

# Hashtag Outreach:

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**Using Twitter as Subject Specialists to Integrate the Library in Classroom Discussions**

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LOEX 2016

# Beyond the Instruction Session

- Instruction sessions are often our best chance to interact with a large group of students in our subject areas.
- How do we keep conversations going beyond the classroom?
- How do we maintain a presence and remind students of our existence?
- How do we stay connected with those in our subject areas?
- **Twitter** is one tool that can help with this.

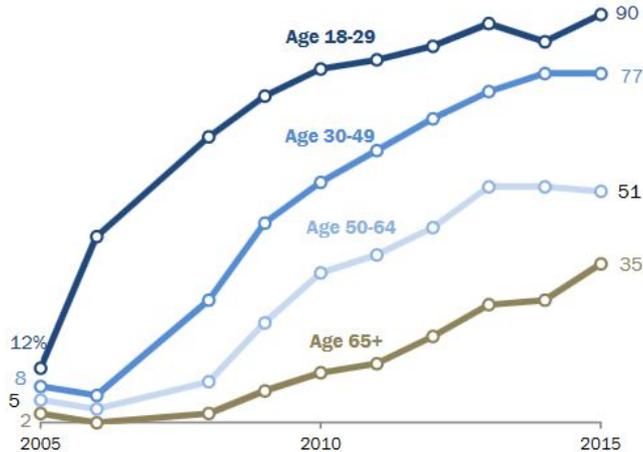
# Why Twitter?



# Social Media and Young Adults

## Young Adults Still Are the Most Likely to Use Social Media

Among all American adults, % who use social networking sites, by age



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

- 90% of adults between ages 18 and 29 use some form of social media (Perrin, 2015).
- Twitter in particular is associated with a younger demographic.
- While only 32% of 18-29 group use Twitter, this is a larger ratio than other age groups, supporting the idea that Twitter skews younger (Duggan, 2015).

# Twitter in the Classroom

- Certain academic disciplines are now using Twitter in the classroom:
  - Heavily used in journalism, media studies, PR, and advertising courses, but also being incorporated into subjects like “English, business, biology, and political science” (DiVerniero and Hosek, 2013).
- Unlike other social media platforms, the public discussion nature of Twitter allows for easier integration into discussions.
- Needs to be “educationally relevant” to have an impact on what students get out of it (Junco, Heigerbert, and Loken, 2010).



# Twitter in the Classroom

- How it's used:
  - To take attendance.
  - Particularly in larger lecture classes, as a way to make sure everyone has a chance to join the discussion.
  - To share course-relevant articles.
- Benefits:
  - Increased participation.
  - Ongoing discussion/sharing of information after class is over.
  - Can help prepare students for using Twitter in their own future professions.
  - More opportunities for shy students to participate.
  - Allows for prompt feedback.
- Opportunity for librarians to jump into these discussion.

# Twitter in Libraries



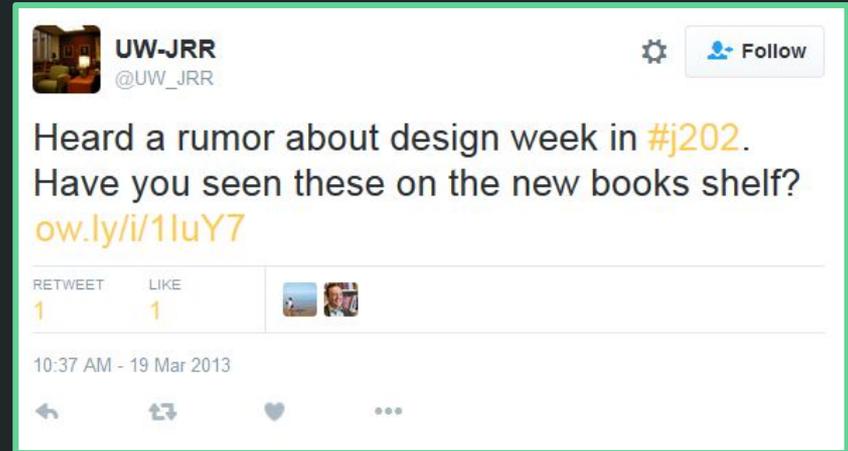
- Twitter is already being used in academic libraries:
  - In a survey of 100 academic libraries, all were found to be using Twitter (Boateng and Liu, 2013).
- How are libraries using Twitter?
  - Analysis of tweets yields 9 categories, with Events being the most common. Resources and Community Building also popular (Stvilia and Gibradze, 2014).
- Opportunity for growth in individual librarians using Twitter.

# Twitter and the Librarian



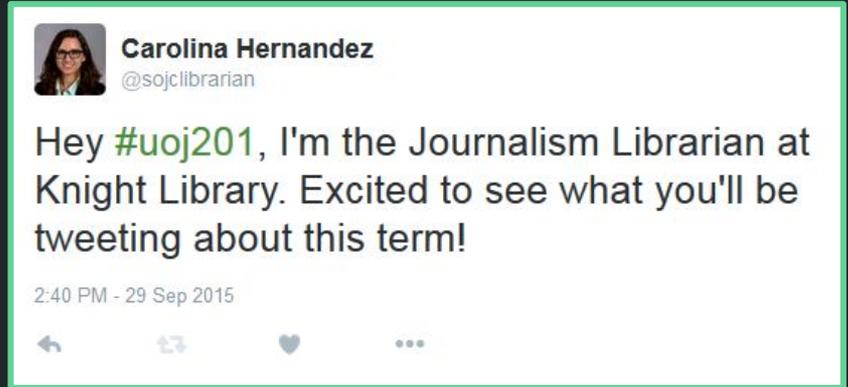
# Journalism Reading Room at UW-Madison

- The Journalism Reading Room (JRR) is a small, departmental library at the University of Wisconsin-Madison (UW).
- Managed by an LIS graduate student to allow opportunity to gain management experience in a library setting.
- In charge of social media accounts for library, including Twitter.
- Previous JRR Librarians already established a presence on Twitter, allowing for connections with faculty and students in J-School.



# Journalism Librarian at University of Oregon

- Started in September 2015.
- Started from scratch using Twitter as a subject specialist.
- Over several months of engagement, have developed rhythm for how I approach interacting with students and faculty in my subject areas.



# Embedded Librarianship and Twitter

- Similar work has been done by adapting the concept of embedded librarianship to Twitter.
- Ellen Hampton Filgo (2010) has done this by following along in real-time with class discussions on Twitter.
- Too time intensive if scaled up to more than one class at a time.
- How to modify this to expand it?

# Engaging on Twitter



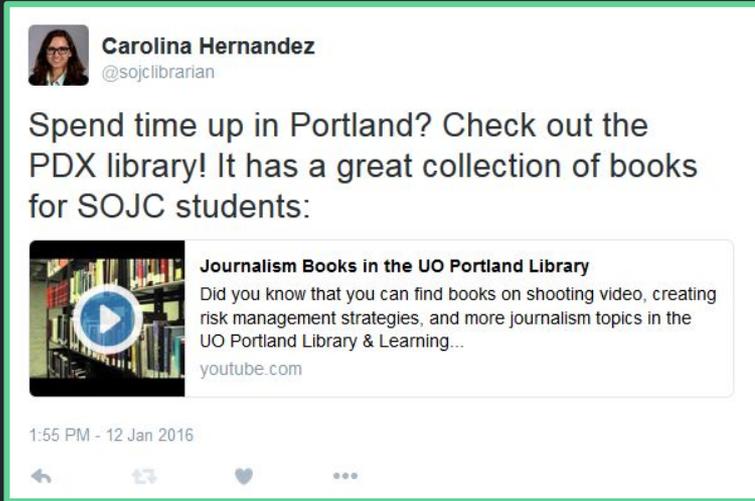
# Before You Start



- Create a new account!
- Even if you already have a personal Twitter account, important to keep separate.
  - Allows you to strengthen online identity.
  - Helps keep personal information private.
- Create a plan and set some goals.
  - What do you hope to accomplish by using Twitter?
  - This can and likely will evolve over time.

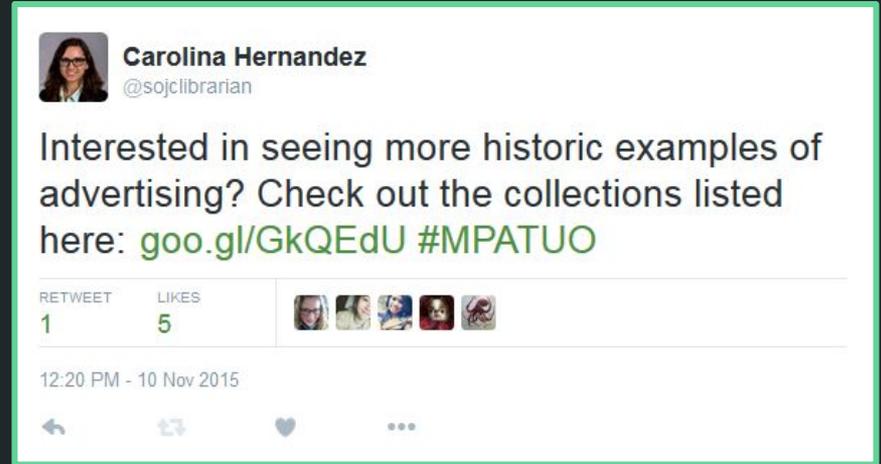
# Passive Engagement

- Easiest way to get started, especially if you're new to Twitter.
- Involves tweeting out resources, articles, and other content relevant to those in your subject areas.
- Helps reinforce your identity as subject librarian to students and faculty.
- Most effective in conjunction with other methods.



# Hashtag Interactions

- Hashtags are used to tag tweets that share a common theme or are part of the same conversation.
- Course hashtags are created by professors for their students to use in class discussions or share course-related content.
- Allows you to see what discussions they're having and opportunities for more active engagement.



# Direct Interactions

The screenshot shows a Twitter thread. At the top, Teri Del Rosso (@tdelrosso) posts a tweet from April 18 asking for social media case studies. Below it, Carolina Hernandez (@sojclibrarian) replies, asking for more details. A 'LIKE' section shows one user has liked the reply. The time is 11:54 AM on April 18, 2016. At the bottom, Teri Del Rosso replies to Carolina, promising to email her.

**Teri Del Rosso** @tdelrosso · Apr 18  
Looking for solid, interesting social media + social justice case studies for my summer class. Examples &/or thoughts, #PRProf?

**Carolina Hernandez** @sojclibrarian  
[@tdelrosso](#) What sorts of case studies are you already looking at? Might have some ideas, not sure if it's what you need, though.

LIKE  
1

11:54 AM - 18 Apr 2016

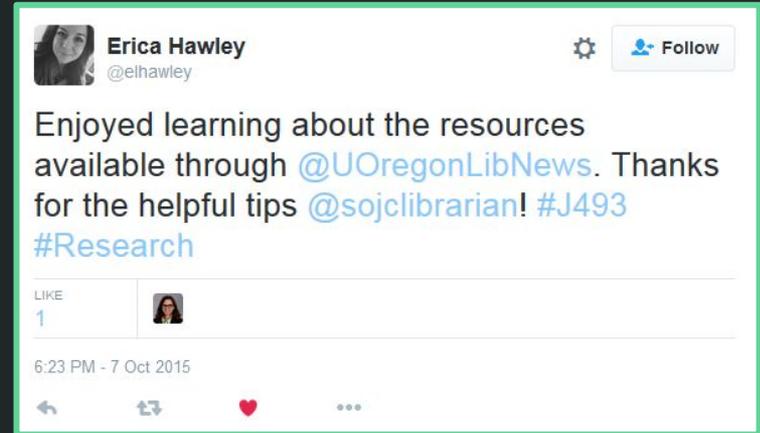
Reply to [@tdelrosso](#)

**Teri Del Rosso** @tdelrosso · Apr 18  
[@sojclibrarian](#) I'll email you!

- This involves directly tweeting at individuals with helpful information.
- Important to follow others for this to be effective.
- Follow up through email when more in depth responses are needed.

# Benefits

- Allows for sharing of relevant resources with students even when not doing an instruction session.
- Helps with staying in touch with current research and projects in subject area, which can help inform collection development and creation of other resources.
- Offers another avenue for faculty and students to reach out with questions.
- Reinforces existence of the subject librarian to patrons.



# Future Considerations

- Still an evolving process.
- Collaborations with faculty to encourage more student engagement with library resources through Twitter.
- Integrating the use of Twitter into actual instruction sessions.
- How well can this be implemented with other academic disciplines?

# References

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# Questions?

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