College of DuPage

From the SelectedWorks of Jennifer Kelley

Summer 2008

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

Jennifer Kelley, *College of DuPage*

Available at: https://works.bepress.com/jennifer_kelley/5/

Creativity and Exploration: Web 2.0 and Beyond

Social Marketing and Engagement at C.O.D.

Jennifer Kelley
College of DuPage Library
MARIL
4 August, 2008

How can we connect to our students?
photo: Ellen Sutton

- 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

COLLEGE OF DUPAGE Library

(630) 942-3364
Ask a Librarian
IM (askcod1)

C.O.D. Home | My Library Account
Search this site Go
Text: A A A A Español

Home | Library Catalog | Databases | Research | Web Sites | About Us

I Want to Find:

Books, Videos & More | Databases & Articles | Web Sites

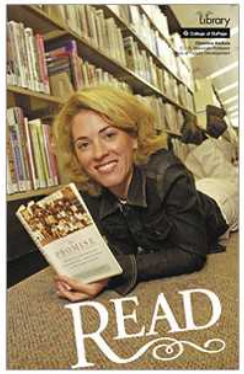
Search in the C.O.D. Library

Search Subjects for: Go

Other search options · Course reserves · Other library catalogs

Search WorldCat

Go



Library Blog: News & Events

Aug. 8: Philanthropy Center Grantseeking Primer
Aug. 13: Free Philanthropy Center Orientation
Sep. 4: Get to Know the C.O.D. Library
Sep. 10: Research Basics for Students

Break Hours & Closings, Aug. 3 - Aug. 19
Library OpenSearch Plugin
Periodical Abstracts & Wilson Select Cancelled
Summer Movies

More news

Library Services

- Request Materials
- Get a Library Card
- Borrowing Services
- For C.O.D. Faculty
- For Off-campus Students & Faculty

More services

Selected Resources

- Citing Sources
- Jobs, Careers, Colleges
- Workshops & Online Tutorials
- Philanthropy Center
- Assignment Calculator
- Copyright Information

In the Library

- New Library Materials
- Displays & Exhibits

Library Hours

Mon - Thu: 7:45 a.m. - 10 p.m.
Fri: 7:45 a.m. - 4:30 p.m.
Sat: 9 a.m. - 4:30 p.m.
Sun: Noon - 6 p.m.

Break Hours & Closings, Aug.3 - Aug. 19

Connect With Us

College of DuPage Library · Map
425 Fawell Boulevard
Glen Ellyn, IL · 60137-6599

Reference: (630) 942-3364
Circulation: (630) 942-2106

E-mail: Ask a Librarian
IM: askcod1

My Library Account

Mobile Site

Subscribe: RSS Feeds
Facebook
del.icio.us Bookmarks
Twitter

Make a Suggestion
Site Index

Safari Books Online

Online Technology Books from Safari!

LearningExpress

Practice Tests from Learning Express Library

C.O.D. Library ph

C.O.D. Library photos on flickr

Home | Library Catalog | Databases | Research | Web Sites | About Us

© 2008 College of DuPage · 425 Fawell Boulevard · Glen Ellyn, Illinois, 60137-6599 · U.S.A. · (630) 942-3364
Last updated: August 1, 2008
Send us your comments · Privacy Policy
Log in · Staff

OMG! I just got CENSORED
in the library!

Sssh! It's a secret.

Library Secrets

this spring
at the Library

College of DuPage Library

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

Sssh! It's a secret.

Library Secrets

this spring
at the Library

College of DuPage Library

twitter

Name or location | search

Home Find & Follow Settings Help Sign out

LibrarySecrets

Why pay for Photoshop when Picnik is free? Full of features & works wherever your photos are-- online or on your computer. www.picnik.com

1 day ago from web

Previous | With Others

Keep your finger on the pulse of Chicago (or NYC or SF) with EveryBlock and follow all the neighborhood news. www.everyblock.com/ 12:16 PM May 16, 2008 from web

Have you used Google Maps lately? Look for the More button to see photos and get Wikipedia info; new Edit feature, too www.maps.google.com 09:09 AM May 15, 2008 from web

Get into your online classes from your Facebook profile with Blackboard Sync http://tinyurl.com/5nu77x 09:36 AM May 14, 2008 from web

Stop bothering your friends with emails every time you want to share a link to a

About

Name LS! Librarian

Location College of DuPage, Glen Ellyn,

Web http://codlibrary...

Bio Learn all the tips and tricks about the library that nobody knows about except the Library Secrets librarian

Stats

Following	0
Followers	67
Favorites	0
Updates	19

Updates from College of DuPage Library

Back to Updates | View College of DuPage Library's Page

Displaying 4 updates.

- **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.

College of DuPage Library Blog

http://www.blog.codlibrary.org...

Library Secrets! Working hard to get you the info you need, when you need it.

Have you ever

CENSORED in the library?

Don't tell! It's a secret.

Library Secrets

Now in the Library Blog
http://blog.codlibrary.org/

COLLEGE OF DUPAGE Library

This week's Library Secret

...Get a Room...

Keep it to yourself

http://blog.codlibrary.org/

COLLEGE OF DUPAGE Library

LIBRARIAN
12 TEMPORARY TATTOOS
The Library Is Full
of $ecrets
Are You Listening?
OMG! I just got
in the library!
Library Secrets!
College of DuPage Library
Follow in Facebook & Twitter
Are You Listening?