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Tracking Tweets: Engage in Conversation About Your Library on Twitter

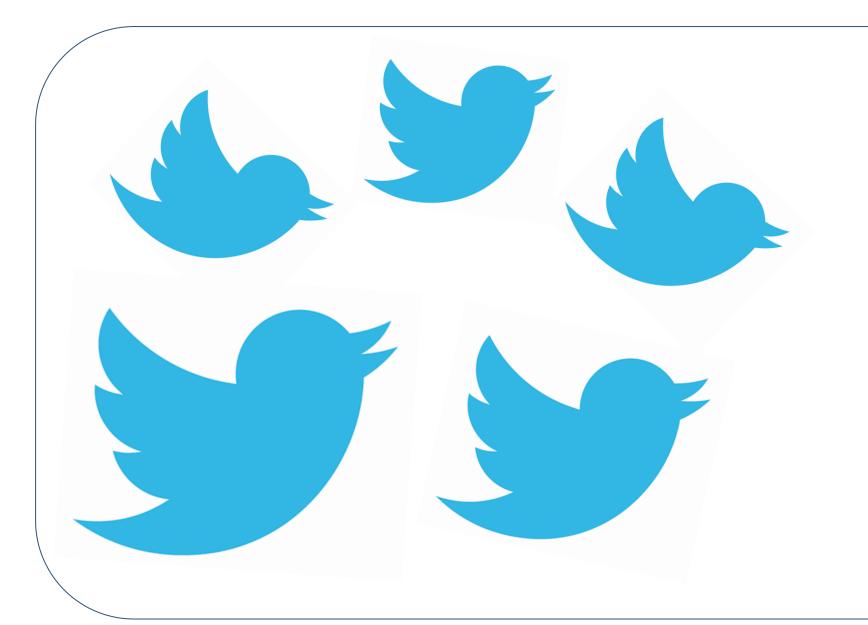
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Flyer Faithful @

TRACKING TWEETS: ENGAGE IN CONVERSATION ABOUT YOUR LIBRARY ON TWITTER Katy Kelly, Communications and Outreach Librarian, Roesch Library, University of Dayton, Dayton, OH

FIND & KEEP TWEETS Endless possibilities for use

	Search Q 2-		-	g <mark>2011/2012 ☆</mark> ■ Insert Format Data Tools Help All changes
el	Q #clubroesch		n n a fi - '	S % 123 - 10pt ≑ B Abc A - A - A - E
	Q club roesch	f×		
	Q roesch		A	В
	Q roesch library	52		@roeschlibrary It is f-f-f-freezing in here today!!
		53		@roeschlibrary Aren't we all? This weather is crazyespecially for old buildings, huh? :-)
	Q #occupyroesch	54	JI 12/2012	@roeschlibrary its kind of ridiculous how excited i get
	Q #roeschmatchmaker		3/6/2012	about #porchreads
		55		@Mstudent @daymag @roeschlibrary Thank you! I am so excited :) Feels good to follow the footsteps of
UD Student @UD_Student I don't want to go to #clubroesch today, even though it's			12	student writers past. You're next Mer!
				Hey @roeschlibrary if I'm using a study room, can I
			re-check it out after time runs out if there isn't a wait?	
			@daymag @sstudent @roeschlibrary Student writers, doing good student writer things!	
			12	#reasonswhyilovemycoworkers
				Awesome news. Just learned our terrific student

UD Alum If twitter had existed 13-17 years ago, I definitely would have been a member of #clubroesch

Love the @daymag article about @roeschlibrary! I've defi-

nitely ordered a pizza to the lib before. #clubroesch

writing from @roeschlibrary. Congrats r lib is so hip! RT @roeschlibrary: Come get your ork done for the week - we're open 'til 5 o'clock in the morning (like the T-Pain song)

øroeschlibrary: Welcome back! Come get your wor' e for the week - we're open 'til 5 o'clock in th morning (like the T-Pain song)." omg

KNOW YOUR HASHTAG # Clubroesch first used by an informal study group

closed #clubroesch for the 2nd time in one week. #bucketlist?

i should start making new friends at what i like to call the "gem" of the university **#clubroesch** #secondfloor #doublemonitors

club roesch is hoppin' tonight, 1:30 and just starting my paper.... #summeryet??

RT this if you want to be the Club Roesch V.I.P! Get a V.I.P. study room + prize pack with gift certificates to @VWKDining and@TheBlendUD

people table & time #occupyroesch music 🐣 productive homework ht for the Fclubroesch

BE THERE TO ANSWER

They're asking!

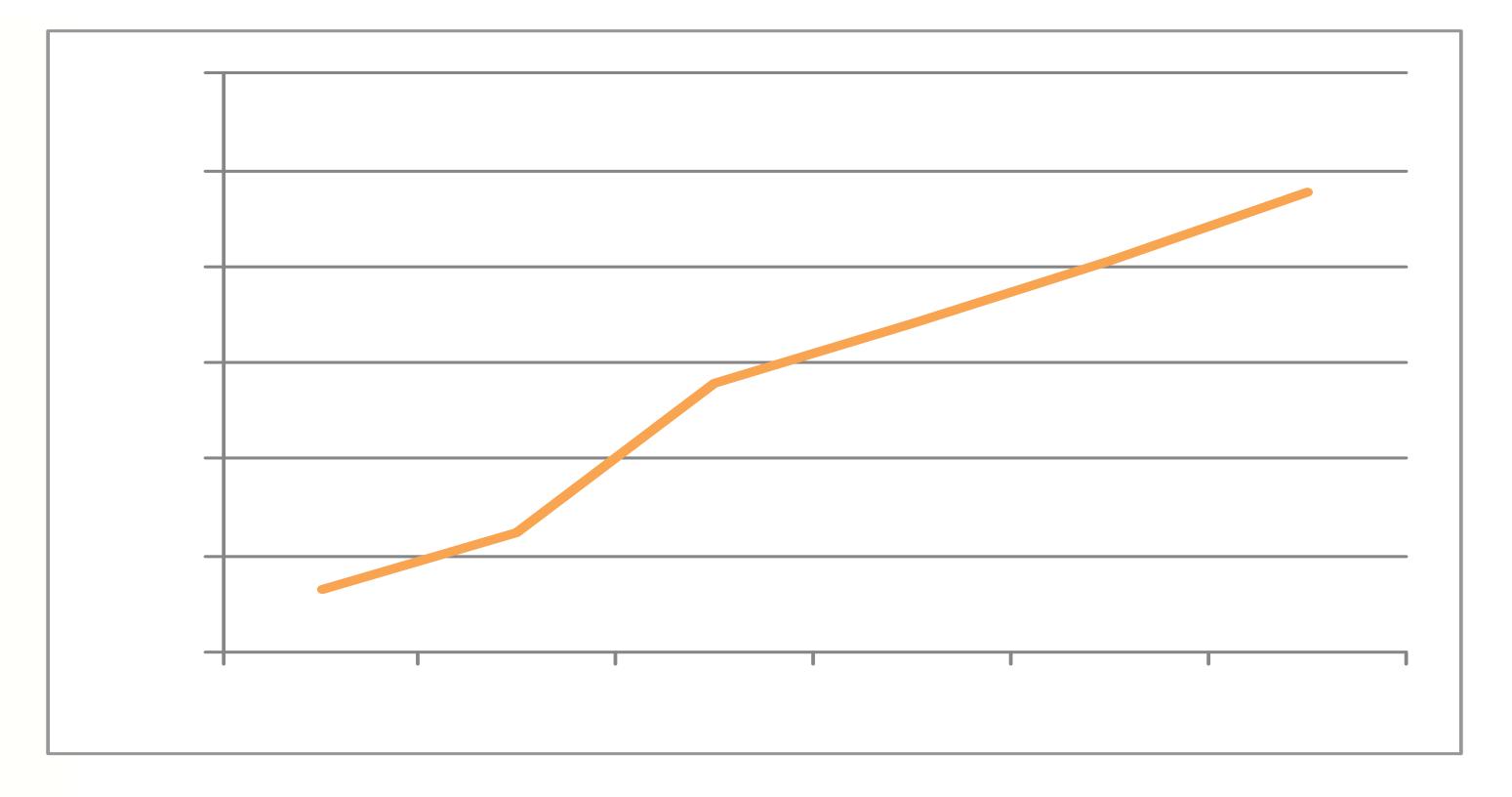
Hey **@roeschlibrary** if I'm using a study room, can I recheck it out after time runs out if there isn't a wait?

@roeschlibrary SOS! IS THERE AN ATM IN THIS JOINT? #jimmyjohnsontheway #911

@roeschlibrary u guys open next weekend? UD alum here in town for the wknd but need 2 study for grad school finals in quiet place :)

@roeschlibrary, @student may be a copy-cat, but she's not THAT good.. got any copy machines up in here?

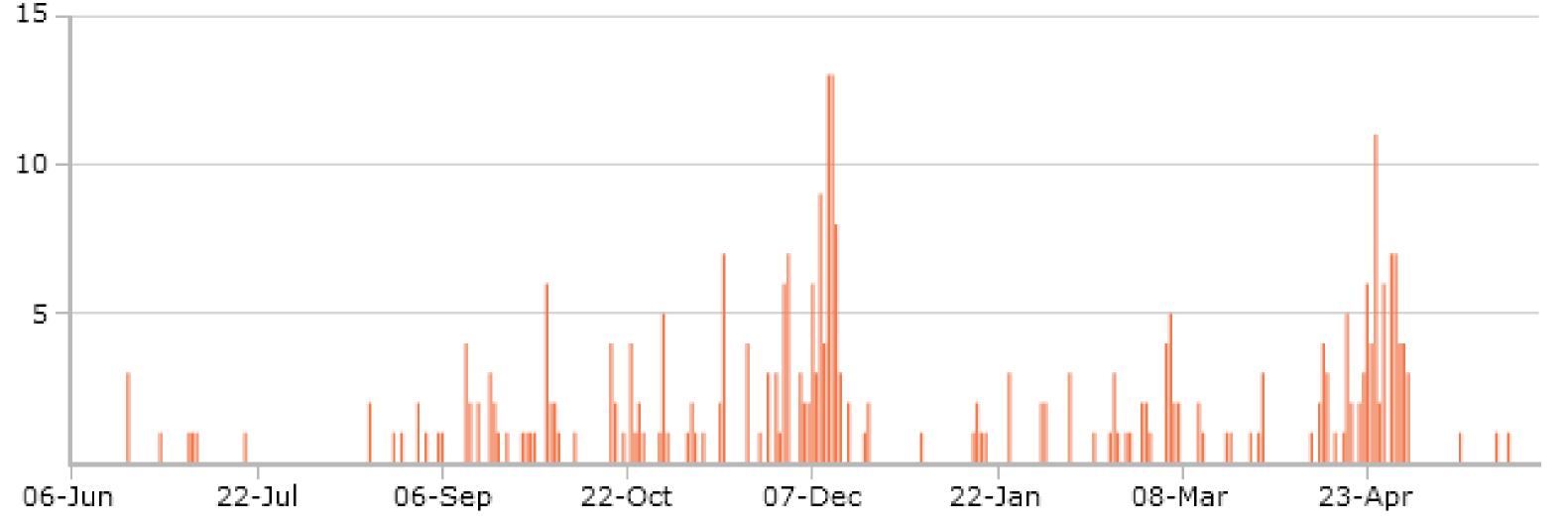
FOLLOWERS @ROESCHLIBRARY



YES! Thank you. Tell everyone you know! RT @teresastudent Breakthrough with Roesch Library. It evidently rhymes with fresh. Problem solved.

I just met you...and this is crazy! RT @annastudent So tempted to blast Call Me Maybe in #ClubRoesch right now... #itstooquiet #whyamihere

MENTIONS @ROESCHLIBRARY



ADDRESS COMPLAINTS And influence change

Wish internet was a whole lot faster here at **#clubroesch**

Am I at the library or the airport? It's hard to tell given all these darn announcements #clubroesch

Truth RT @kyliestudent Logging in to print something out at Roesch library is like getting into fort knox

Output test is a series of the series of **#PopsicleFingers**



HAVE FUN WITH 'EM

Students are pretty funny

Someone visit Caitlin! RT @caitlinstudent Going electronic-less at **#clubroesch** to focus. If you want to find me, I'll be dying a slow death on 4.

I think this means everyone will ace their finals! RT @brandonstudent Who goes to Tim's bar these days? It's all about #ClubRoesch

WHAT'S NEXT?

More information at libguides.udayton.edu/katyala12

- Possibilities for further research:
- v Twitter as a library service point
- v Library programming using Twitter ν Effect of personality-driven tweets



