Creativity and Exploration: Web 2.0 and Beyond--Social Marketing and Engagement at C.O.D.

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Creativity and Exploration: Web 2.0 and Beyond

Social Marketing and Engagement at C.O.D.

Jennifer Kelley
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MARIL
4 August, 2008
How can we connect to our students?
- interactive Google Map
- Chat (Trillian, Meebo & Hab.la)
- Mobile-accessible website
- RSS feeds for various blog categories
- C.O.D. Library in Facebook
- Library's Reference Bookmarks in de.icio.us
- Library's Twitter
OMG! I just got in the library!

Sssh! It's a secret.

Library Secrets
this spring
at the Library

Psst! Did you know you can... in the library?

Sssh! It's a secret.

Library Secrets
this spring
at the Library
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Library Secrets!
1:24pm Today

Are there things you don’t know about the Library? Secrets hidden in its shelves? Mysteries in its rooms? Obscure knowledge behind the desks?

You might think you know your way around our books and videos, but the Library Secrets! Librarian is here to reveal the parts, the people, the places, and the things hidden in our Library. And the best part? Every bit of this information will make your life easier. Seriously.

Every two weeks the Library Secrets! Librarian will share the latest hint or tip she’s uncovered here in the C.O.D. Library Blog. In between posts, you can find the LS! Librarian in her hideout, a classified location where you can get the latest research tips plus learn about great free software, hacks and more.

Got a secret to share or need a hint to help you through a project? Get in touch with the LS! Librarian—you can chat with her from her homepage, contact her through Facebook, or send an email to LibrarySecrets@gmail.com.
Have you ever
CENSORED
in the library?

Don’t tell! It’s a secret.

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