



owning your online identity: curating your professional online presence

melanie parlette-stewart, MLIS
blended learning librarian

mparlett@uoguelph.ca

@mparstew

what i'm going to talk about

- Building + owning your online identity
- Tips + tools for social media + online portfolios



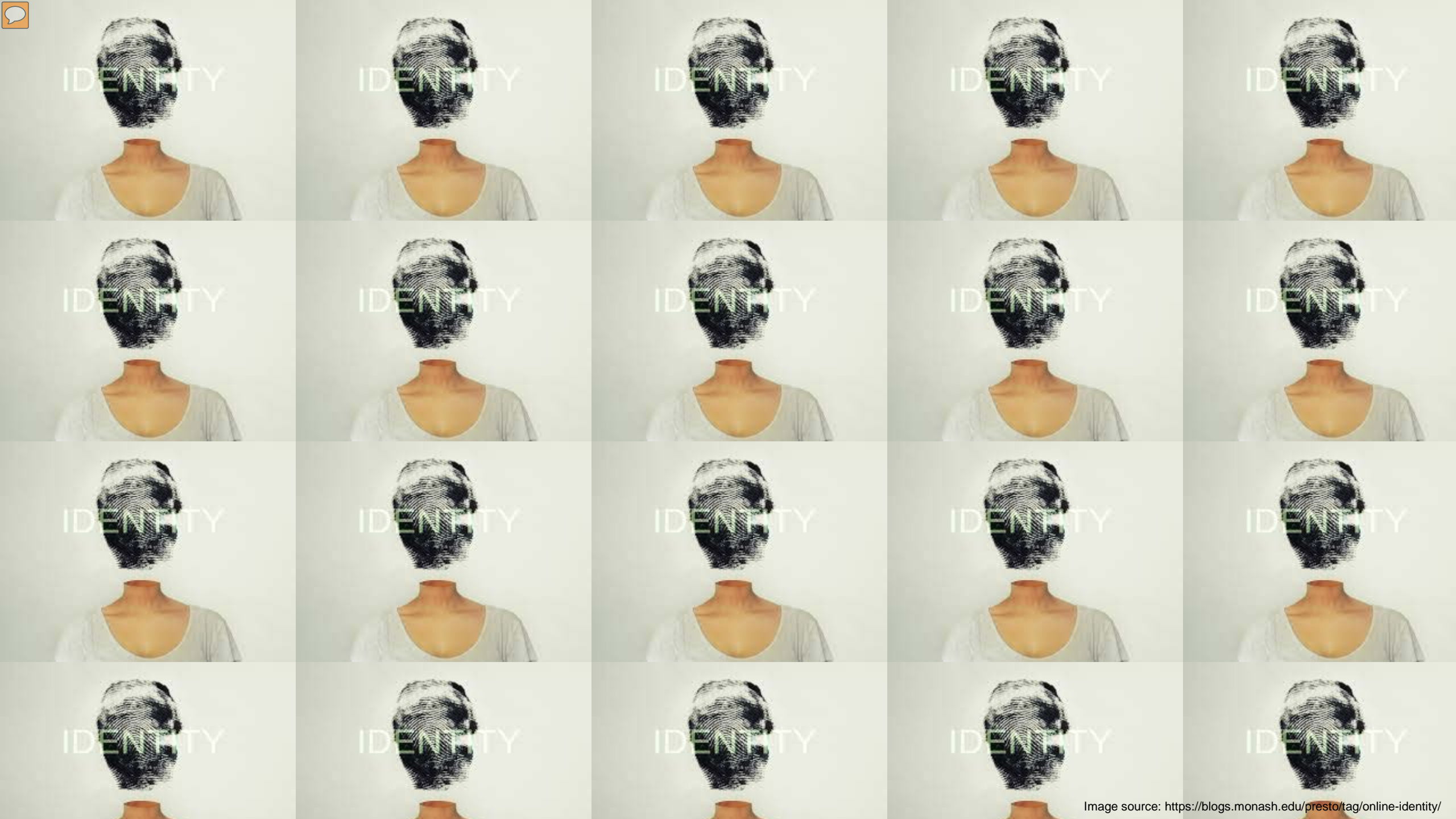
WHY SOCIAL MEDIA?





[Video: Social Media Revolution 2015 #Socialnomics](#)














my social media story



 icq





melliegirl@yahoo.com





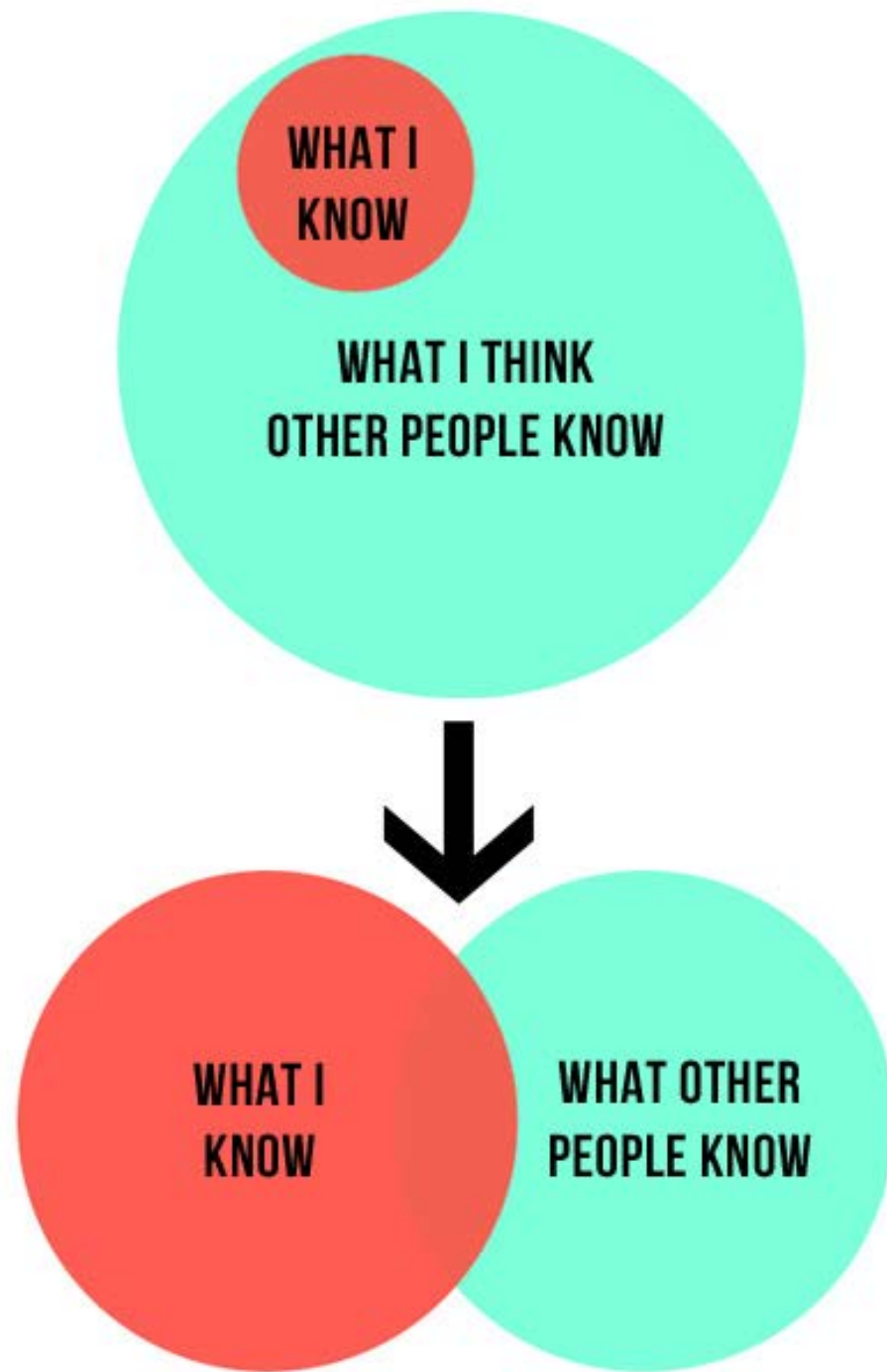
melanie.parlettestewart@gmail.com



Tip:

**get a professional
looking personal
email address**

*(if you don't already have
one)*







be true
to who
you are

WT
LW

a record of library fashion

[About](#) [Submissions](#)

16 Sep

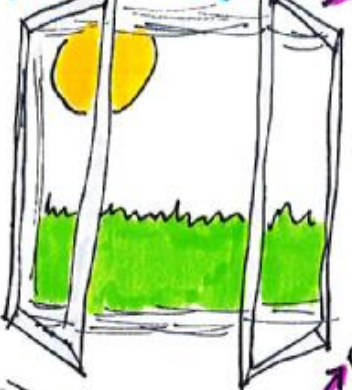


Striped Scarf #whatthelibrarianwore

"Because I'm the kind of girl who fantasizes about being trapped in a library overnight."

— Rainbow Rowell, *Fangirl*

A new Day



More → teaching agility
→ "stepping up"
↓
powerful complex focus assessments
learning

E-magine the Possibilities!

The Role of the Library in E-learning

@oaktreemob
Megan Oakleaf
#WILU2014

Learner + Learner Analytics → BIG DATA
HIGHER EDUCATION



re-envisioned info lit
good practice (teaching)
#rigorous
pedagogy + assessment
#applied

Old is NEW

Assessment Management Systems

What is the library's role?
online assessment



How will we know?
Student Engagement
Student Learning Outcomes
Student Retention



Get away teaching
Challenge: Operationalize
LO to students + faculty



Authority is constructed + contextual scholarship is a conversation
Research as Inquiry
Process searching is strategic

Outcome



Pedagogy

Problem

Librarians don't know how to look for student jobs, interactions, outcomes
Instructional design

Tools Methods Techniques
WILU2014
Flipped classrooms
tutorials learning objects

Learning Management Systems
Discussion is written
Reporting tools

Artifacts submitted electronically
Games

E-publishing tools for student assignments
online citation mgmt
accessibility policies

What else?

community building (+ outreach)
Active learning
Assignment + Curriculum Design

Rubrics



How will we know when we get there?



Value of Academic Libraries
see: "Are they learning?" (Oakleaf, 2011)

Where are we going?

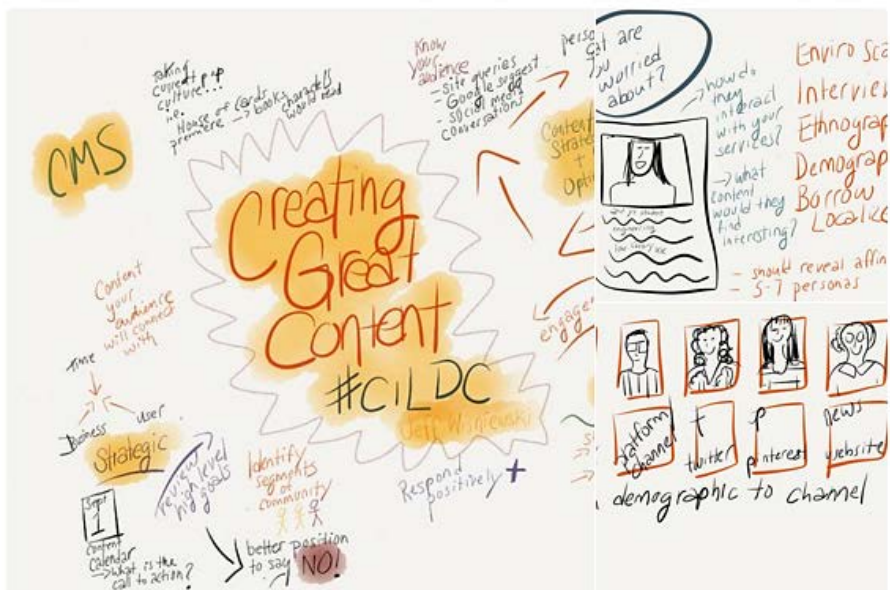
@melanie_sarah



MPS

@mparstew

Content strategy and optimization #cil2015 #cildc



RETWEETS 3 LIKES 6



5:17 PM - 27 Apr 2015



MPS

@mparstew

Mindmapping fun #rapidshowandtell #elearnlib



RETWEETS 5 LIKES 7



1:57 PM - 14 Nov 2014



Becoming Blended

Adventures in Social Media
#InsideOCULA



Source: Milky - Digital Innovation, The Noun Project

The University of Guelph Library uses a social media

#RecommendedReading

I love a good list!

Check out the [2015 Top 100 Tools for Learning](#)

The Obvious:

- [Twitter](#)
- [YouTube](#)
- [Google Docs /Drive](#)

My favs:

- [PowToon](#)
- [Google Scholar](#)
- [Evernote](#)
- [IFTTT](#)

I want to try:

- [Kahoot](#)
- [SoftChalk](#)
- [Explain Everything](#)
- [VideoScribe](#)



Dec 02, 2015

#RecommendedReading

This article caught my eye: [Five Ways Online Learning is Enabling Change in Post-Secondary Education](#)

I'm particularly interested in ways that we can encourage community among learners by taking advantage of existing tools (#2). I also think that #4 is on point - I like the idea of having content presented in a variety of ways and at different levels.

[#eLearning](#) [#online learning](#) [#libraries](#) [#librarians](#)
[#academic libraries](#) [#higher education](#) [#highered](#)




Dec 01, 2015

Twine for Beginners
#elearnlib

TWINEFORBEGINNERS

This year at the [eLearning Symposium](#). Lindsey



Melanie Parlette-Stewart

Guelph, ON - melanieparlettewart.com - f t


book reading. fashion loving craft making. blended learning librarian.
www.whatthelibrarianwore.tumblr.com

60 boards 8.8k Pins 90 likes 841 followers 720 following

FIT workout exercises tinsl HAIR I'd luv to kiss ya but I NAIL S I believe in m

Instagram

Search




mparstew EDIT PROFILE

Melanie Parlette Stewart i have an irrational fear of wasting a good outfit on an insignificant day. #whatthelibrarianwore whatthelibrarianwore.tumblr.com

952 posts 253 followers 681 following

Melanie Parlette-Stewart

Email Me



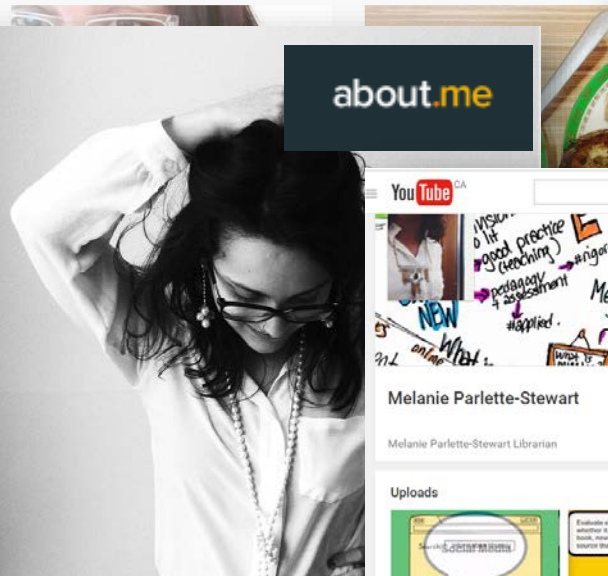
I'm an academic librarian who is passionate about information literacy, student engagement and blended learning using social tools. I have a Bachelors In Political Studies and History (Trent) and a Masters In Library and Information Studies (Dalhousie).

I currently work as the Blended Learning Librarian for the University of Guelph.


I am present on Facebook, Twitter, LinkedIn, Slideshare and Pinterest. Feel free to connect.

Guelph, Ontario
Canada
University Of Guelph
Dalhousie University Trent University
Librarian - MLIS

melanieparlettewart.com



LinkedIn



Melanie Parlette-Stewart 467 connections

Blended Learning Librarian at the University of Guelph
Guelph, Ontario, Canada | Higher Education

Current University of Guelph
Previous Conestoga College Institute of Technology and Advanced Learning, Dalhousie University, RBC, Dalhousie University

Education Dalhousie University
Recommendations 5 people have recommended Melanie

Join LinkedIn and access Melanie's full profile. It's free!

As a LinkedIn member, you'll join 400 million other professionals who are sharing connections, ideas, and opportunities.

- See who you know in common
- Get introduced
- Contact Melanie directly

View Melanie's Full Profile

Summary

I'm an academic engagement.

Experience

Blended Learning Librarian
University of Guelph
May 2013 - Present

YouTube

Melanie Parlette-Stewart

Melanie Parlette-Stewart Librarian

Uploads

Google+ G+

Melanie Parlette-Stewart

Timeline About Friends Photos More

Etsy

Photos

Melanie Parlette-Stewart updated 7 January at 17:54

Melanie Parlette-Stewart

About Me C.V. Publications + Presentations Portfolio Contact

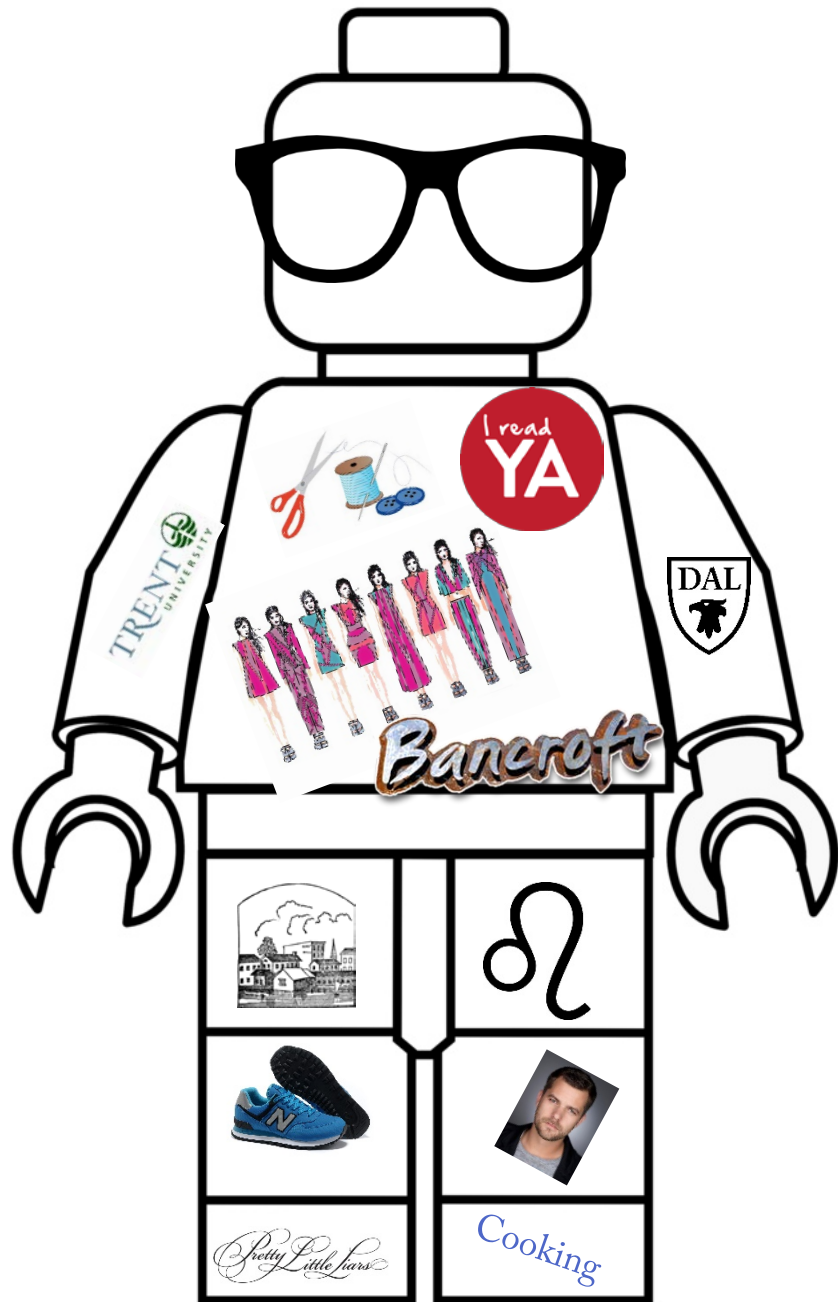
Melanie Parlette-Stewart. Here you'll find my résumé, publications, presentations, and more. I work professionally at "what the librarian wore" (here) and personally at "what the librarian wore" (here).

Twitter, LinkedIn, Slideshare, YouTube and Pinterest. Feel free to connect.



Excuse me, but who are you?

"The Personal Me"

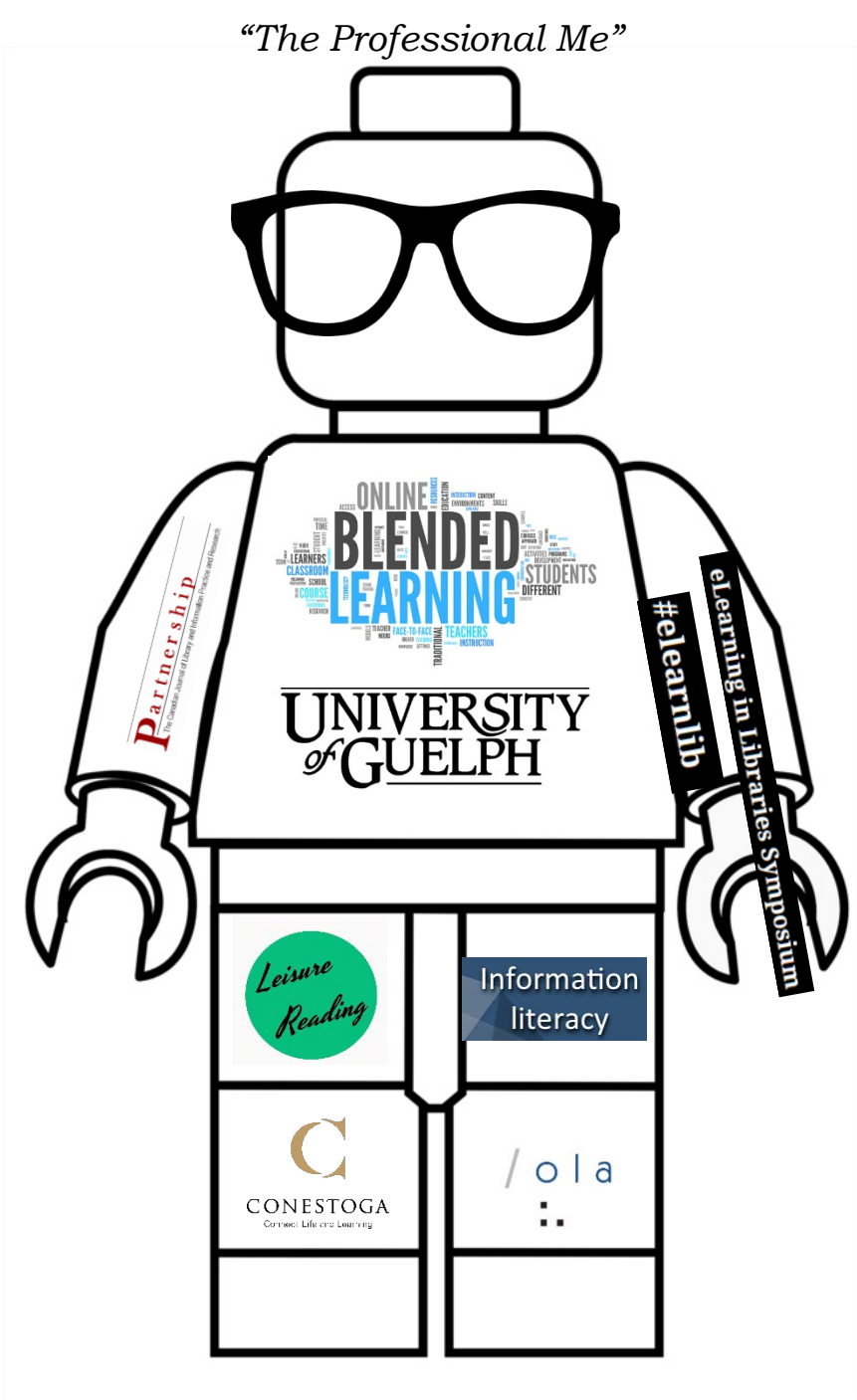


- *What do you enjoy?*
- *What are your hobbies?*
- *What groups are you a part of?*
- *What's your personal style?*
- *Do you have kids? Pets? A Partner?*
- *What tv shows / books /movies do you enjoy?*

3 Minutes

- *Where do you work / want to work?*
- *What is your job?*
- *What are your research interests?*
- *What type of professional development are you interested in?*
- *What associations are you a part of?*

Activity B





what does Google know about you?





AUDIT



Social Network / Website	URL	Notes	Last Activity	Last Checked

Where
are you
online?

#1
Create a Social
Media
Spreadsheet
(Optional)

About 8,980 results (0.52 seconds)

Melanie Parlette-Stewart | Library - University of Guelph

www.lib.uoguelph.ca/about/staff/melanie_parlette-stewart

Melanie Parlette-Stewart. Blended Learning Librarian. **Melanie Parlette-Stewart.** Team: Learning & Curriculum Support. Sub Team: Information Literacy.

Melanie Parlette-Stewart

<https://melanieparlettstewart.wordpress.com/>

Welcome to the online space of **Melanie Parlette-Stewart.** Here you'll find my résumé, publications + presentations and project examples. I blog professionally at ...

Images for melanie parlette-stewart

Report images



More images for melanie parlette-stewart

Melanie Parlette-Stewart | LinkedIn

<https://ca.linkedin.com/in/melanieparlette>

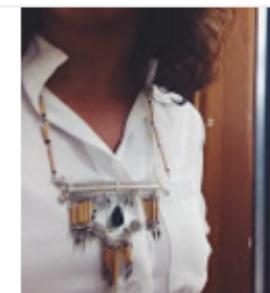
Guelph, Ontario, Canada - Blended Learning Librarian at the University of Guelph -



From Google Contacts
Only you can see this result

Melanie Parlette-Stewart

Update your profile



Blended Learning Librarian at University of Guelph
Attended Dalhousie University
Lives in Guelph, ON, Canada

Home: melanie.parlette@uoguelph.ca

Other: melanie.parlette@uoguelph.ca

Other: mparlett@uoguelph.ca





**One of these things is
not like the other....**

- ✓ Profile
 - Photos/Avatars
- ✓ Cover Photos
- ✓ Bio
- ✓ Descriptions
- ✓ URLs

#4

Are they on
brand?

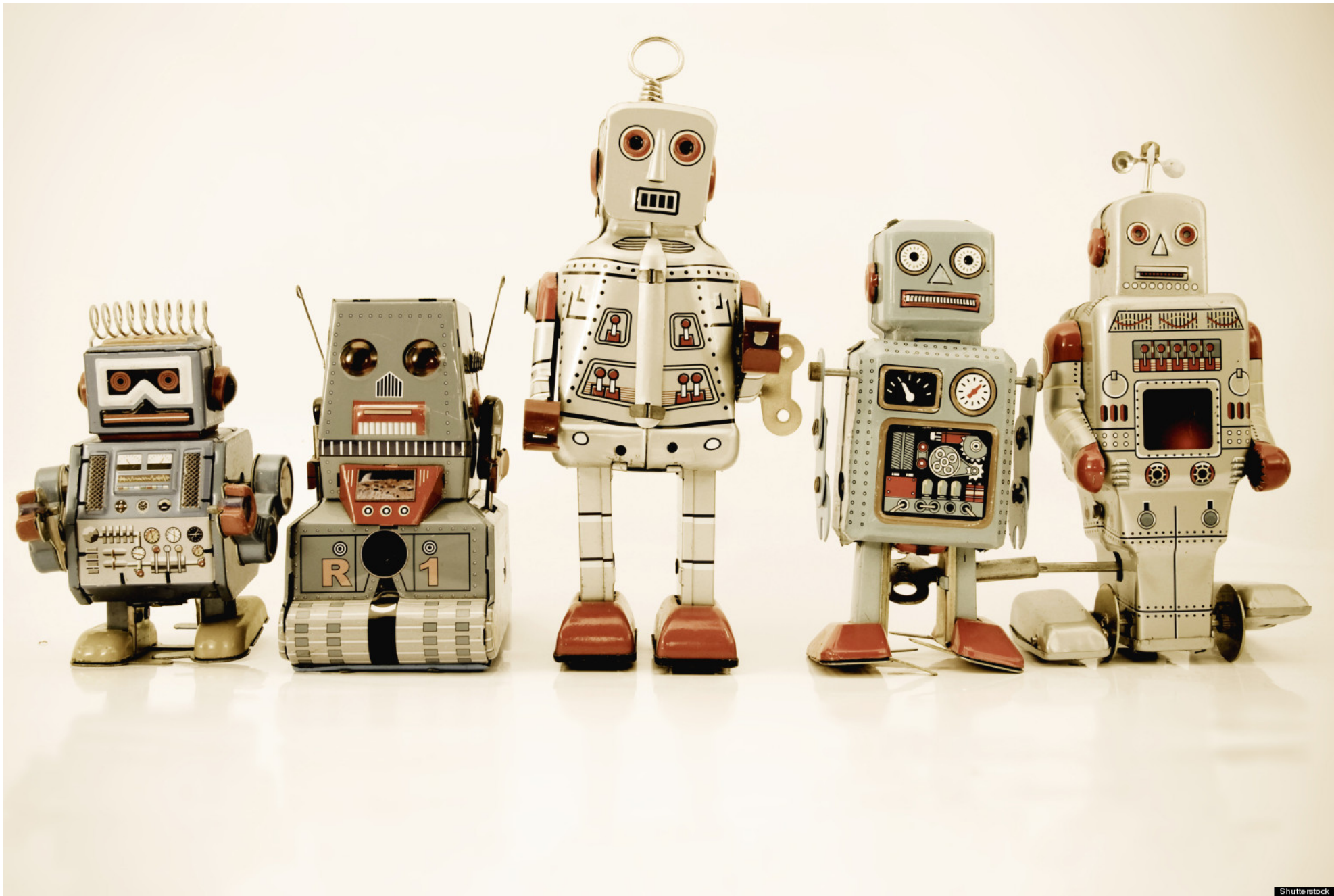


- ✓ Avoid getting hacked
- ✓ Check easily





building your digital identity



Shutterstock



ONE SIZE DOES
NOT FIT ALL





[Video: My Digital Stamp & Digital Legacy](#)





Status Photo/Video Life Event

What's on your mind?

Your friends; Except: Restricted

Camera Person+ Emotions Location Guelph x Time Friends Post

Who should see this?

- Public
Anyone on or off Facebook
- ✓ Friends
Your friends on Facebook
- Only Me
Only Me
- More Options

Melanie Parlette-Stewart s
17 hrs · Friends

This is amazing!

WIRED
19 hrs · Public

Where is this magical place and a (me)



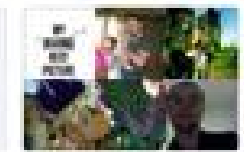
Lev Detrez

reface.m

Update Info View Activity

- Creative at Famous
- Studied Communication & Multimedia Design at ...
- Knows Dutch, English, French, Sarcasm (Fluent)
- From Antwerp, Belgium

About



Friends 549



Photos 61



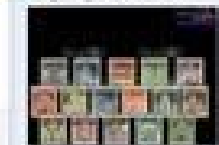
Map 1



Likes 243

- Now
- August
- July
- 2011
- 2010
- 2000s
- Born

Sponsored Boutique collectionneur fr.prophila.com



Vente de Timbres, Monnaies, Bilets, Accessoires de Leuchtturm, Lindner...

Dublin Web

ALA Think Tank
Public Group

Discussion Members Events Photos Files

Search this group

Write Post Add Photo/Video Create poll Add File

Write something...

RECENT ACTIVITY

Nina McHale 3 hrs

Inspiration from a chiropractic office's billboard this morning: WHAT'S HOLDING YOU BACK FROM ACHIEVING YOUR BIGGEST GOAL? (All caps to simulate marquee letters.) Well, ALATT? Responses can be about professional or personal goals.

Like Comment Share

3 people like this.

View 24 more comments

Cecilia M. Preston Knowledge
Like · Reply · 5 mins

Daniel Glauber Video Games
Like · Reply · 3 · 5 mins
1 Reply

Jeff Gallant Agency. (Basically "money," but at a fundamental level.)
Like · Reply · Just now · Edited

Write a comment...

ADD MEMBERS

+ Enter name or email address...

MEMBERS 16,538 members (567 new)

Invites by Email

DESCRIPTION

librarians! social media's space for them! we...
See More

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates. **Create group**

RECENT GROUP PHOTOS See all

CREATE NEW GROUPS

Chat (Off)

Groups

- [ALA Think Tank](#)
- [Programming Librarian Interest Group](#)
- [Library Employee Support Network](#)
- [Storytime Underground](#)
- [Teen Librarians](#)
- [Library Management Group](#)

Pages

- [Ontario Library Association](#)
- [Ontario Association of Library Technicians](#)
- [Goodwill Librarian](#)
- Your Local Libraries



16:01



Profile



Twitter 
@twitter



1 772
TWEETS

131
FOLLOWING

30,5M
FOLLOWERS



 **Follow**



Twitter @twitt





Ellen DeGeneres 

@TheEllenShow

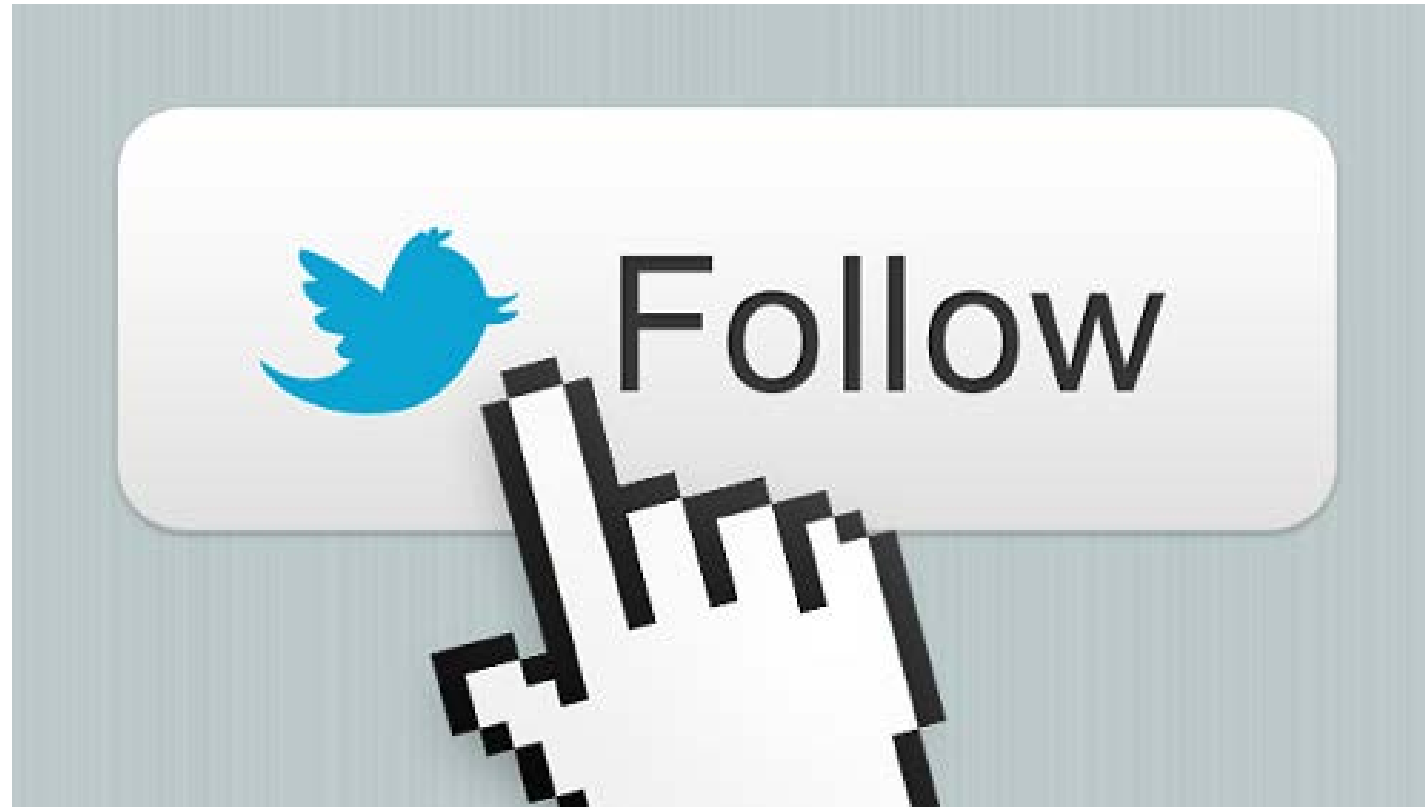


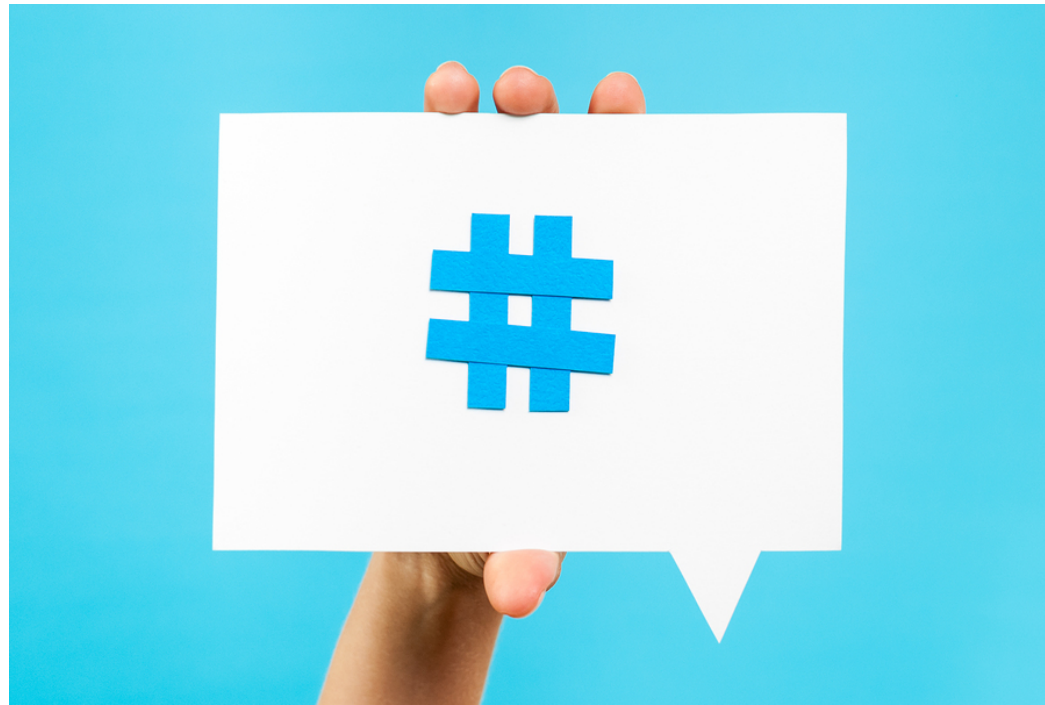
Tis my first twitt-er. Or tweet? Twit? Or tweet?
"Twit or tweet everybody." Is this anything?

3:03 PM - 10 Mar 2009

391 RETWEETS **704** FAVORITES







Some hashtags to follow (+ participate in!):

- **#libchat** – general librarianship
- **#critlib** – critical pedagogy
- **#tlchat** – teacher librarians
- **#edchat** – educators of all types
- **#inaljchat** – job hunting
- Check your conferences! (i.e. **#OLASC16**)
- **#Saturdaylibrarian**
#librarianproblems **#fridayreads**
#librarylife **#bookface** **#tbt** (for fun!)
- **#LoveMyLibrary**



Pinterest



Summer grilling

All categories



Everything

All pins, in one place!



Popular

What's trending



Animals



Architecture



Pinterest



Make cute and easy up-cycled DIY mood lighting from old cans! Great craft inspiration for summer parti...



Sonika Matta inspirations



Karen Walker Will and Grace | karen walker | Tumblr



Annoushqa



i just love WILL & GRACE. karen walker is damn funny



Annoushqa Will and Grace -...



chunky



Charani Kayina accessories



Charitarth Una... Object Pho...



Edit...



Charitarth Unagar Photography Tag



Added by Charitarth Un...



CHariTarTH UNaGaR PHoToGRaPHY



Added by Charitarth Un...



Stone



Added by Charitarth Un...



Door Handlock

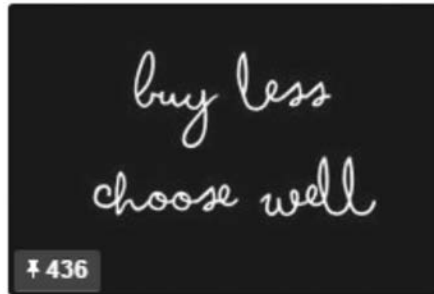


Added by Charitarth Un...



Cups of Tea

QUOTE. inspire me [quotes ...



Edit

TECH. hacks, wallpapers, etc.



Edit

EDU. Great videos



Edit

EDU. Infographics Tools. 



Edit

READ



Edit

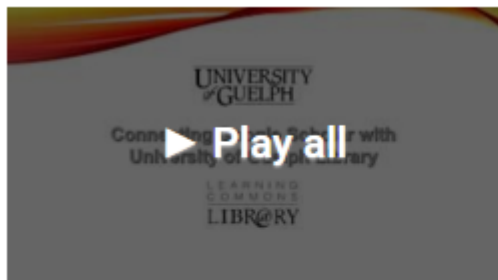
EDU. Sketchnotes



Edit







"How do I . . ."



| UoGLibrary • 37 videos • 3,468 views • Last updated on Jan 13, 2016

Add a description

Play all

Share

Playlist settings

Add videos

-
- | | | | |
|---|--|-----------------------------------------------------------------------------------------------|------|
| 1 | | Connecting Google Scholar with University of Guelph Library
by UoGLibrary | 1:36 |
| 2 | | Photocopy at the University of Guelph Library
by UoGLibrary | 1:12 |
| 3 | | Get it! Guelph: Get the full-text at the University of Guelph Library
by UoGLibrary | 2:35 |
| 4 | | Print at the University of Guelph Library
by UoGLibrary | 1:57 |
| 5 | | How to Read an Article
by UoGLibrary | 2:17 |
-



Library Instruction - Video Portfolio



Melanie Parlette-Stewart • 8 videos • 11 views • Last updated on Apr 13, 2015

[▶ Play all](#) [◀ Share](#) [+ Save](#)



1

Introduction to Scholarly Communication
by Melanie Parlette-Stewart

2:55



2

How to Read a Call Number
by Melanie Parlette-Stewart

2:39



3

Thinking Critically About Data
by Melanie Parlette-Stewart

3:52



4

What is Data?
by Melanie Parlette-Stewart

3:11



5

Primo Tips: How to Request Items
by Melanie Parlette-Stewart

1:27



6

Primo Tips: How to Renew Library Items Online at the University of Guelph Library
by Melanie Parlette-Stewart

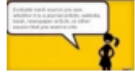
1:52



7

Copyright for Students at the University of Guelph Library
by Melanie Parlette-Stewart

2:42



8

Evaluating Sources
by Melanie Parlette-Stewart

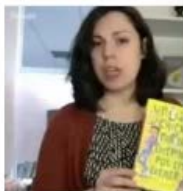
3:22



#BookTalk

Home Videos Playlists Channels About

Latest Videos - Book talk

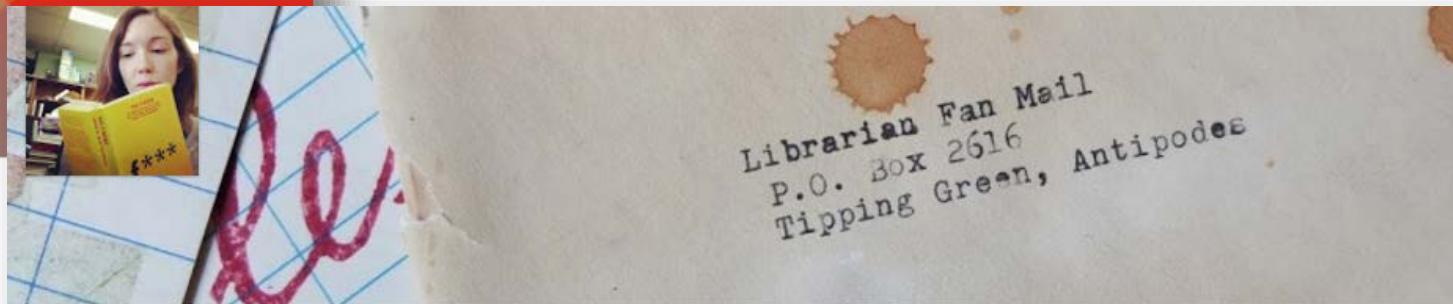


CheckedOutShow

Home Videos Playlists Channels Discussion About



#WeekendReads - May 18, 2014
464 views · 1 year ago
Links to stuff:
BOOK DEPOSITORY: <http://www.bookdepository.com/>
SUBBLIME: <http://subblime.com/checked...>
TWITTER: <https://twitter.com/Checked...>
GOODREADS: <http://goodreads.com/checke...>
Love,
Brooke



librarianfanmail

ts Channels Discussion About



Pacific Edge by Kim Stanley Robinson
483 views · 3 months ago


Goodreads: How do I work this thing?
1,153 views · 4 months ago

#AhabAugust; Or, Moby-Dick was much weirder than I expected.
726 views · 4 months ago



**Customize your public profile URL
(easy to share)**

in PREMIUM Search for people, jobs, companies, and more... Advanced 19



Tim Priebe PREMIUM

Pretty Cool Boss Man at T&S Web Design

Oklahoma City, Oklahoma Area | Internet

Current T&S Web Design, NSA Oklahoma, Oklahoma Professional Sales Association
 Previous Oklahoma Christian University, Eastern Oklahoma County Technology Center, Edmond Young Professionals
 Education Oklahoma Christian University


[Complete your profile](#) [Edit Profile](#)

500+ connections

www.linkedin.com/in/timpriebe/ Contact Info

in Search for people, jobs, companies, and more... Advanced Business Services Upgrade

Home Profile Connections Jobs Interests



Kate Chan PREMIUM 1st

Senior Product Manager at Acme Co.
 San Francisco Bay Area | Software

Current: Senior Product Manager
 Previous: Microsoft, Google
 Education: Art Center College of Design

[Send a message](#)

471 connections


Relationship Contact Info colleagues

Background

People Similar to Kate

Home Profile Connections Jobs Interests Business Services Upgrade

BRANDING SALES WEB SITE SOCIAL MEDIA PRODUCT ADVERTISING



Christian Moritz, MBA PREMIUM

Proven VP Sales, Brand Marketing, P&L Product Management, SaaS, E-commerce, Membership, Media, Communication, LinkedIn

Washington, District Of Columbia | Marketing and Advertising

Current Sodexo, LinkedIn Profile Writing Services
 Previous National Association of Manufacturers - NAM, PepsiCo, Choice Hotels
 Education University of Pittsburgh - Joseph M. Katz Graduate School of Business

[Complete your profile](#) [Edit](#)

500+ connections

www.linkedin.com/in/productmarketing1/ Contact Info

STRATEGY RESEARCH



E-evaluating the Impact of Face-to-Face and Online Information Literacy and Writing Skills Instruction Using a Mixed Methods Research Design

Workshop for Instruction in Library Use (WILU)

May 2014

Conference Presentation

4 authors



Melanie Parlette-Stewart

Blended Learning Librarian at the Univ...



Karen P. Nicholson

Manager, Information Literacy, Universi...



Kim Garwood

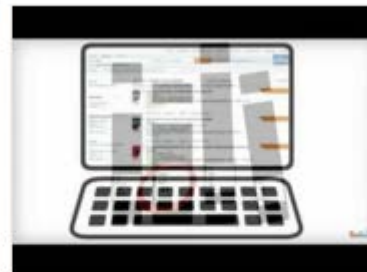
Manager, Writing Services at University...



Trent Tucker



E-magine the Possibilitie...



How to Read a Call Number



Copyright for Students at...



My Groups

Discover



Today's highlights

A personalized selection of conversations from your groups

Sample groups . . .

- eLearning Industry
- **EDUCAUSE**
- **SILIP**
- **American Library Association**
- **Internet Librarian**
- **Library and Information Research Methods**
- **Information Science and LIS**
- **e-Learning Advocates**
- **Library and Information Technicians**
- **Job Skills for Future Library Careers**
- **Alumni Associations**



Tip:
Add people you
meet at
workshops +
conferences





WORDPRESS



Blogger™

tumblr.

FRIDAY, JANUARY 8, 2016

So You Want to Be a Reference Librarian

So, YOU WANT TO BE A Reference
Tip #1: Know your

We here at the 5 Minute Librarian try to write for every type of librarian, from children's services through academia, and everything in between. We know that the world of librarianship is vast and varied, and we are but three people. As such

SEARCH THIS BLOG

Search

SOCIAL MEDIA ICONS



POPULAR POSTS

So You Want to Be a Reference Librarian

Designer Librarian

A blog about instructional design and technology in libraries.

BIO PRESENTATIONS PUBLICATIONS IDT JOBS IN LIBRARIES

Analyzing the Knowledge Practices of the ACRL Framework (Part II)

© JANUARY 26, 2016

LEAVE A COMMENT

For this post, I delved into the "Information Creation as a Process" frame. Again, I found that most of the knowledge practices were written more like cognitive processes.

In fact, others have made that **same observation**, which is what led me to examine the ACRL Framework knowledge practices more closely. It also led me to research by Karl Maton, who is developing a framework for analyzing knowledge practices called legitimation code theory. I am currently reading his book, [Knowledge and Knowers, Towards a Realist Sociology of Education](#) (I plan to use his work as a basis for my dissertation research).

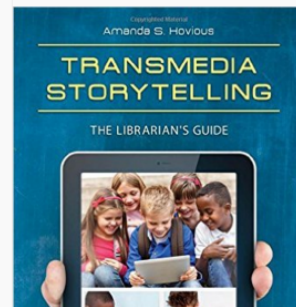
Anyway, here is Part II, analysis of the "Information Creation as a Process" frame. Notice that I use the terms activity and community of practice throughout. This was intentional (I'll go into further discussion of why when I have completed the analysis of all the frames).

Information Creation as a Process

Follow Me



Now Available!



Blogs to Check Out:

- [5 Min Librarian](#)
- [Library Hat](#)
- [In the Library with the Lead Pipe](#)
- [The Travelin' Librarian](#)
- [The Unquiet Librarian](#)
- [Meghan Ecclestone](#)
- [Awful Library Books](#)
- [Unshelved](#)
- [Librarian Problems](#)
- [Information Wants to Be Free](#)
- [Librarian.net](#)
- [Tame the Web](#)
- [Free Range Librarian](#)
- [Designer Librarian](#)



website
/
portfolio



Resume

**Academic
+ Work
History**

Publications

**Presentations
+ Projects**

Images

What do you want to include?

- What is your goal?

Choose your tool

- Some free options:
 - WordPress
 - Wix
 - SquareSpace
 - Tumblr

Curate and layout the content

- Keep it simple
- Think about navigation

THINK LIKE A

STARTUP

Think like a startup.

Libraries are evolving. We need new models, new metrics, and a new mindset in order to help our users thrive. This paper introduces startup thinking for academic libraries looking to shape the future.

*The academic library can become a place for **experiences**. The future isn't simply about digitizing our collections, but rather, it is about **providing, encouraging, and staging** new types of learning encounters.*

— from *Marketing Today's Academic Library*, ALA Editions

Meghan Ecclestone

Keepin' it real in Library Land

HOME

BLOG

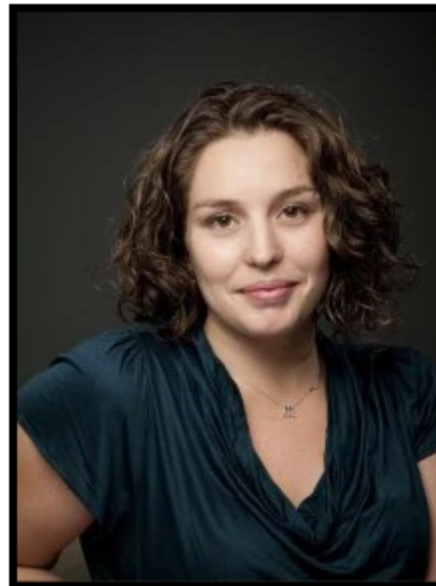
PRESENTATIONS

RESUME

TEACHING STATEMENT



About Me



Hi, I'm Meg! Welcome.

I use this space to explore library stuff. I'm especially interested in learning about information literacy and its place among academic literacies, learning commons stuff, and educational technologies. I'm also known for a few political screeds now and then.


I'm a Learning Commons Librarian Vancouver Island University, a small education-focused school in Nanaimo,

British Columbia. VIU, and my house are located on the traditional territories of the Snuneymuxw First Nation, the Tla'amin First Nation, the Snaw-naw-as First Nation and the Cowichan Tribes, and I thank them for allowing me to work, live,

FOLLOW ME ON TWITTER!

Tweets

 **holly wood** @girlziplocked 1h
Public education is not free job training for corporations.
Public education is the vehicle of human liberation.
Retweeted by Meg Ecclestone
Expand

 **Meg Ecclestone** @mjeclestone 2h
I would like to go on record saying that I do not like brutalist architecture and do not care about it's preservation. Thank you.
Expand

Jennifer Peters

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Conferences/Webinars

Professional Service

Publications

Honours

D.I.Y. Skincare Workshops

Contact



I am the Teaching and Learning Technologies Librarian at Seneca College Libraries.

So, what the heck is that? Well, in a day I might shoot and edit videos for the library's instruction program, build online tutorials for students or employees, assist faculty with using library resources in Blackboard, consult with faculty who want to assign digital projects, teach students and faculty how to create instructional videos or digital stories, or maybe teach students about copyright. I am also part of a team who offers elearning training to all Seneca faculty.

In other words, I do a lot of fun stuff!

SEPTEMBER 20, 2010

Welcome!

Welcome to my ePortfolio. You can learn a little about the work I do and/or contact me for more information.

Check out this graphic for a top-down view of the Teaching and Learning Technologies Librarian at Seneca:



Twitter



elearnlib
@elearnlib

16 Nov

A great big thank you to all who attended the #elearnlib symposium! Materials continue to be uploaded to the site: elearninginlibraries.wordpress.com

Retweeted by Jennifer Peters

Expand



Zack Osborne
@zackosborne

6 Nov



<http://mjdelia.com/>

[Blog](#)

[About](#)

[C.V.](#)

[Book](#)

[Library Marketing \(FREE\)](#)

[Creative Commons](#)

[Reading List](#)

OLA Live: Interview

Published February 2, 2014 conferences, libraries [Leave a Comment](#)

Tags: libraries, OLA Live, Ontario Library Association SuperConference 2014, startups

Here's the interview I did with Erik Boekesteijn at the OLA SuperConference. We had a great conversation. You should also check out what he's doing with [This Week in Libraries](#).



search

go

Twitter Updates

RT @GuelphChamber: Calling all Guelph entrepreneurs! @cbcdragon is holding auditions in Guelph February 10! cbc.ca/dragonsden/aud... 1 day ago

RT @msmelmills: WL' Seeks (Up to Three!) Associate Chief Librarians. This is *far* too exciting. #westernulibs uwo.ca/facultyrelatio... (2/2) 1 day ago

IBM's Got a Plan to Bring Design Thinking to Big Business wired.com/2016/01/ibms-g... via @WIRED 5 days ago

RT @uglibrary: Help! We need student reps to shape our Learning Commons Digital Strategy bit.ly/1Ph8QGa #resumebooster <https://t.c...> 6 days ago

RT @UoG_Business: Congrats to the #UofG DECA team, who won nine medals at provincials this past weekend. #Waytogo twitter.com/DECAUGUELPH/st... 1 week ago

RT @ProfTucker: Gone is the old-model lecture hall, with fixed podium and chairs... #DesignThinking universityaffairs.ca/features/featu...

Michael Steeleworthy, MLIS

LIBRARIES, ETC.

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Contact Me



I'm the Data Librarian at the Wilfrid Laurier University Library in Waterloo and Brantford, Ontario. I am responsible for the Library's growing data management programme, which means that I help faculty, students, and community members collect, manage, preserve, and publish their research data. As the Statistics Canada Data Liberation Initiative (DLI) coordinator on campus, I also help researchers discover, access, and use scholarly, government, and private data sets in their research.

I can be contacted at Laurier [here](#), or personally [here](#).

LIKE THIS:

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general tips







if  then 

Post new YouTube videos to Facebook Page



created about 19 hours ago
never triggered

if  then 

Tweet new posts from the LS Spain Trip blog



created March 13, 2012
last triggered March 21, 2012
triggered 5x

if  then 

Post Model UN blog to PT Facebook Page



created January 19, 2012
last triggered February 13, 2012
triggered 8x



hootsuite™

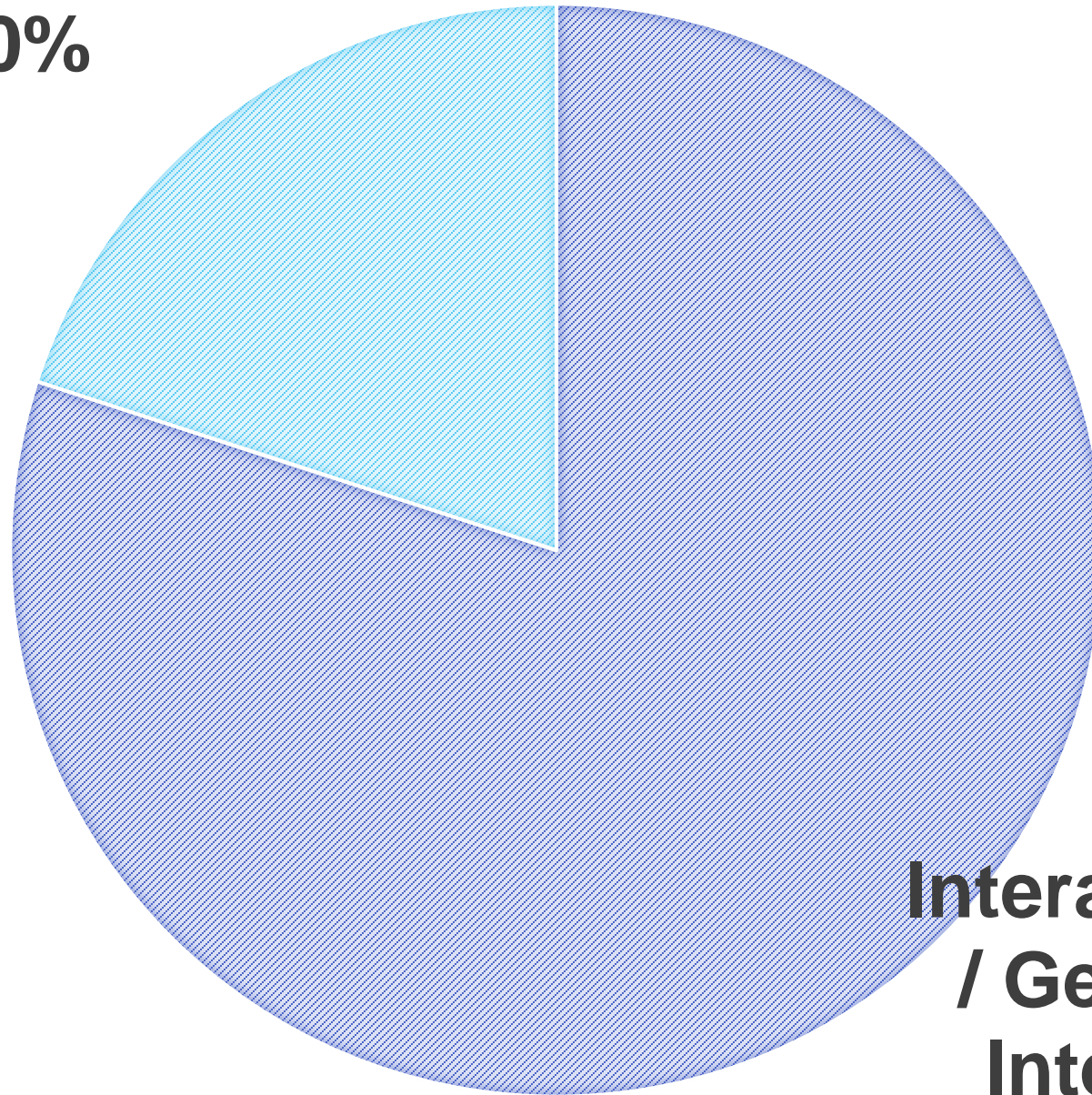




**Every good
conversation
starts with
good listening.**



Promotion
20%



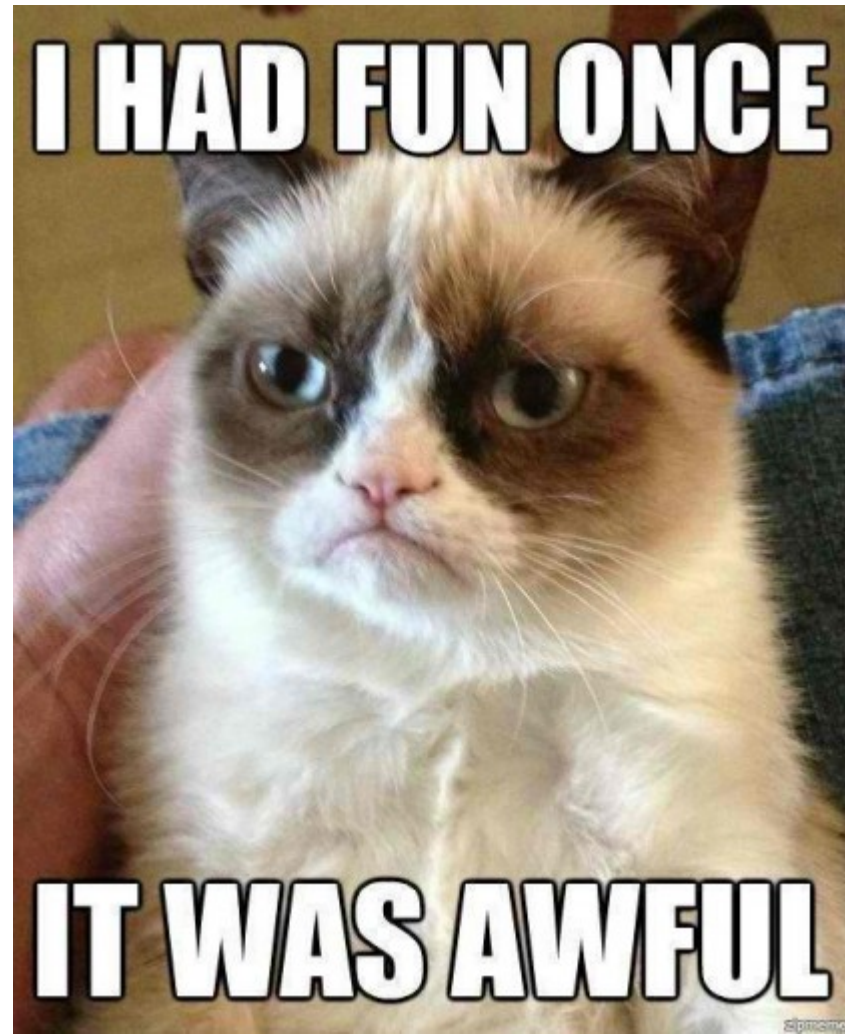
Interactions
/ General
Interest
80%



Be authentic.









Give credit

Be respectful

Share interesting content

Be current

Be human

Shout-outs

Ask questions

Hashtags





There are risks:

Damage to reputation

Confidential information

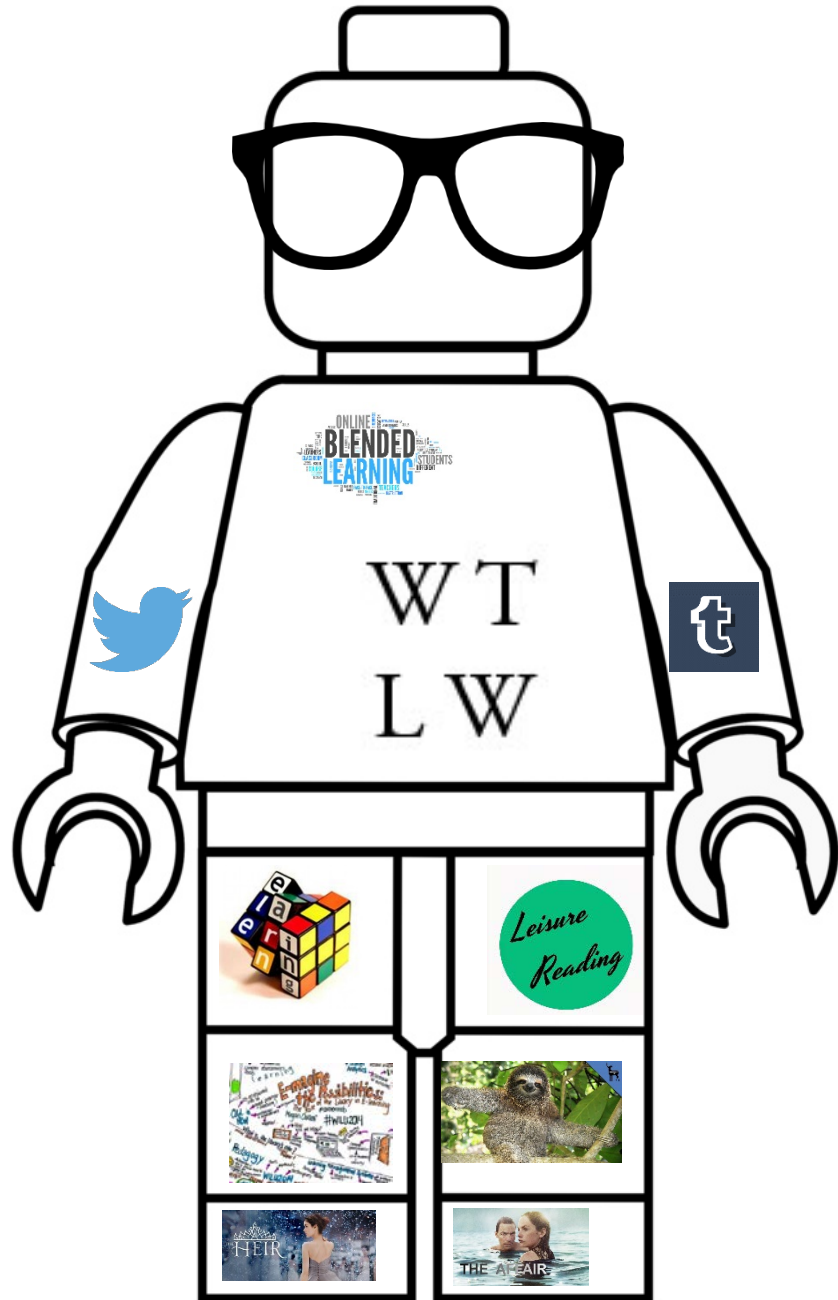
Identity theft / hacking





- **Policies**
- **Too Much Information (TMI)**
- **Customize your privacy options**
- **Plug-ins and applications**

"My Social Media Self"



3 Minutes

- *How can your personal and professional self come together?*
- *What are you comfortable sharing?*
- *What interests do you have that you would like to share (personal/professional)?*

3 Minutes
Reflection

3 things that you learned:

2 changes you want to make
to your online identity:

1 question you still have:

5 Minutes

***Share /
Discuss with
3-5 others***

3 things that you learned:

2 changes you want to make
to your online identity:

1 question you still have:



ACRLog
Post

librarianship doesn't need professionals

questions





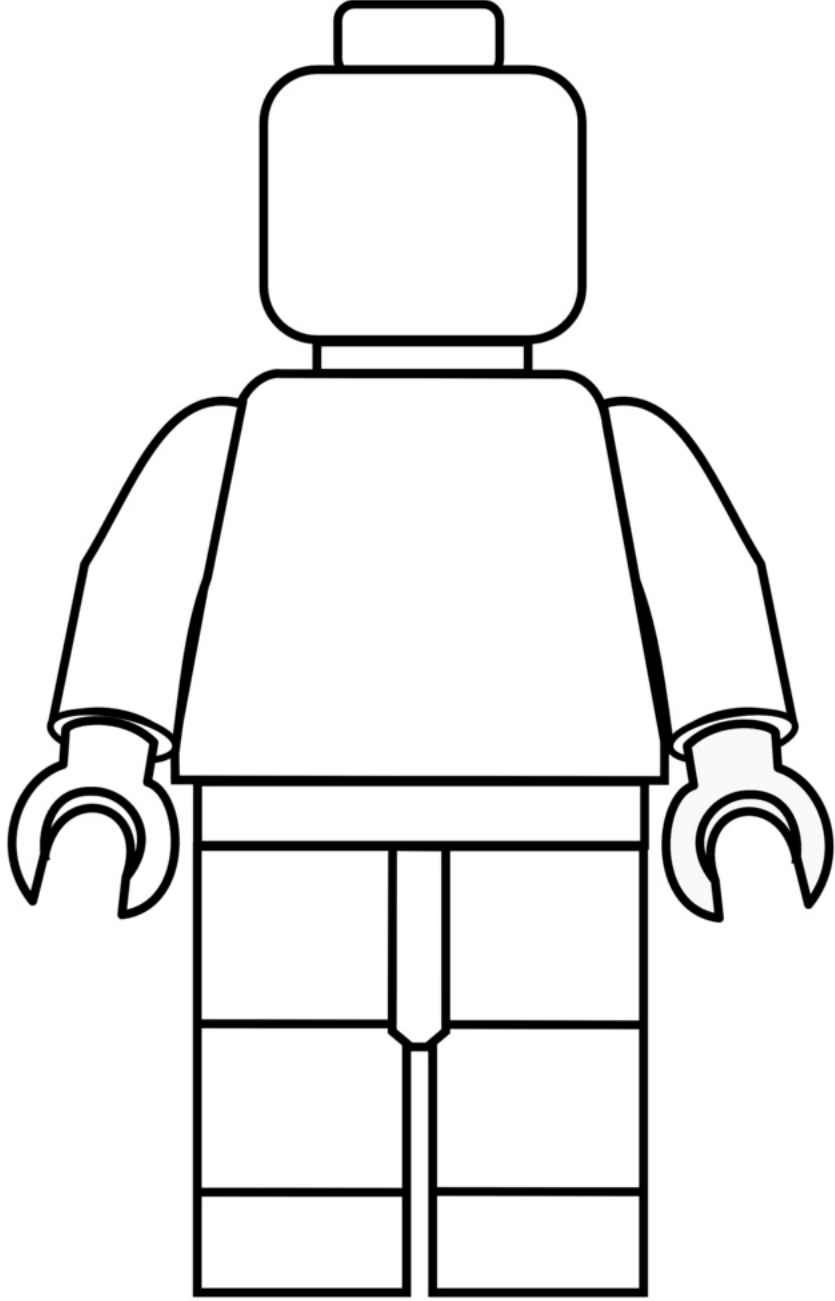
recommended reading

Further Reading / Sources

- [The Top 10 Benefits Of Social Media Marketing \(Forbes\)](#)
- [Canadian Digital, Social and Mobile Statistics on a Global Scale 2014](#)
- [Facebook Terminology](#)
- [10 tips to creating engaging Page posts](#)
- [Create your Twitter Content Strategy](#)
- [26 Creative Ways to Publish Social Media Updates](#)
- [All About Pinterest](#)
- [Infographic: The optimal length for social media updates and more](#)
- [Canadian Internet Registration Authority: The Canadian Internet Fact Book](#)
- [YouTube Glossary](#)
- [Douglas Coupland, *Slogans for the Twenty-First Century*](#)
- [Golden Rules of Social Media Accessibility](#)
- [Top 10 Social Media Blogs](#)
- [7 Tips for Upping Your Social Media Game in 2015 \(Time Magazine\)](#)
- [The Minimalist Guide to Personal Branding on Social Media](#)
- [Conversation Prism](#)
- [hipster office desktop 3.0 - Photo: Markus Spiske / \[raumrot.com\]\(#\)](#)
- [Lights - Photo: Markus Spiske / \[raumrot.com\]\(#\)](#)
- [Video: \[The Social Media Revolution 2015\]\(#\)](#)
- [Video: \[My Digital Stamp & Digital Legacy\]\(#\)](#)
- [Facebook](#)
- [Twitter](#)
- [Pinterest](#)
- [YouTube](#)
- [Instagram](#)
- [Blogging \[Gideon Burton\]\(#\) Blogging Street Cred](#)
- [Office desk - Photo: Markus Spiske / \[raumrot.com\]\(#\)](#)
- [polaroid 635 supercolor - Photo: Markus Spiske / \[raumrot.com\]\(#\)](#)
- [Closed doors - Photo: Markus Spiske / \[raumrot.com\]\(#\)](#)
- [You've been Googled: what employers don't want to see in your online profile](#)
- [Execute a social media audit in these 6 steps](#)
- [Conversation Prism](#)
- [Librarianship Doesn't need professionals](#)
- [The Five Essential Ingredients of a Great Online Portfolio](#)

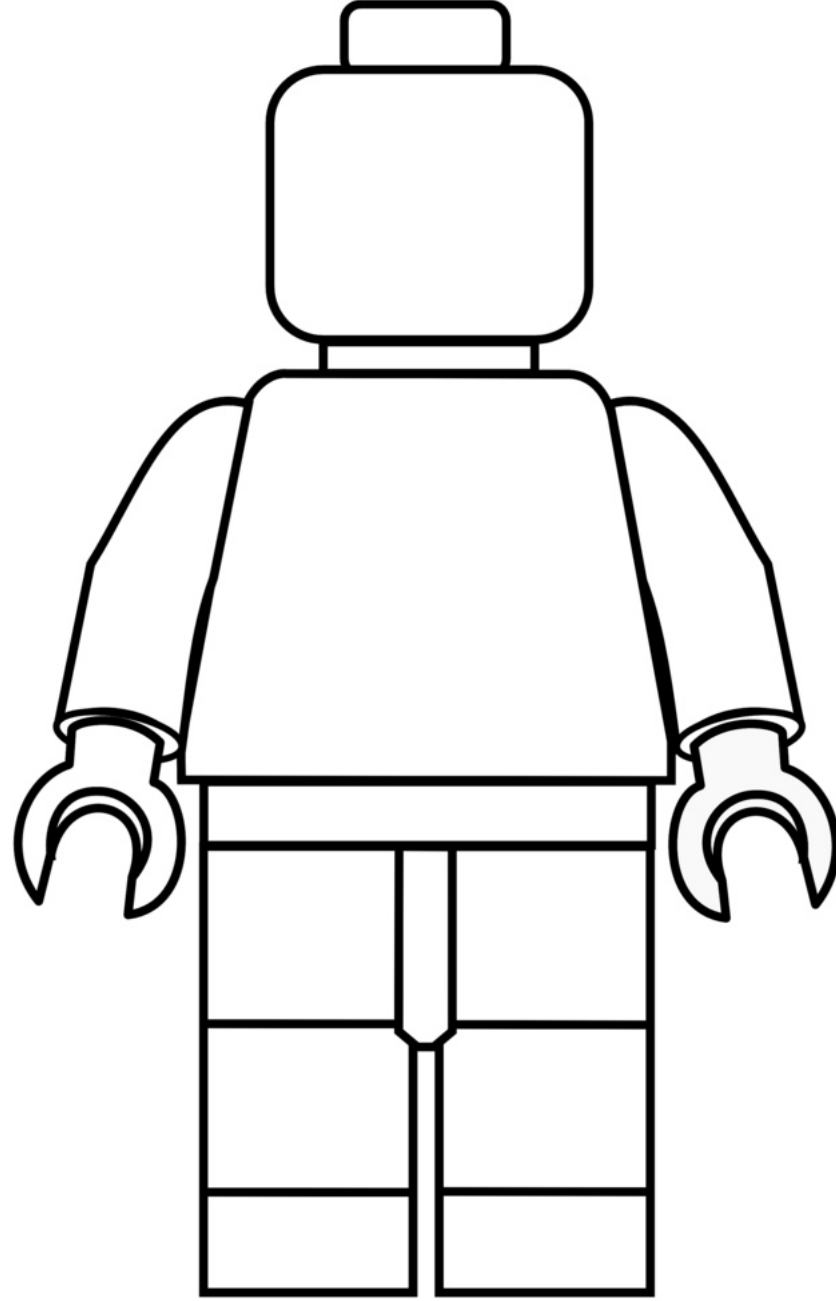
Activity A

"The Personal Me"



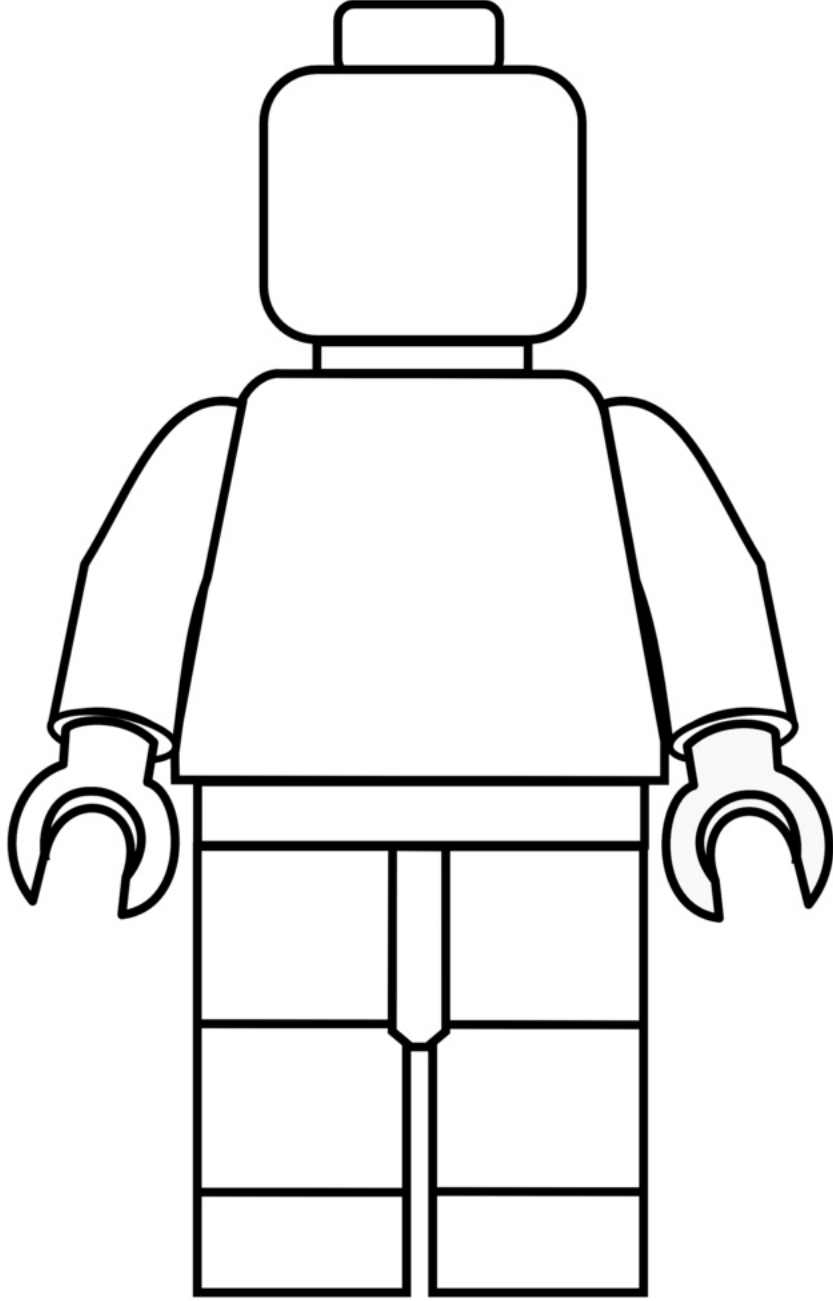
Activity B

"The Professional Me"



Activity C

"My Social Media Self"



Activity D

3 things that you learned:

2 changes you want to make to your online identity:

1 question you still have: