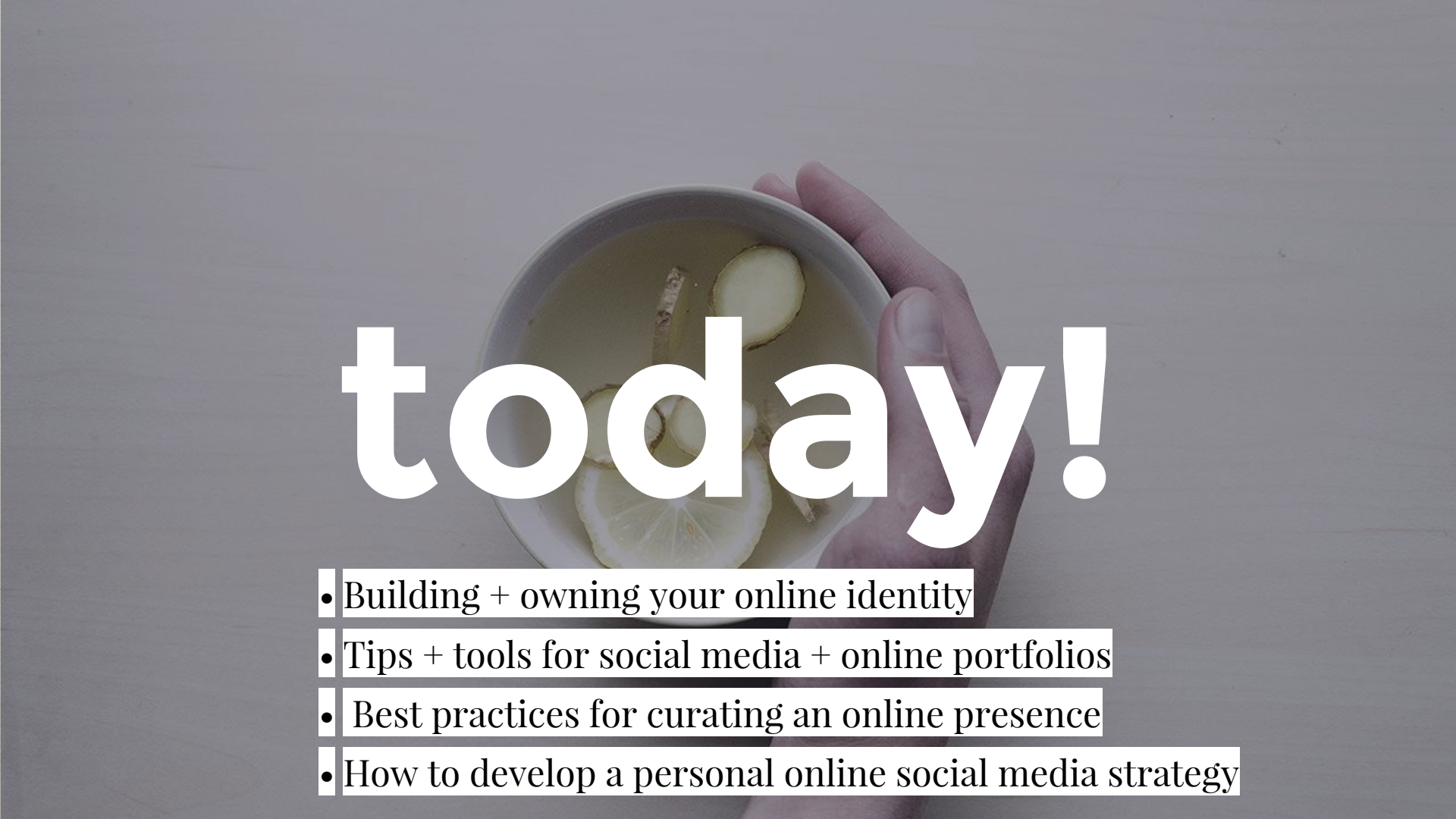


A person is holding a lit sparkler, with bright sparks emanating from the tip. The person is wearing a dark, textured sweater. The background is dark and out of focus.

social media:

how to manage and curate your professional online presence

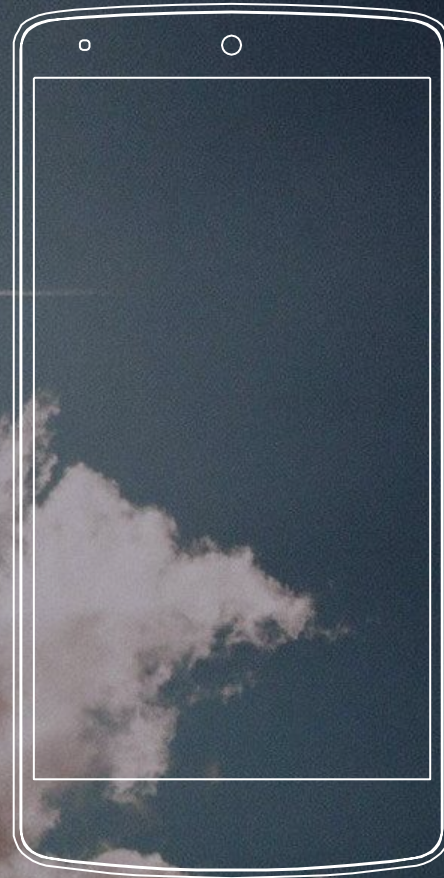
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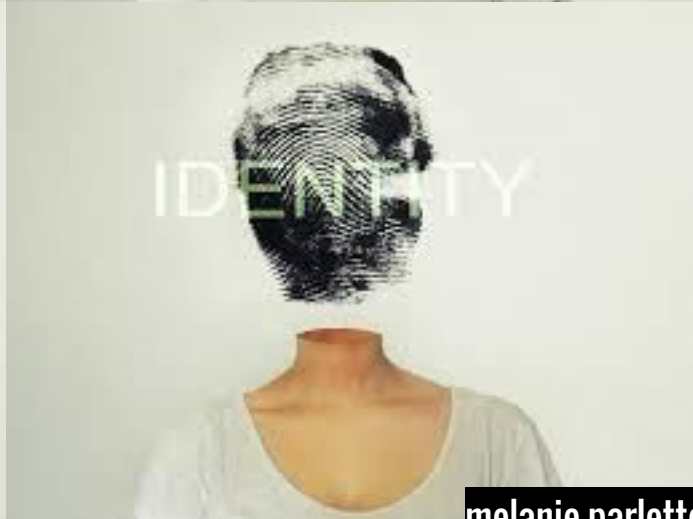
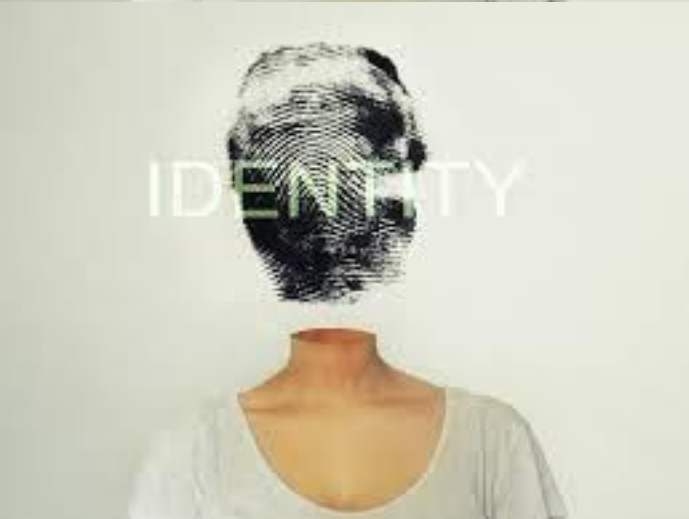
today!

- Building + owning your online identity
- Tips + tools for social media + online portfolios
- Best practices for curating an online presence
- How to develop a personal online social media strategy

Why social media?



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image source: <https://blogs.monash.edu/presto/tag/online-identity/>

A stylized world map is centered in the upper half of the image. The map is dark blue and features several white location pins: one in North America, one in Europe, one in East Asia, one in South America, one in Africa, and one in Australia. The background of the entire slide is a gradient of warm colors (orange, yellow, and blue) with a silhouette of a mountain range at the bottom.

reputation

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A close-up photograph of several pink roses in bloom, with soft, layered petals. The background is slightly blurred, showing more roses and green foliage. The overall tone is soft and romantic.

social listening

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A photograph of a herd of white cows walking down a street in a village. The cows are in the foreground, and a building is visible in the background. The text "build relationships + make connections" is overlaid in white.

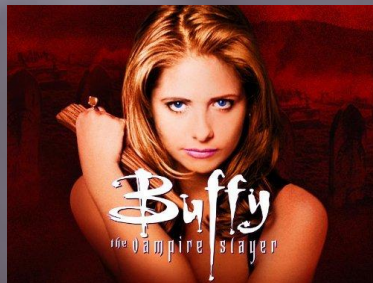
**build relationships +
make connections**

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my social media story



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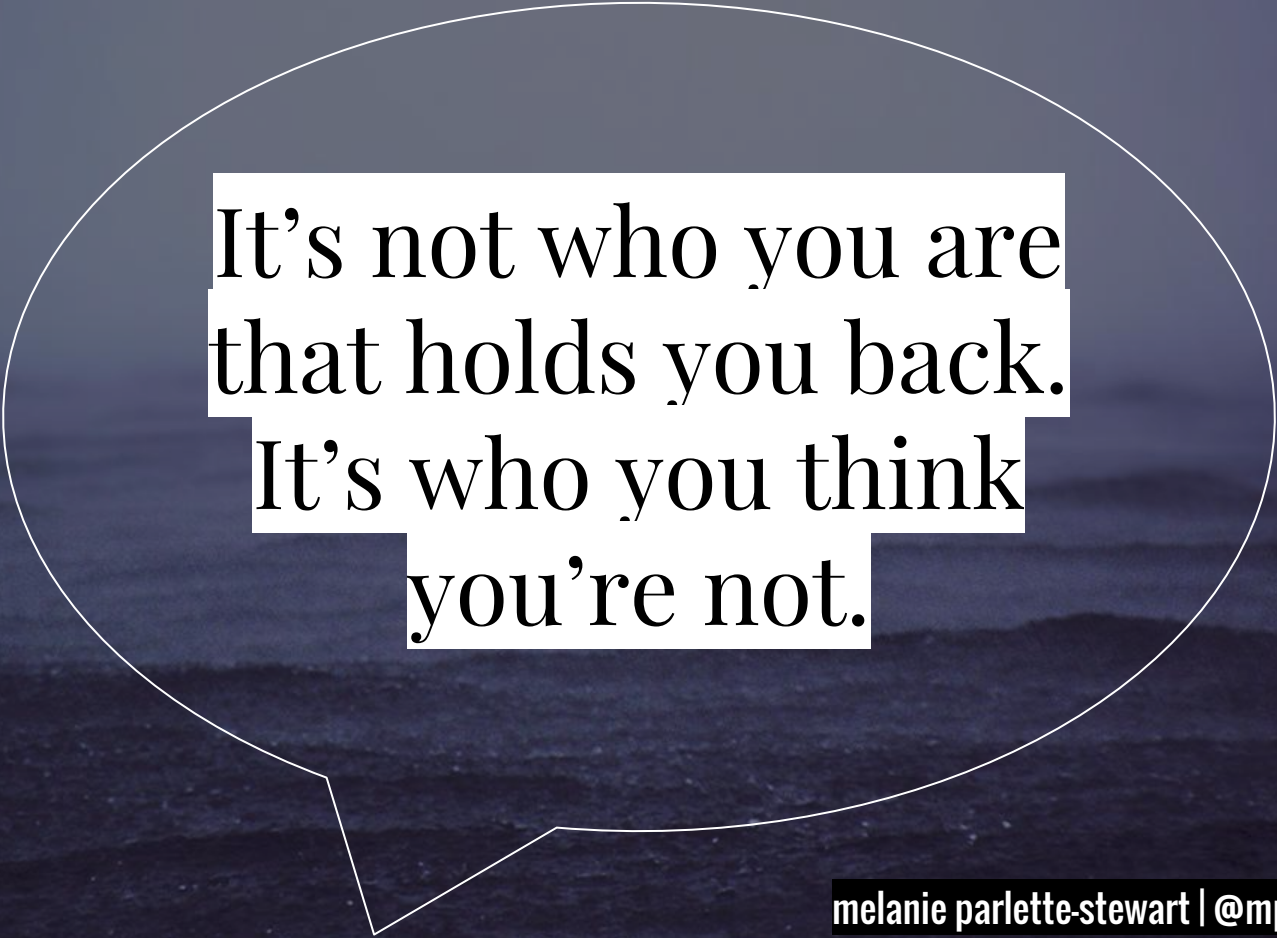
2010

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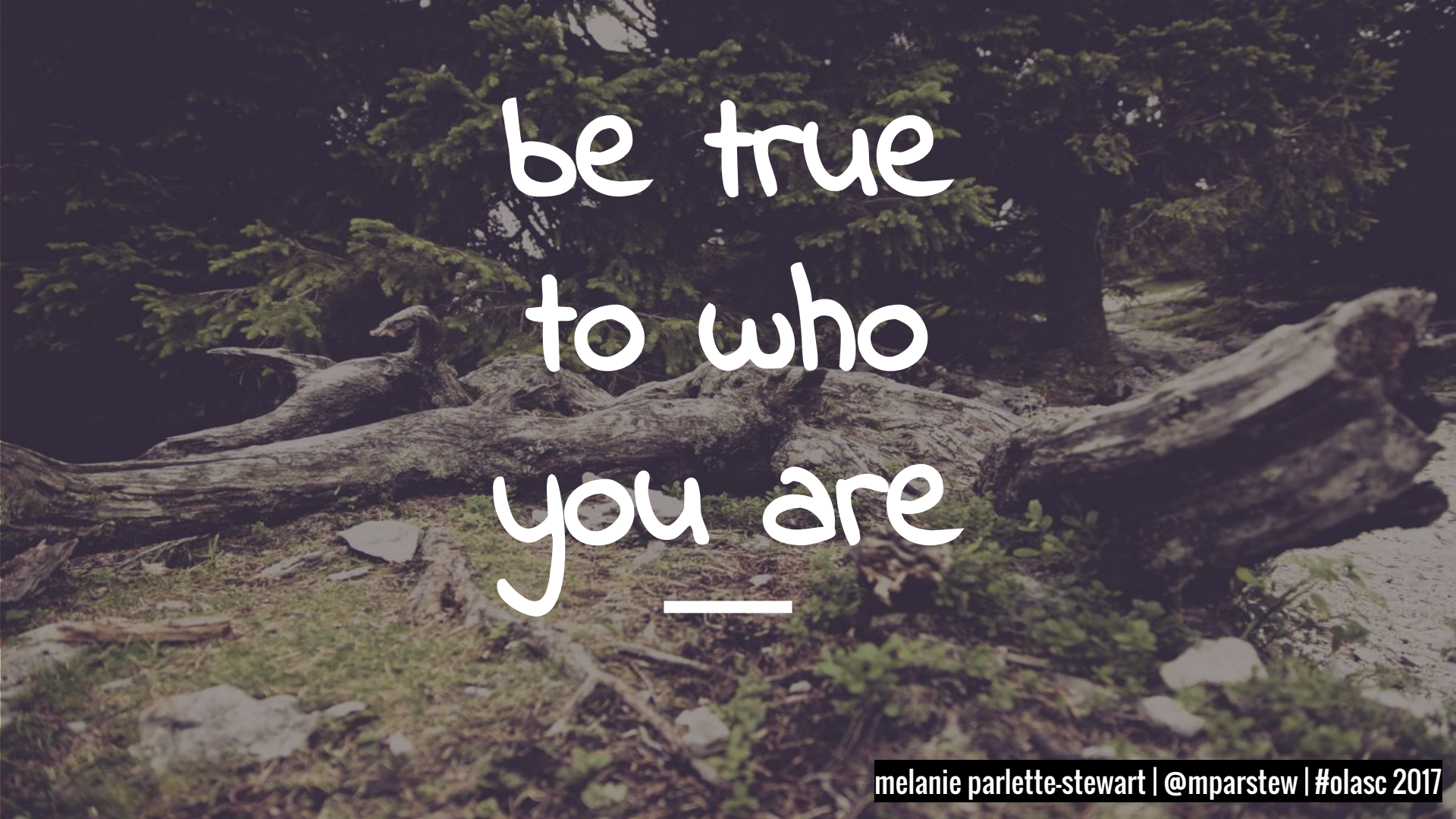


**create a professional personal
email address**

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It's not who you are
that holds you back.
It's who you think
you're not.



be true
to who
you are
—

WT
LW

a record of library fashion

About Submissions

16 Sep

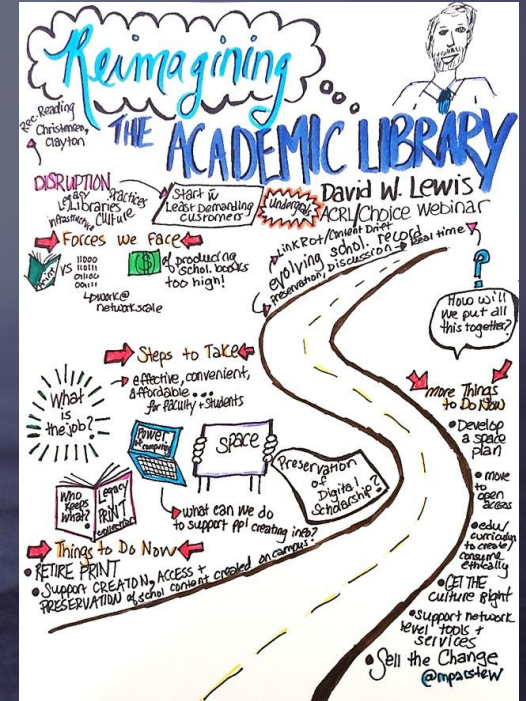
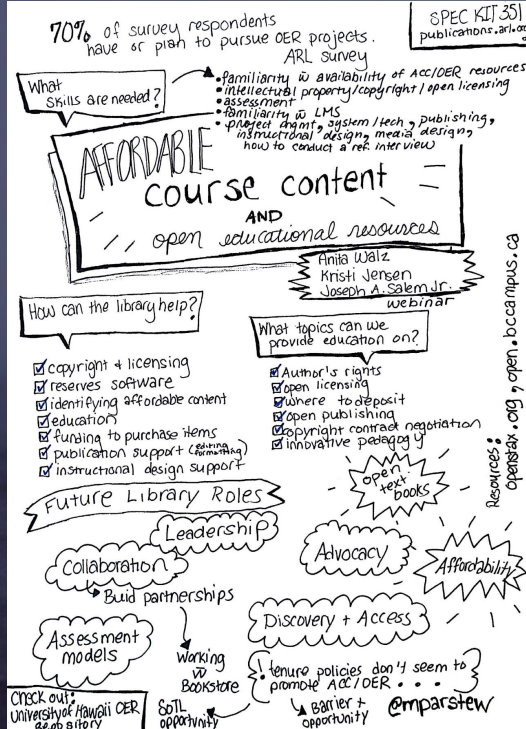


Striped Scarf #whatthelibrarianwore

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

— Rainbow Rowell, *Fangirl*

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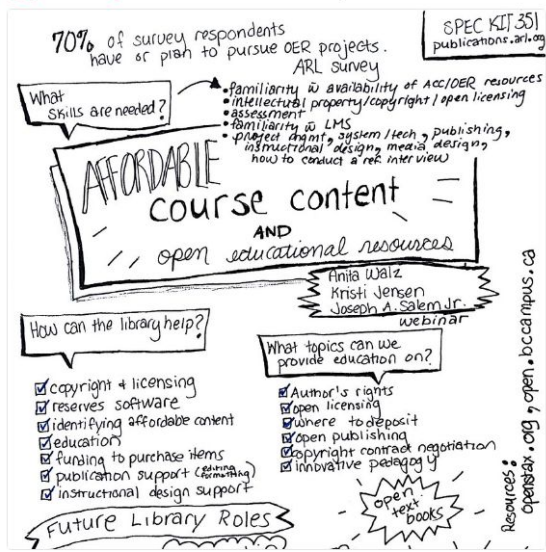


#visualnotes

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My notes on #ACC #OER #ARLSPECKit351
@ARLnews > tumblr.co/ZKbl0o2AsJxwc (thnx
@pamelajacobs for the invite)



LIKES
17



Indigenizing instruction > amazing panel @
#WILU2016 #visualnotes



20



1



@mparstew think this is one of your best yet! Love the portraits



@nicholsonkp thanks!





Becoming Blended

Conferences!

So I'm always looking for new and exciting conferences to attend (and potentially present at).

This arrived in my inbox today and I thought it was such a great list, I had to share.

[Teachonline.ca - Upcoming Conferences](#)

#higher education #conferences



Jul 06, 2016

Society for Teaching and Learning in Higher Education (STLHE) - Presentation

My colleague, Laura Schnablegger, and I presented on our SoTL project at [STLHE 2016](#).

About our study:

Numerous studies exist on how and to what extent course instructors in higher education are embedding or directly teaching writing, learning and research skills in their courses (Cilliers, 2011; Crosthwaite et al.,

ECIL 2016

Earlier in October, I attended [ECIL 2016](#) (European Conference on Information Literacy). I really enjoyed the opportunity to share my own research with an international audience.



Me + My Poster

You can download a PDF of my poster "The Intersection between Professor Expectations and Student Interpretations of Academic Skills: A Multi-Disciplinary Approach" [here](#).

I also found the content to be exciting and am sharing some of my visual notes from the conference.

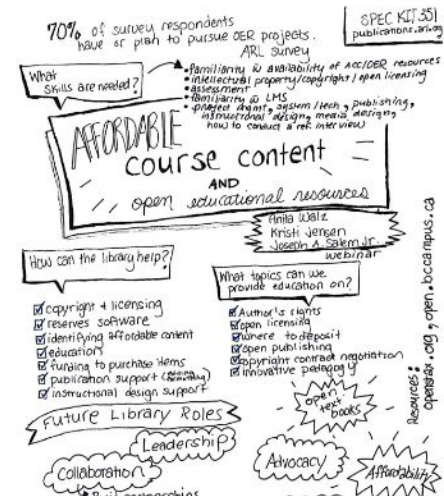
Visual Notes

Affordable Course Content + Open Educational Resources

Today I attended a webinar on Affordable Course Content and Open Educational Resources reviewing the survey findings by ARL. The webinar provided a snapshot of initiatives and strategies in support of affordable course content by ARL member libraries and their institutions, discussed examples of noteworthy services and resources and discussed the future role of libraries supporting affordable course content in general and within the Association in particular.

[Link to the SPEC kit.](#)

My visual notes from the session:



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Melanie Parlette-Stewart

981

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928

Following

melanieparlettstewart.com

Guelph, ON / book reading.

fashion loving craft

making. blended learning

librarian.

www.whatthelibrarianwore.tumblr.com

tumblr.com



Melanie Parlette-Stewart



Melanie Parlette-Stewart

Timeline

About

Friends 249

Photos

Instagram

Search



mparstew

Edit Profile

...

1,261 posts

357 followers

1,046 following

Melanie Parlette Stewart | I have an irrational fear of wasting insignificant day. #whatthelibrarianwore whatthelibrarianwore



Melanie Parlette-Stewart

1st

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

Education Dalhousie University

Send a message

500+
connections

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

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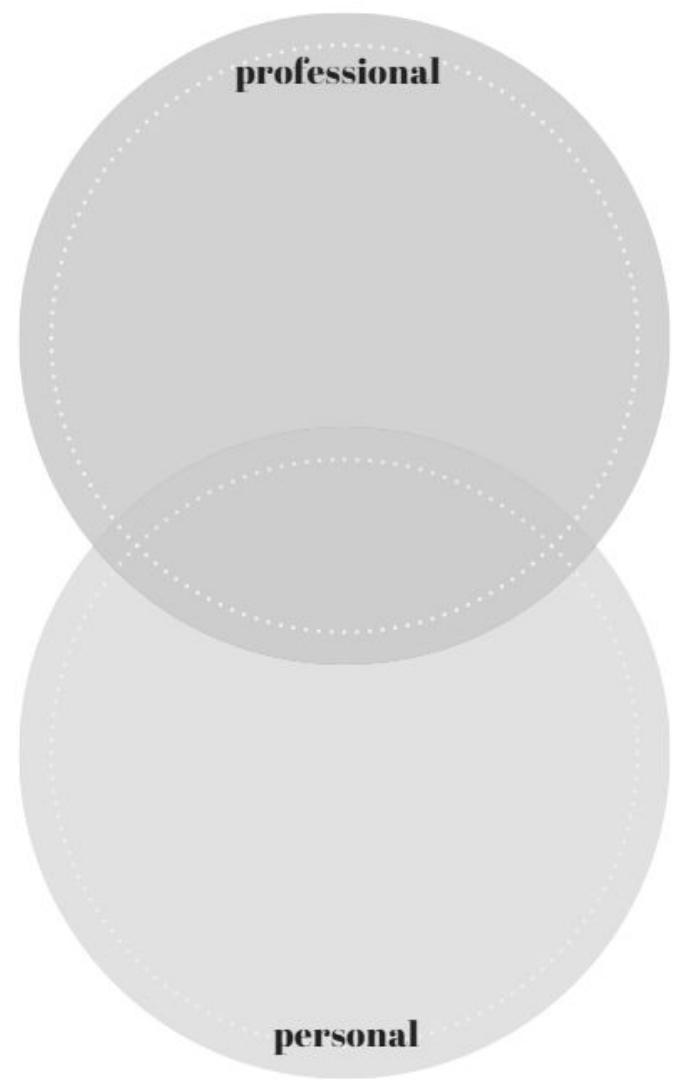
LEARNING COMMONS LIBR@RY



A woman with short dark hair and round glasses, wearing a grey t-shirt, is shown from the chest up. She has a surprised or questioning expression on her face, with her mouth slightly open. The background is dark and out of focus.

Excuse me, but who are you?

1 who are you?



1

- 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?
- 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?





what does  know about you?

audit

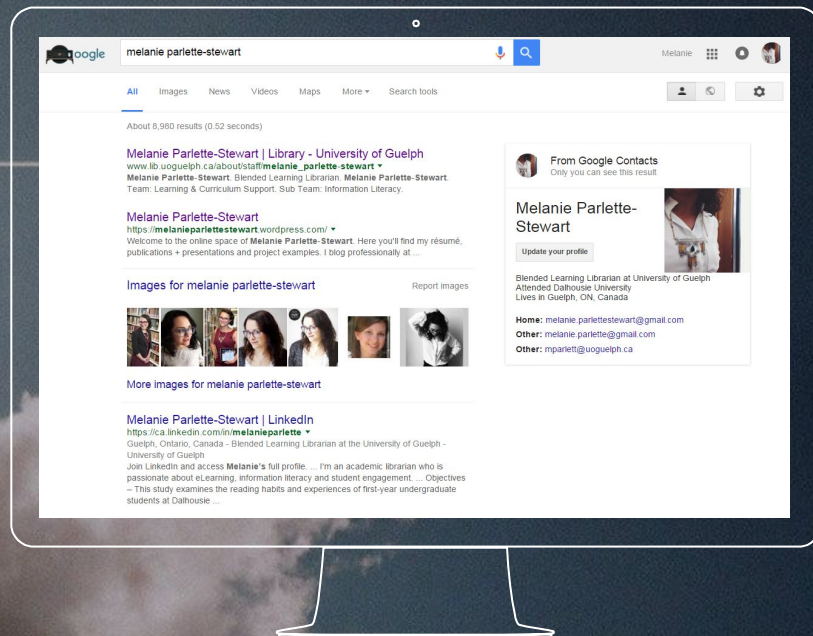
followers	date of last activity	notes

social
media
audit

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yourself



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

- ✓ Descriptions
- ✓ URLs/Handle

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building your digital identity

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F / GB USA MEX

**ONE SIZE
DOES NOT
FIT ALL**



Von links bügeln/ Iron inside out/
repasser sur l'envers /只對裏面燙

I HAD FUN ONCE



IT WAS AWFUL

facebook



Check your privacy settings



Cover image/profile picture



Be verifiable

get connected

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

twitter

- Cover image/profile picture
- Follow people (search for specific people)
- Who do other people follow?

#hashtags

#**libchat** – general librarianship

#**critlib** – critical pedagogy

#**listjc** – LIS Journal Club

#**makered** – Maker education

#**YALitChat** – Young Adult literature chat

#**tlchat** – teacher librarians

#**edchat** – educators of all types

#**inaljchat** – job hunting

Check your conferences! (i.e. #OLASC)

#**Saturdaylibrarian** #**librarianproblems** #**fridayreads** #**librarylife**

#**bookface** #**tbt** (for fun!)

#**LoveMyLibrary**

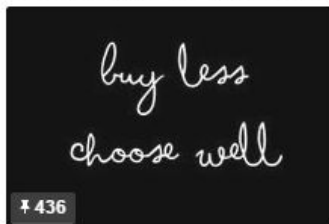
Chat Times

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pinterest

- Cover image/profile picture
- Get inspiration
- Create boards

QUOTE. inspire me [quotes ...



Edit

TECH. hacks, wallpapers, etc.



Edit

EDU. Great videos



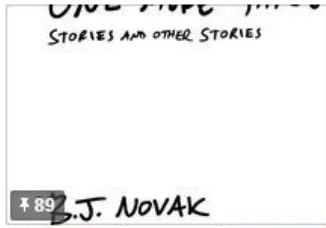
Edit

EDU. Infographics Tools.



Edit

REA



Edit

EDU. Sketchnotes



Edit

youtube



Create playlists



Share your videos



Library Instruction - Video Portfolio

Melanie Parlette-Stewart • 8 videos • 19 views • Last updated on Apr 13, 2015

▶ Play all

◀ Share

+ Save



Introduction to Scholarly Communication

by Melanie Parlette-Stewart

2:55



How to Read a Call Number

by Melanie Parlette-Stewart

2:39



Thinking Critically About Data

by Melanie Parlette-Stewart

3:52



What is Data?

by Melanie Parlette-Stewart

3:11



Primo Tips: How to Request Items

by Melanie Parlette-Stewart

1:27



Primo Tips: How to Renew Library Items Online at the University of Guelph Library

by Melanie Parlette-Stewart

1:52



Copyright for Students at the University of Guelph Library

by Melanie Parlette-Stewart

2:42



Evaluating Sources

by Melanie Parlette-Stewart

3:22

instagram



Show your life in photos

#hashtags

#Saturdaylibrarian #librarianproblems
#fridayreads #librarylife #bookface #tbt
#LoveMyLibrary #bookstagram



linkedin

- Your resume online
- Networking

E-valuating 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...



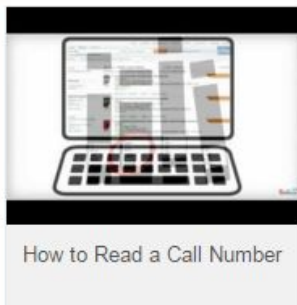
Trent Tucker

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



E-magine the Possibilities...



How to Read a Call Number



Copyright for Students at...



Tip:
Add people you meet at
workshops + conferences



create a home base

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IFTTT
Hootsuite
Canva.com
Buffer.com
Twitter Analytics
Iconosquare



Every good
conversation starts
with good listening.
#AlwaysBeReflecting

“

—

“We have to dare to be ourselves,
however frightening or strange
that self may prove to be.”

— May Sarton





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What's your brand?

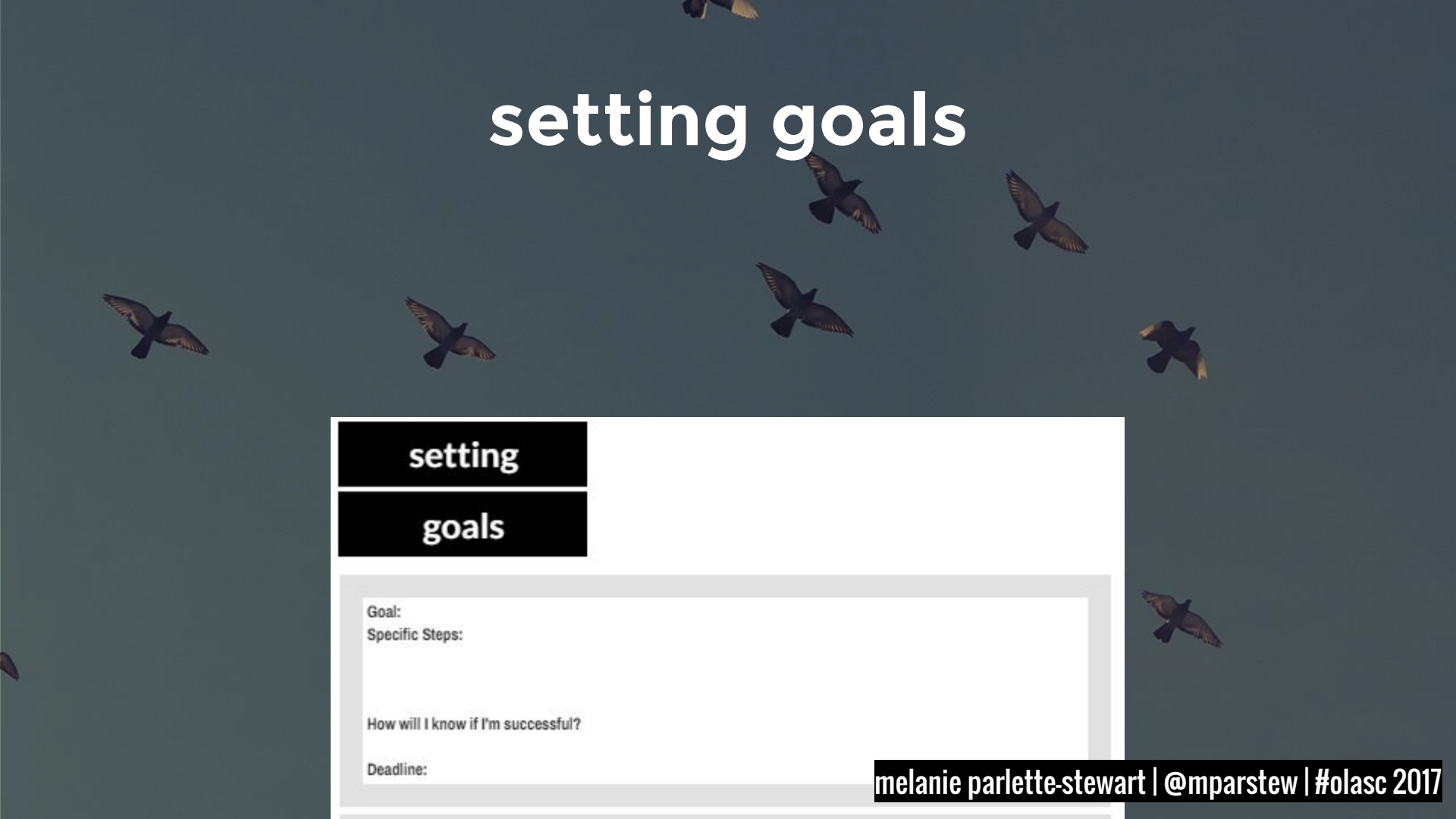
your
brand

what inspires you?
what makes you unique?

What do you love to do?
What are your goals?
What are your talents?

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setting goals



setting

goals

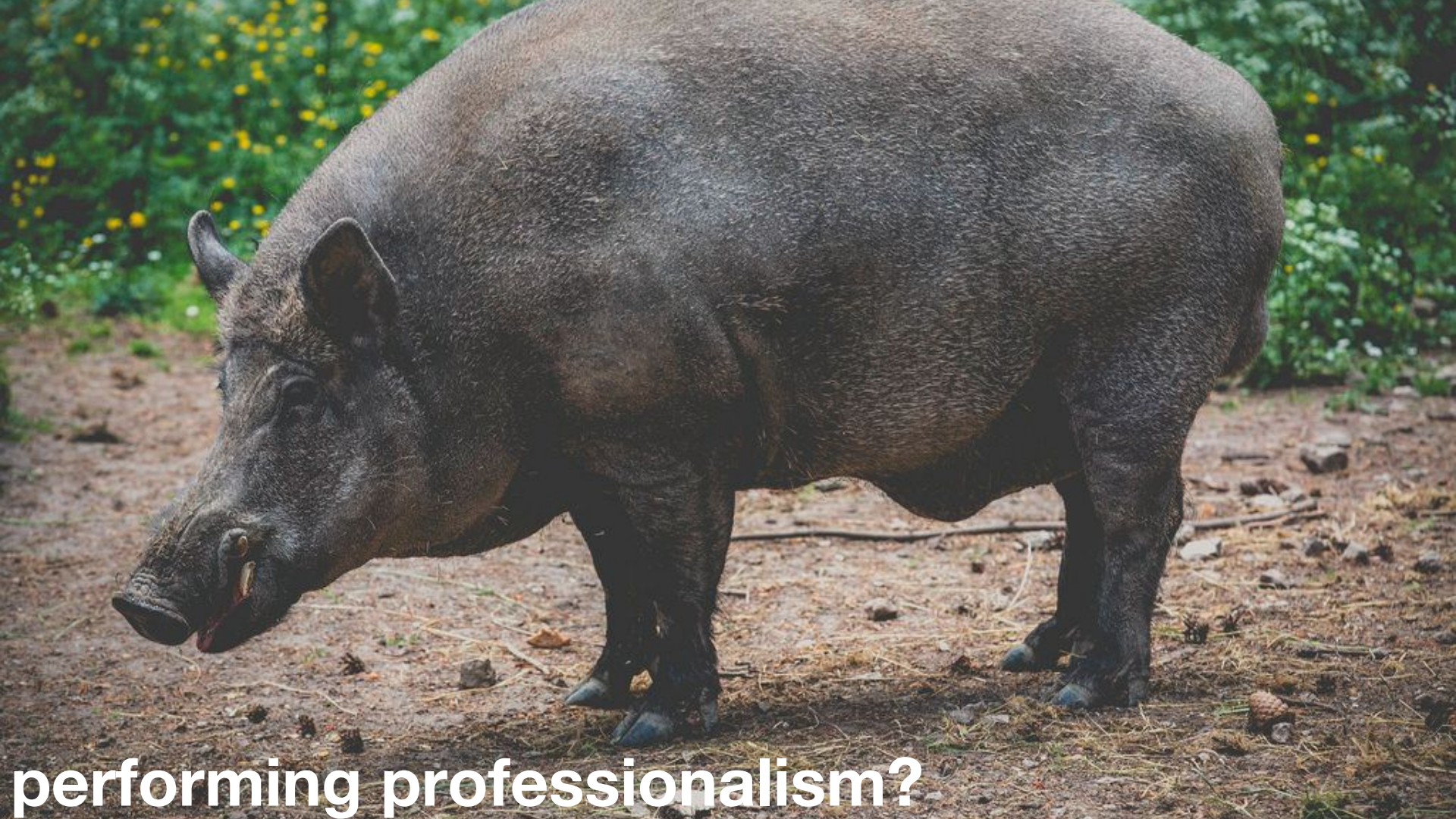
Goal:

Specific Steps:

How will I know if I'm successful?

Deadline:

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performing professionalism?



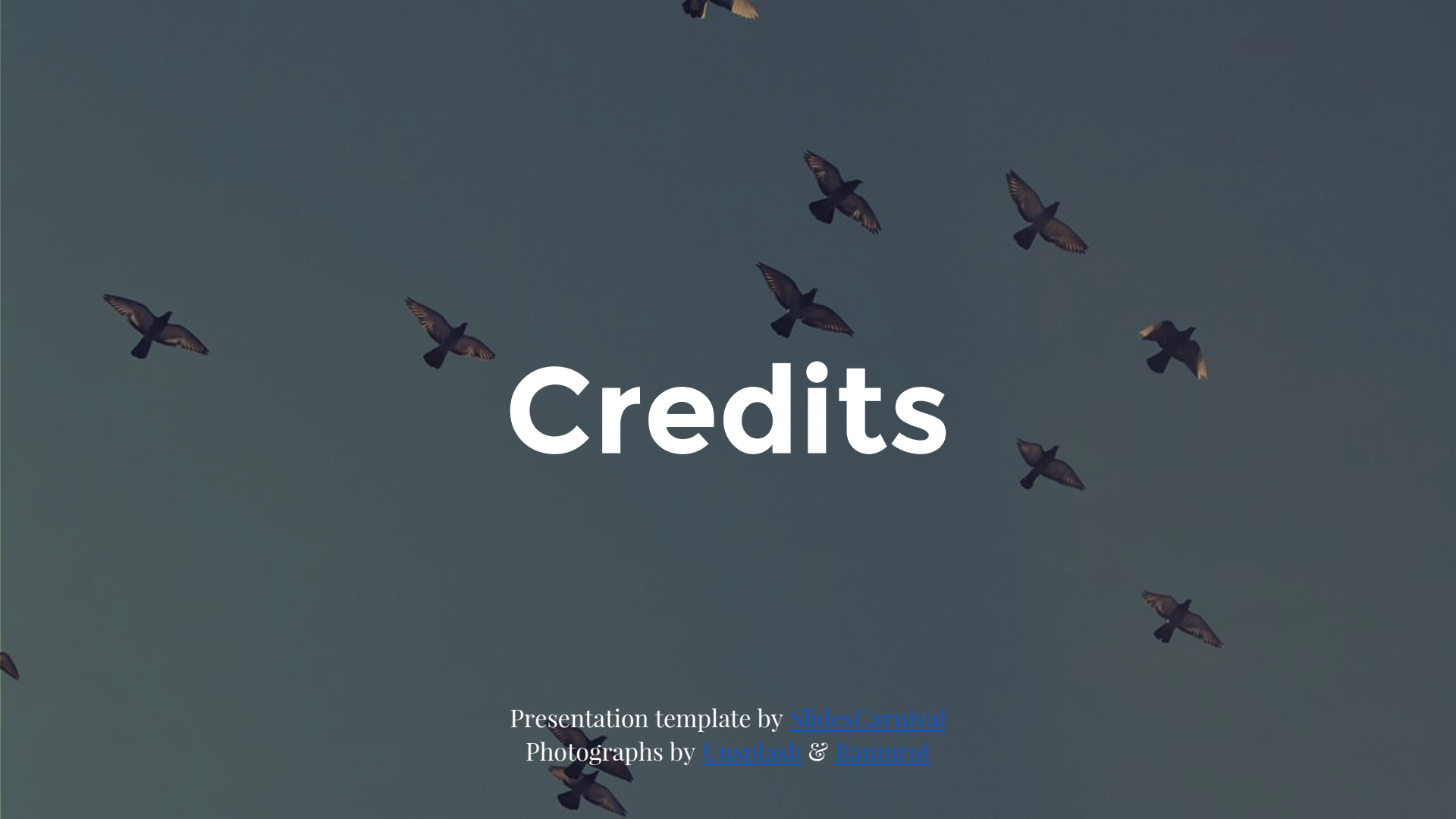
Thanks!

Any questions?

You can find me at @mparstew & mparlett@uoguelph.ca



recommended reading



Credits

Presentation template by [SlidesCarnival](#)
Photographs by [Unsplash](#) & [Raumrot](#)

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](#)