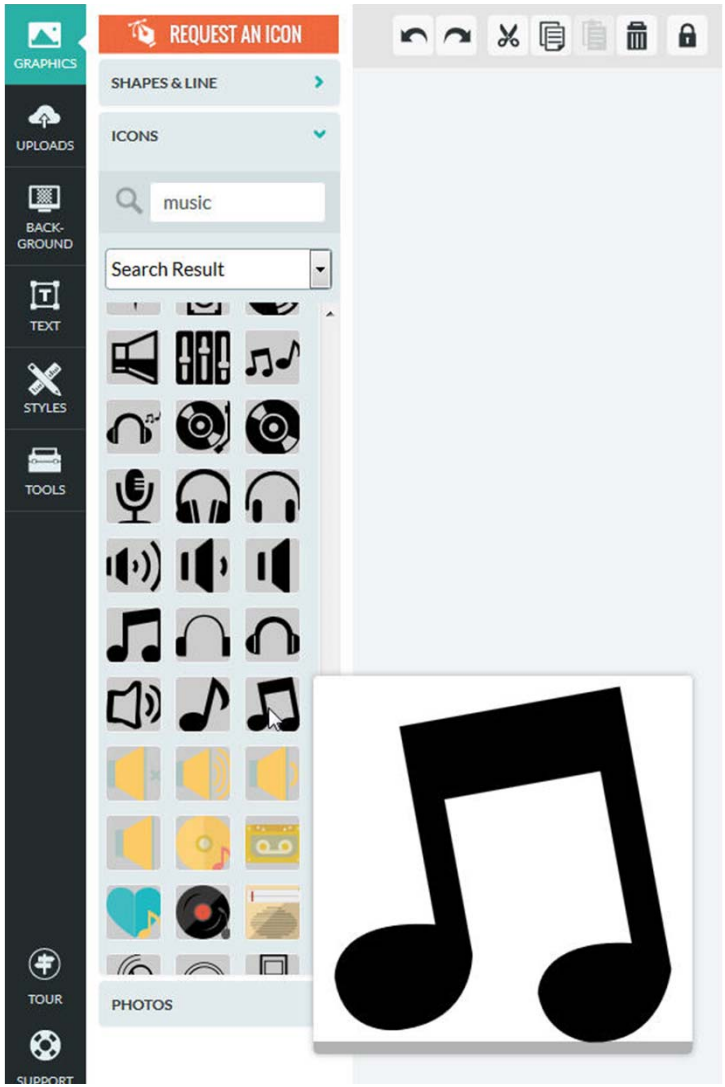
GRAPHICS
UPLOADS
BACK-GROUND
TEXT
STYLES
TOOLS
TOUR
SUPPORT
Title
Subtitle
Subtitle 2
Subtitle 3
Body Text
Your Quick Guide to Music ("M") Call Number Classifications
What are call numbers?
Libraries use classification systems to organize the books on the shelves. A classification system uses letters and/or numbers (call numbers) to arrange the books so that books on the same topic are together. This arrangement results in "serendipitous browsing:" you find one book in the catalog, go to the shelf, and, an even better book is sitting right next to it.
Tips for finding books on the shelf:
Read call numbers line by line. (Example: MT6.I586 2009)
Read the first line in alphabetical order (MT)
Read the second line as a whole number (6)
The third line is a combination of a letter and numbers. Read the letter alphabetically. Read the number as a decimal (I & .586)
The last line is the year the book was published. Read in chronological order (2009)
Any questions? Stop by the Music Library for assistance on reading call numbers or for more detailed "M" classification information.
Source:
http://www.usg.edu/galileo/skills/unit03/libraries03_04.phtml
M - Print Music
M3-3.3 Collected works of individual composers
Instrumental
M6-175.5 One solo instrument
M177-990 Two or more solo instruments
M1000-1075 Orchestra
M1100-1160 String orchestra


Merienda
34
M - Print Music
M3-3.3 Collected works of individual composers
Instrumental
M6-175.5 One solo instrument
M177-990 Two or more solo instruments
M1000-1075 Orchestra
M1100-1160 String orchestra
Vocal
M1495-2199 Vocal music
M1495 Collections
M1497-1998 Secular vocal music
M1611-1624.8 Secular - One solo voice
M1627-1853 Secular - Folk, national and ethnic music
M1999-2199 Sacred vocal music
M1999 Sacred - Collections
M2000-2007 Sacred - Dramatic music
M2010-2017.6 Sacred - Choral services, etc
M2018-2019.5 Sacred - Two or more solo voices



Vocal

- M1495-2199 Vocal music
- M1495 Collections
- M1497-1998 Secular vocal music
- M1611-1624.8 Secular - One solo voice
- M1627-1853 Secular - Folk, national and ethnic music
- M1999-2199 Sacred vocal music
- M1999 Sacred - Collections
- M2000-2007 Sacred - Dramatic music
- M2010-2017.6 Sacred - Choral services, etc
- M2018-2019.5 Sacred - Two or more solo voices

ML - Music Literature

- ML47-54.8 Librettos. Texts. Scenarios
- ML100-109 Dictionaries. Encyclopedias
- ML385-429 Biography
- ML459-1380 Instruments and instrumental music
- ML3797-3799.5 Musical research
- ML3919-3920 Moral influence of music. Therapeutic use of music

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STUDENTS

MEET THE
Book doctor extraordinaire, purveyor of periodicals
Bassist with Light of East and Allison Brown, retired violist
Espresso drinker, black
Queen of the CBO, chat ninja, marketeer
Retired flautist, pianist and ballerina
Drinker of tea, afternoon coffee
supper when naps are unavailable
Director and overall head honcho
Baritone
Former university roommate
of the Torin Chiles,
Tafelmusik
Occasional
chai tea
drinker
Reserve specialist, Captain of the Casual Assistants
Award winning in-house composer, pianist
Coffee, with a bit of skim milk
Collections Instructions
Reference Librarian
Facebook whisperer, concert informant
Vocalist with ProMusica and Bishop Cronyn Choir,
clarinetist with London Community Orchestra
Tea connoisseur, fabulous in fuchsia
Special collections handler,
Resident tweeter (@westernulibsMUS)
Ruler of the replacements
Wedding player, accompanist, mandolin dabbler
Flavoured coffee preferred, black

Staff and students at Taylor Library told us their favourite books about WWI and WWII. In honour of...

REMEMBRANCE DAY

In Flanders Fields

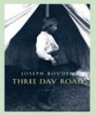
by John McCrae

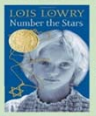
In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.

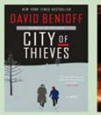
We are the Dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie
In Flanders fields.

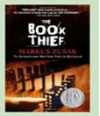
Take up our quarrel with the foe:
To you from failing hands we throw
The torch; be yours to hold it high.
If ye break faith with us who die
We shall not sleep, though poppies grow
In Flanders fields.

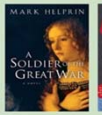
Fiction



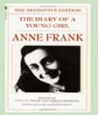


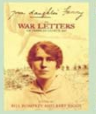


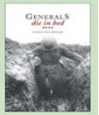




Non-fiction







All titles available at Western Libraries

Students and staff at Taylor chose to share these stories because it is truly important we remember the sacrifices made by the brave men and women who fought for us in the past, who still fight for us today and who will continue to fight for our freedom in the future. Because, as one staff member so eloquently stated, "These books still live in my memory as stark examples of what we do not want to experience and instilled the intelligence and empathy we must have towards those who have..."

Lest we forget...

Sources:

Welch, J.H. (2017) In Flanders Fields. The Canadian Encyclopedia. Historica Foundation. Retrieved from: http://www.thecanadianencyclopedia.ca/en/article/in-flanders-fields/

In Flanders Fields is the most recognized Great War poem. It was composed by Canadian soldier, John McRae, at this battlefield on May 3, 1915 during the second battle of Ypres. Retrieved from: http://www.canadiana.ca/en/

All bookcovers from http://www.librarything.com

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Fan Flower Gripped the Sun's Hands of Earth Lebanon by James McCaffrey. Adapted by Nicole Wardwick https://www.flickr.com/photos/130246901@N07/15047544ves-72059403@N04/ CC BY 2.0

Tablet designed by Brand from the thenounproject.com

Welcome to the Music Library

One of the Most Comprehensive Music Collections in North America

From books to recordings to scores and parts, the Music Library at Western University strives to meet your every music research and performance needs.

Our collection includes subject areas such as conducting (choral & instrumental), dance, music education, music history, music performance (instrumental & vocal), music theory & composition, and popular music.

Proud partner of the Don Wright Faculty of Music, we provide our users access to all of the resources available throughout the entire Western Libraries' system, both in print and online.

Special Collections

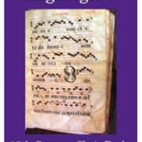
Bust of Mahler by Auguste Rodin

Western's Music Special Collections are world class, and are currently located in Western Libraries' Archives and Research Collections Centre (ARCC).

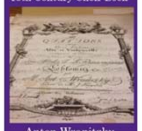
Highlights of our collections include:

- The Gustav Mahler - Alfred Rosé Collection
  Mahler and Rosé family letters, photographs, manuscripts, and memorabilia.
- The Drs. James & Margaret Whitby Collections
  Rare 18th- and 19th-C editions of chamber music scores and parts.
- The Opera Collection & The Metastasio Collection
- The Thomas Baker Collection
- The Cherubini Collection
- Cobbett Chamber Music Collection

Highlights



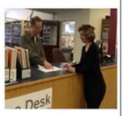
15th Century Choir Book



Anton Wranitzky Quartet, pre-1785

Great Staff & Great Service

Whether you have an in-depth reference question or need help navigating technology, our dedicated staff are always here to help. With backgrounds in music history, composition, performance, and library & information science, our staff strive to provide exceptional service to our users.



The Music Library offers in-class instruction, lunch-time essay help sessions, and online research help through our Ask-a-Librarian chat service.

Audio / Visual Collections

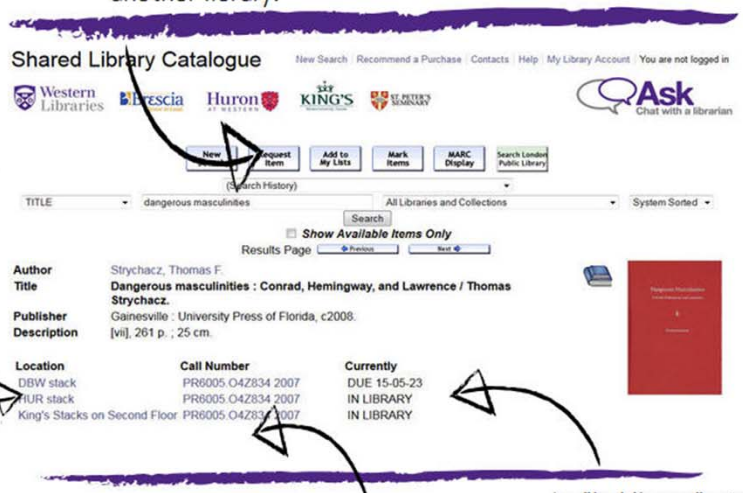
The Music Library has an extensive audio / visual collection available for our users.

For example, we subscribe to NAXOS Music Library, an online streaming service. With access to over 1.5 million tracks on NAXOS, plus over 30,000 music CDs and DVDs in the library, we're sure to have what you're looking for!

Since files save as jpg's, you can easily post them on the web as well!

Use "Request Item" to place a hold on the book, to be picked up at another library.

Location indicates the library and the section where the book can be found.



Make a note of the Call Number to find the book on the shelf.

An "In Library" status means the book is available, while "Due" means another user is borrowing it.

There are multiple providers with access.

Check the date ranges to find the provider with access to the article you're looking for.

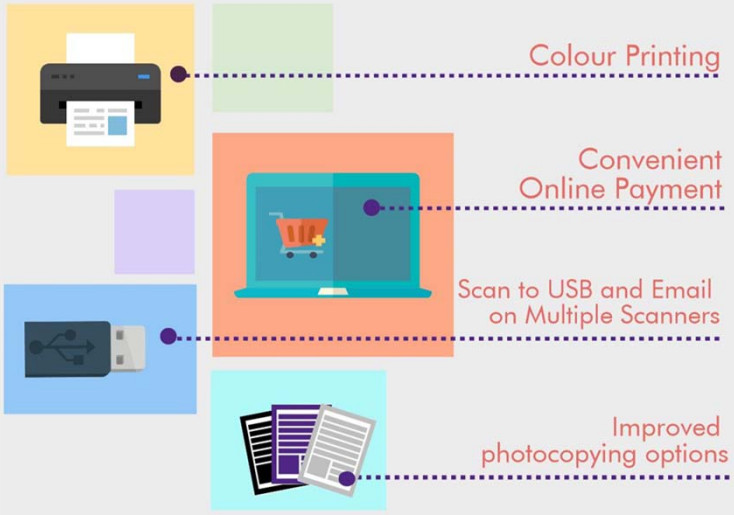
This journal is also available in print - in multiple locations.

Coming to this fall to

Western Libraries

New & Improved

Printing, Scanning and Copying

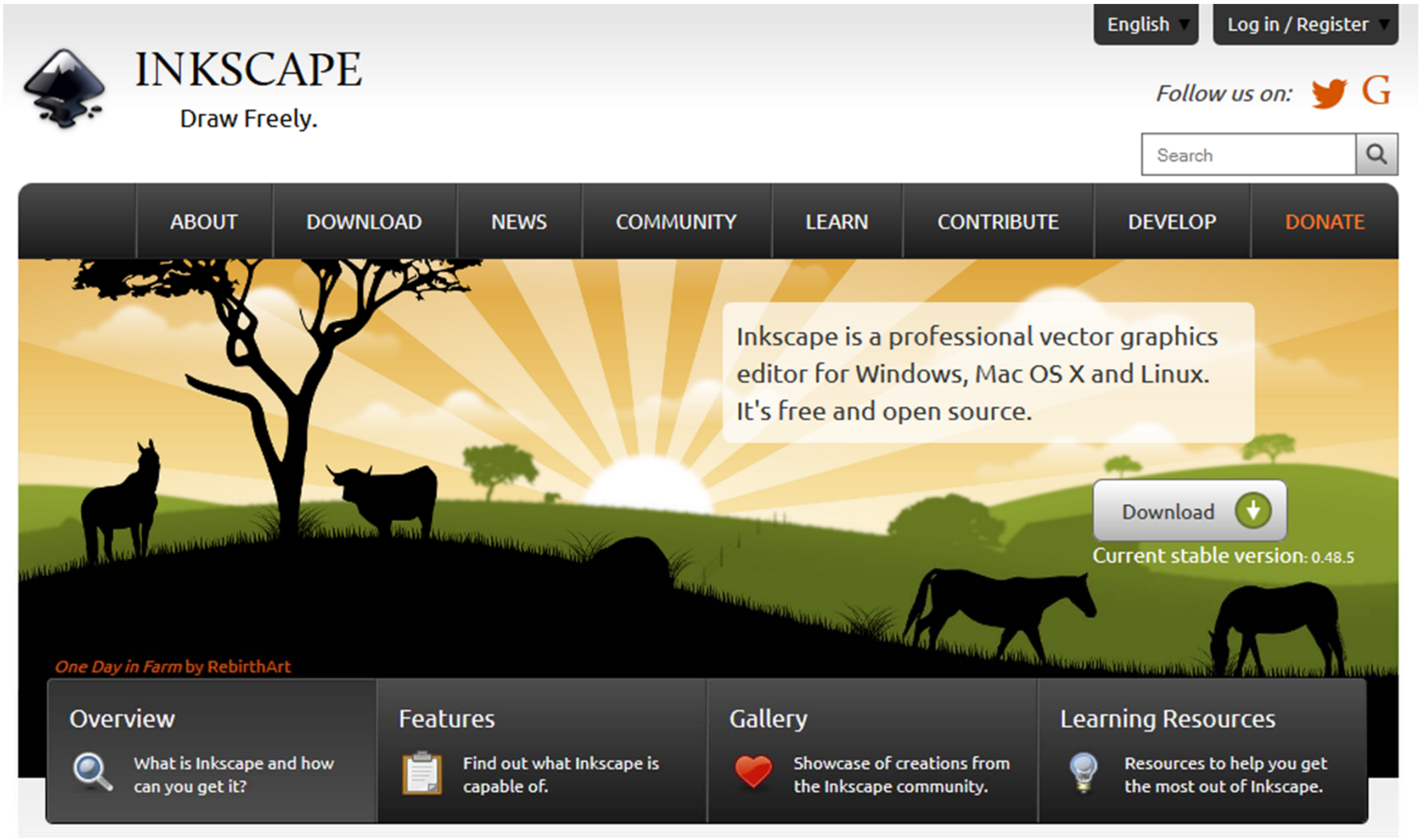


Copy Cards will no longer be accepted as a method of payment for printing and copying after August 28, 2015. To ease the transition for our users, Western Libraries will offer a one time balance transfer from your copy card to your new online printing and copying accounts. You can transfer your balance from August 28 to October 31, 2015, in the Library Business Office, 2nd Floor, The D.B. Weldon Library.

Questions, Comments or Concerns?
Contact Nicole Nolan, Acting Assitant University Librarian (AUL)
nnolan@uwo.ca OR 519-661-2111 x81441

Promoting Spaces

Inkscape and Gimp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Log in / Register
INKSCAPE
Draw Freely.
Follow us on:
Search
ABOUT
DOWNLOAD
NEWS
COMMUNITY
LEARN
CONTRIBUTE
DEVELOP
DONATE
Inkscape is a professional vector graphics editor for Windows, Mac OS X and Linux. It's free and open source.
Download
Current stable version: 0.48.5
One Day in Farm by RebirthArt
Overview
What is Inkscape and how can you get it?
Features
Find out what Inkscape is capable of.
Gallery
Showcase of creations from the Inkscape community.
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Resources to help you get the most out of Inkscape.

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Inkscape tutorials

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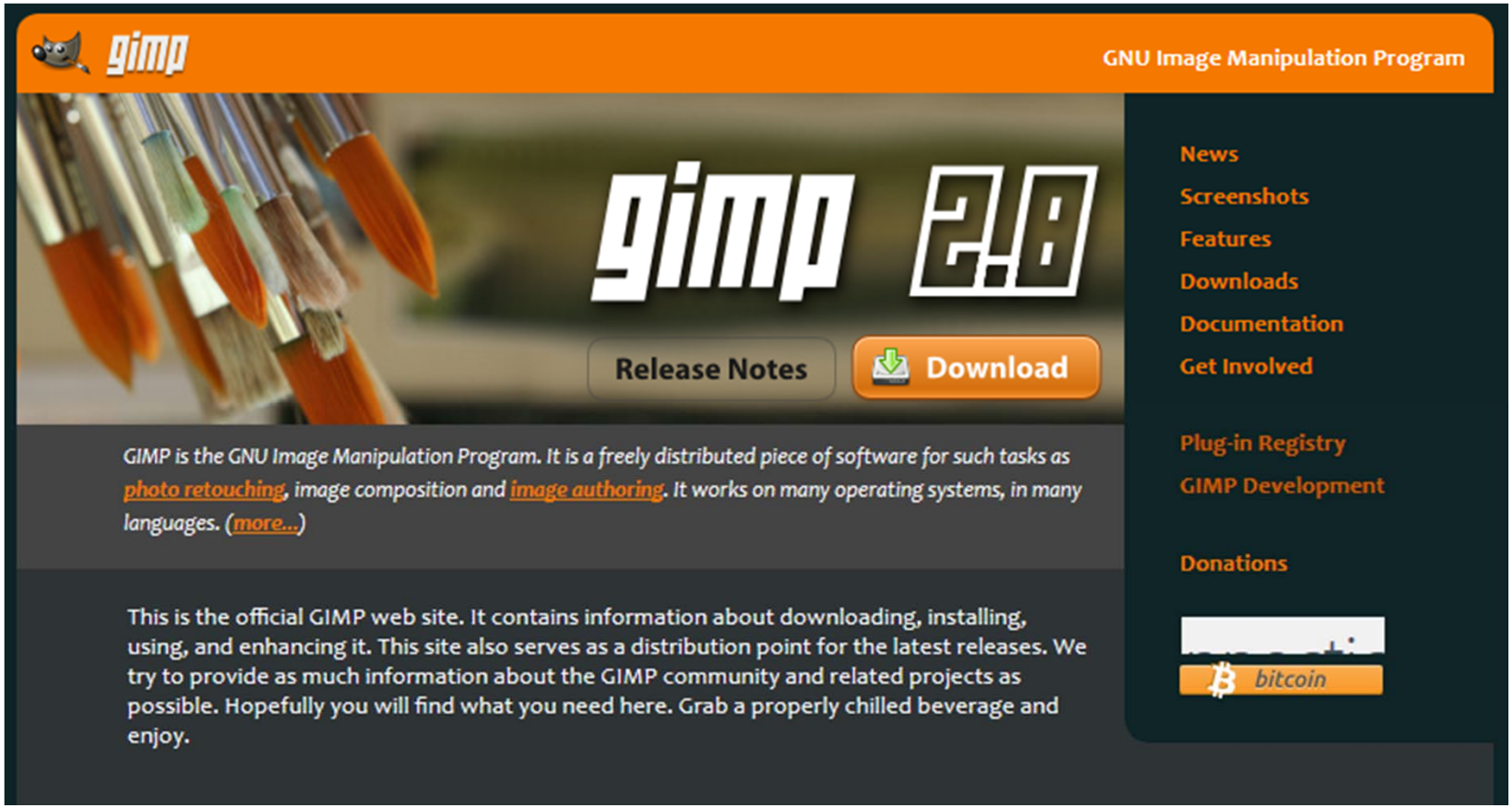
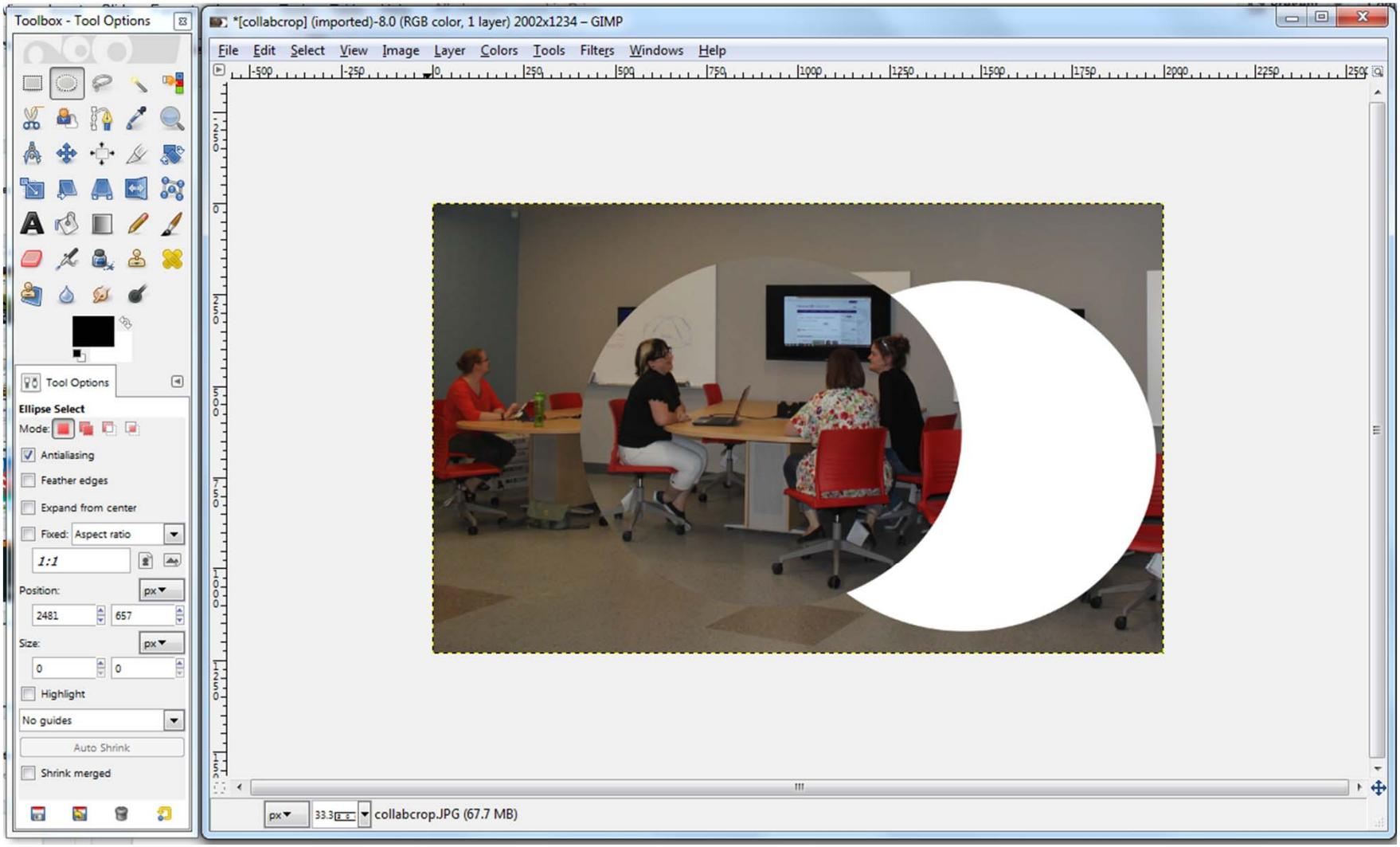
Silhouettes - using inkscape - a small tutorial

Tutorial rocket

MY rocket!


gimp
GNU Image Manipulation Program
gimp 2.8
Release Notes
Download
News
Screenshots
Features
Downloads
Documentation
Get Involved
Plug-in Registry
GIMP Development
Donations
bitcoin
GIMP is the GNU Image Manipulation Program. It is a freely distributed piece of software for such tasks as photo retouching, image composition and image authoring. It works on many operating systems, in many languages. (more...)
This is the official GIMP web site. It contains information about downloading, installing, using, and enhancing it. This site also serves as a distribution point for the latest releases. We try to provide as much information about the GIMP community and related projects as possible. Hopefully you will find what you need here. Grab a properly chilled beverage and enjoy.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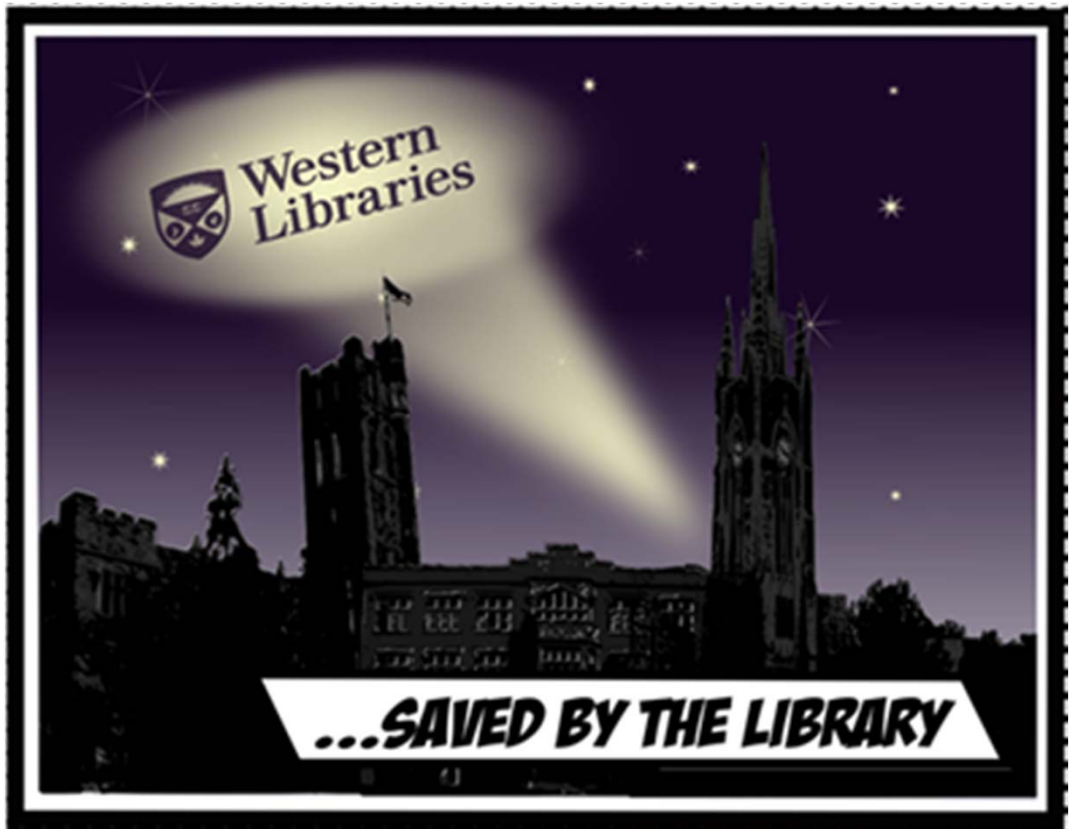
Collaborative Learning Centre

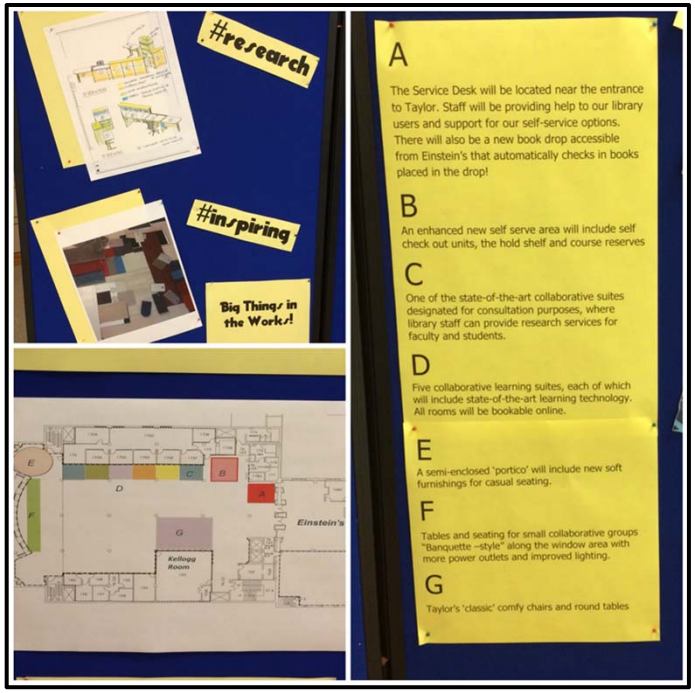
OPENING FALL 2014!


Western
Libraries
...SAVED BY THE LIBRARY

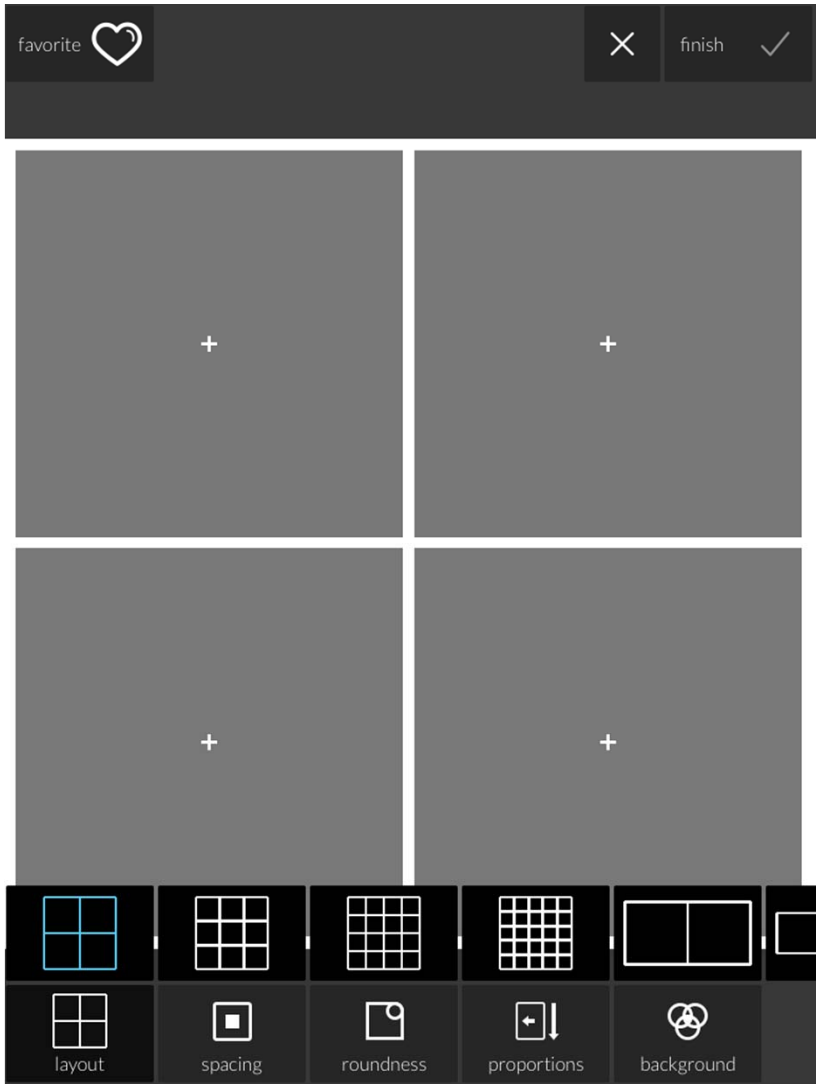
Promoting Events

Pixlr

When there's a lot going on, you may want to show multiple pictures at once.



PIXLR
DESKTOP
MOBILE
WEB APPS
BLOG
MADE WITH PIXLR
LOG IN
SIGN UP FREE
CREATE
YOUR
OWN
FREE
WEBSITE
Start Now
WIX
PIXLR
Make every moment beautiful with
our family of photo editing apps.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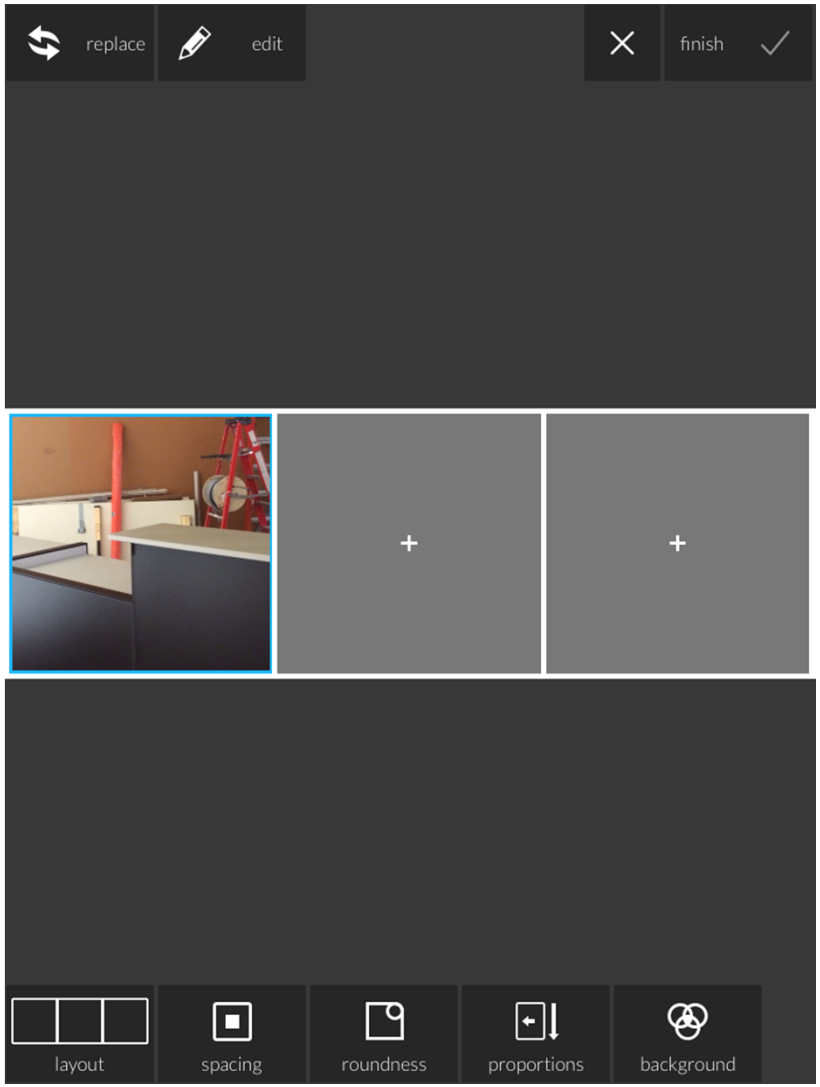
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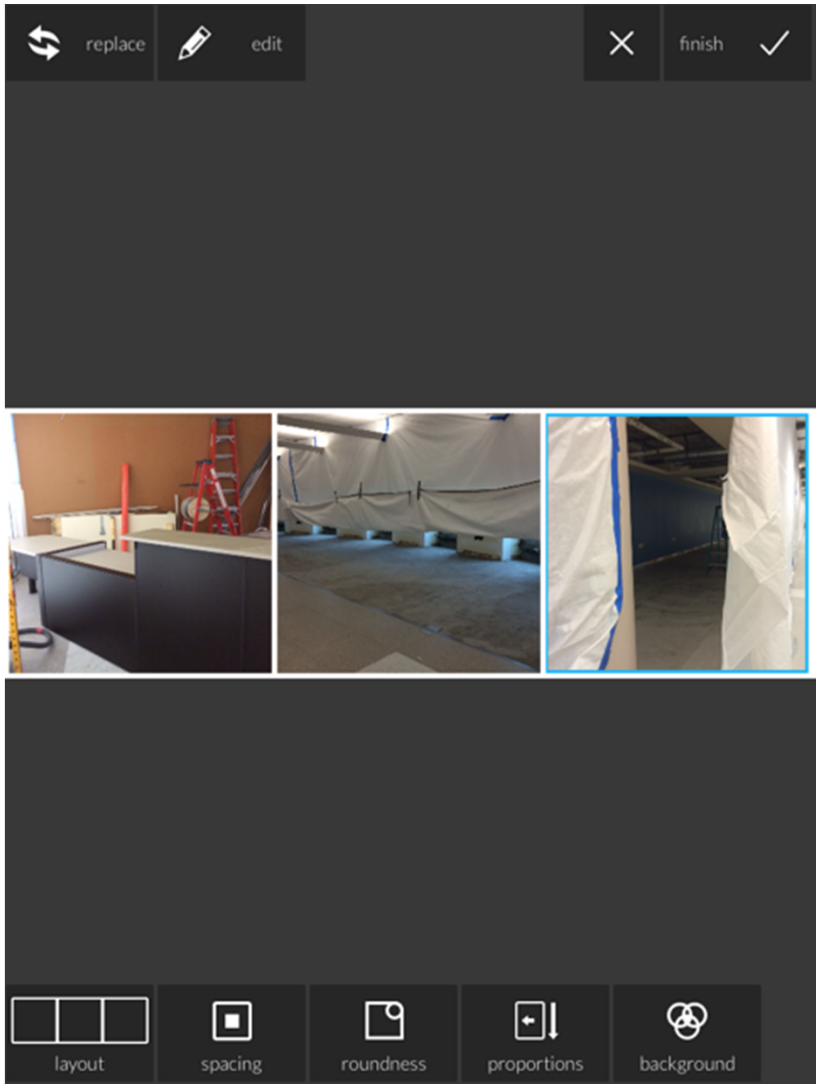
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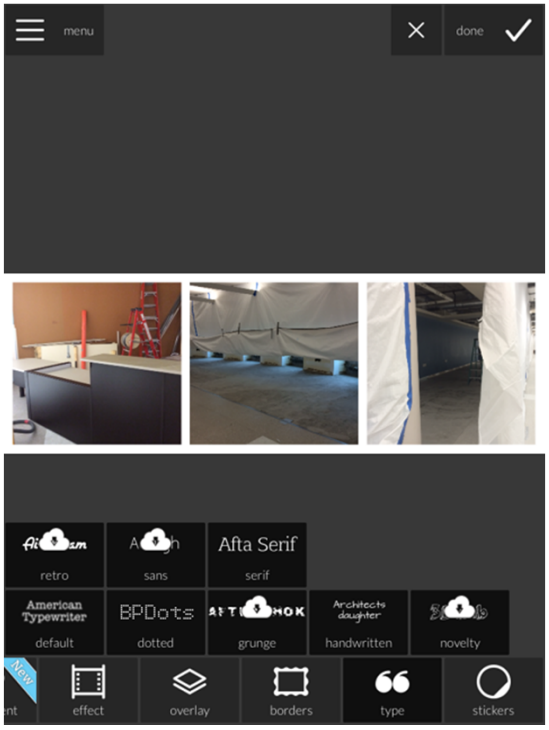
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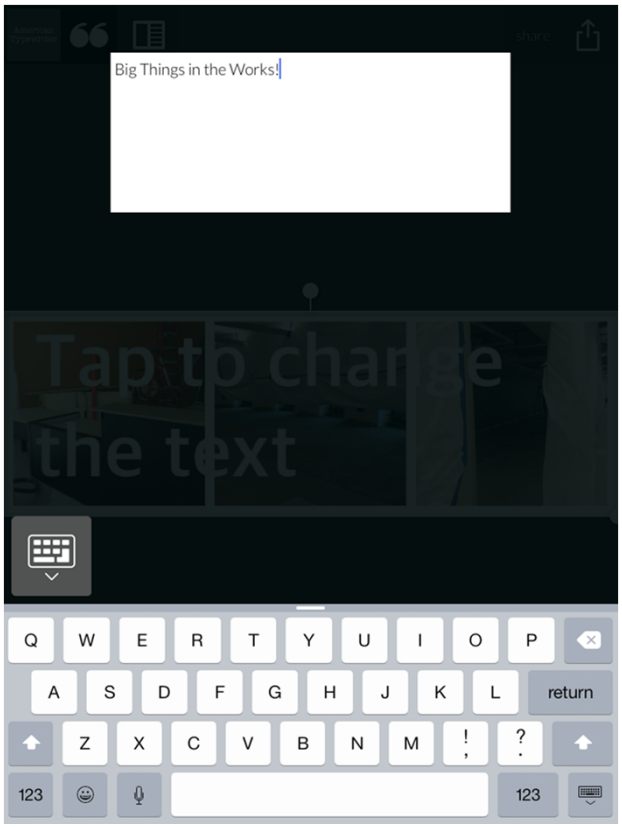
share
Big Things in the Works!
Tap to change the text
Q W E R T Y U I O P
A S D F G H J K L return
Z X C V B N M ! ? , .
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123

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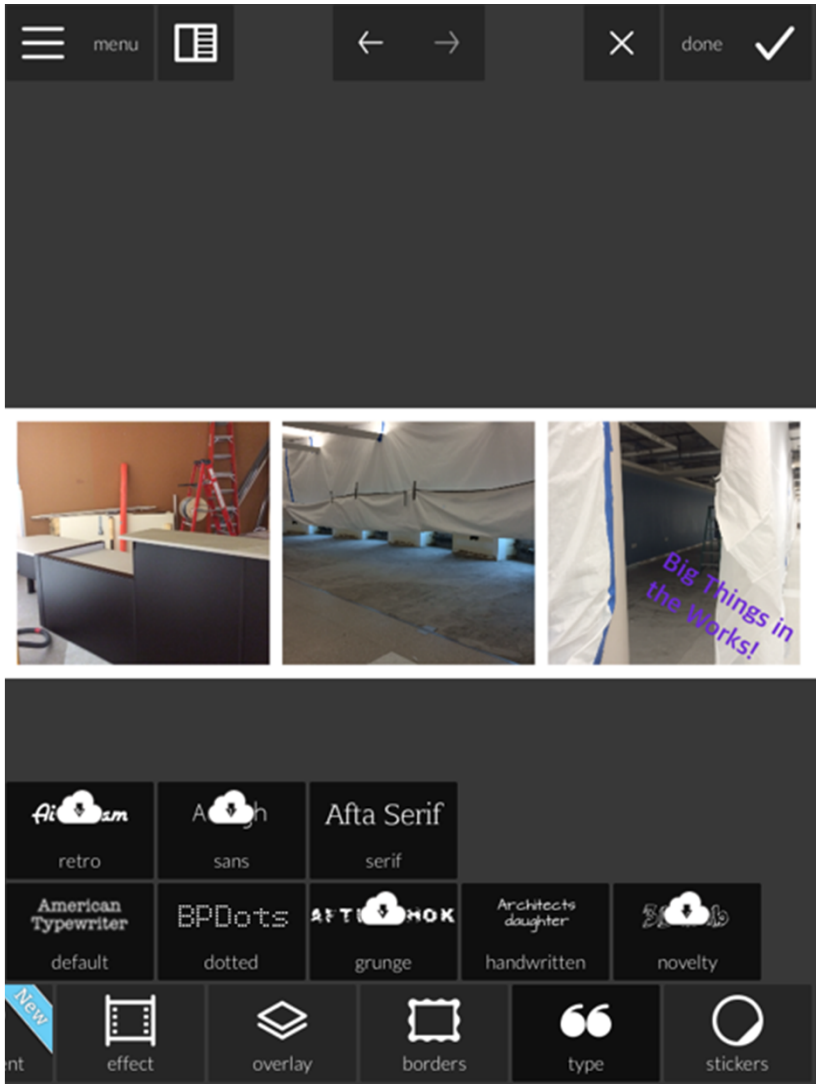
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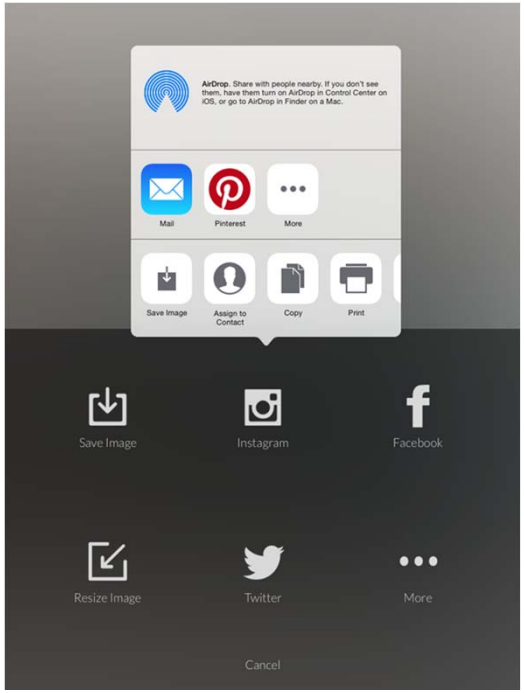
Big Things in the Works!


AirDrop. Share with people nearby. If you don't see them, have them turn on AirDrop in Control Center on iOS, or go to AirDrop in Finder on a Mac.
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Pinterest
More
Save Image
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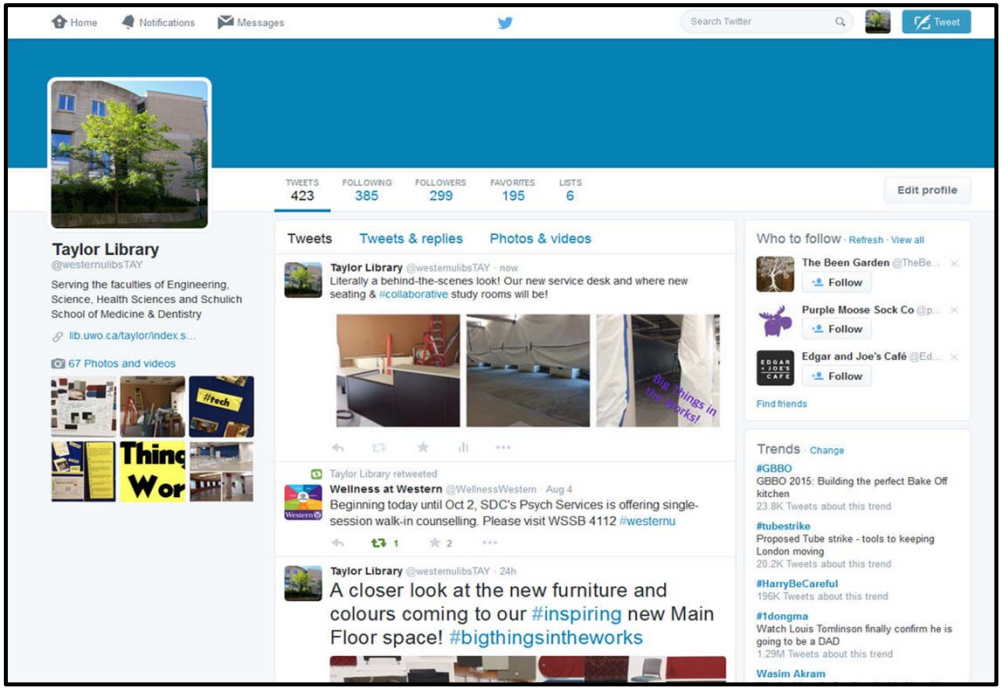
Copy
Print
Save Image
Instagram
Facebook
Resize Image
Twitter
More
Cancel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FOLLOWING 385
FOLLOWERS 299
FAVORITES 195
LISTS 6
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67 Photos and videos
Tweets
Tweets & replies
Photos & videos
Taylor Library @westernulibsTAY · now
Literally a behind-the-scenes look! Our new service desk and where new seating & #collaborative study rooms will be!
Taylor Library retweeted
Wellness at Western @WellnessWestern · Aug 4
Beginning today until Oct 2, SDC's Psych Services is offering single-session walk-in counselling. Please visit WSSB 4112 #westernu
Taylor Library @westernulibsTAY · 24h
A closer look at the new furniture and colours coming to our #inspiring new Main Floor space! #bigthingsintheworks
Who to follow · Refresh · View all
The Been Garden @TheBe...
Follow
Purple Moose Sock Co @p...
Follow
Edgar and Joe's Café @Ed...
Follow
Find friends
Trends · Change
#GBBO
GBBO 2015: Building the perfect Bake Off kitchen
23.8K Tweets about this trend
#tubestrike
Proposed Tube strike - tools to keeping London moving
20.2K Tweets about this trend
#HarryBeCareful
196K Tweets about this trend
#1dongma
Watch Louis Tomlinson finally confirm he is going to be a DAD
1.29M Tweets about this trend
Wasim Akram

Promoting Events

Just ask! Free prizes!
(no technology necessary!)

Now, how to entice students to attend our event?

Just ask!

Sustainability

HOSPITALITY SERVICES
AT WESTERN

PRIZES

WESTERN FILM
the BookStore
Western Libraries
FILM
Night Out
Western

Megaphone Created by Juan Pablo Bravo from the Noun Project.

Assessment

Just how “pumped up” were your promotions?

PowToon
COMIC Life

What does
“value” mean?

Images:
http://cdni.wired.co.uk/620x413/k_n/Like_1.jpg
http://mundodosafiliados.com/wp-content/uploads/2013/05/twitter-tools-increase-followers.png
http://www.jisc.ac.uk/blog/staff-development
https://getreferralmd.com/2011/09/referral-management-tracking-software/

Additional Readings on Assessment in Marketing

Glazer, H. “Likes” are lovely, but do they lead to more logins? (January 2012). College & Research Libraries News, 73(1), 18-2.1 Retrieved April 30, 2015, from http://crln.acrl.org/content/73/1/18.full.pdf+html

Vucovich, L. A., Gordon, V. S., Mitchell, N., & Ennis, L. A. (2013). Is the Time and Effort Worth It? One Library’s Evaluation of Using Social Networking Tools for Outreach. *Medical Reference Services Quarterly*, *32*(1), 12–25. http://doi.org/10.1080/02763869.2013.749107

Falciani-White, N., & Tomcik, L. (2015). Advertise with Confidence: Evaluating Advertising Assessment in Light of Business Best Practices. *College & Undergraduate Libraries*, *22*(1), 45–60. http://doi.org/10.1080/10691316.2013.876903

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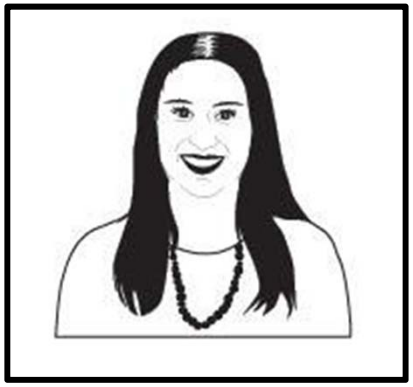
joining us today!

Have fun pumping
up your promotions!