

12-11-2012

The Socialite Library

Katy Kelly

University of Dayton, kkelly2@udayton.edu

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Libraries Thriving

The Socialite Library

Katy Kelly

Communications and Outreach Librarian

University of Dayton

Hi! Thanks for attending.



Session breakdown

- Inform guests before they arrive
- Plan for upcoming needs or problems
- How do your guests feel? Respond to complaints
- Incentivize participation
- ...all using social media.

University of Dayton

- Private, Catholic institution in the city of Dayton, Ohio
- Total student enrollment: 11,000
- Residential campus



“Club Roesch”

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??](#)

Planning

- ...and planning ahead!



Marketing your plan...

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CONSTRUCTION UPDATES

This site provides information about the exterior renovation of Roesch Library and its possible impact on visitors. According to preliminary plans, the renovation will take up to one year. Construction began in June 2012.

CONSTRUCTION WILL HALT DEC. 7



Construction on Roesch Library will halt on Friday, Dec. 7 for the final exams period. Construction will resume on Thursday, Dec. 13. Check our construction status website before you visit for more details.

[For More Information](#)

What can you do?

PEACE & QUIET In Roesch Library



PICK UP A PAIR OF FREE EAR PLUGS
Available at our information/service desks

Thanks for your patience during our renovation!

 @roeschlibrary

Visit the construction
status website



Construction-related tweet

#ClubRoesch is freeeeezin!

Expand

Roesch Library @roeschlibrary

25 Nov

[@laurenallen04](#) Sorry! What floor are you on? Second and first feel OK.

Expand

Lauren Allen [@laurenallen04](#)

25 Nov

[@roeschlibrary](#) I was in a back corner on the first floor. Maybe not too many vents back there?

[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

7:07 PM - 25 Nov 12 · Details

Reply to [@laurenallen04](#)

Roesch Library @roeschlibrary

25 Nov

[@laurenallen04](#) Maybe. Or old leaky windows that will soon be replaced! Thanks for letting us know.

Expand

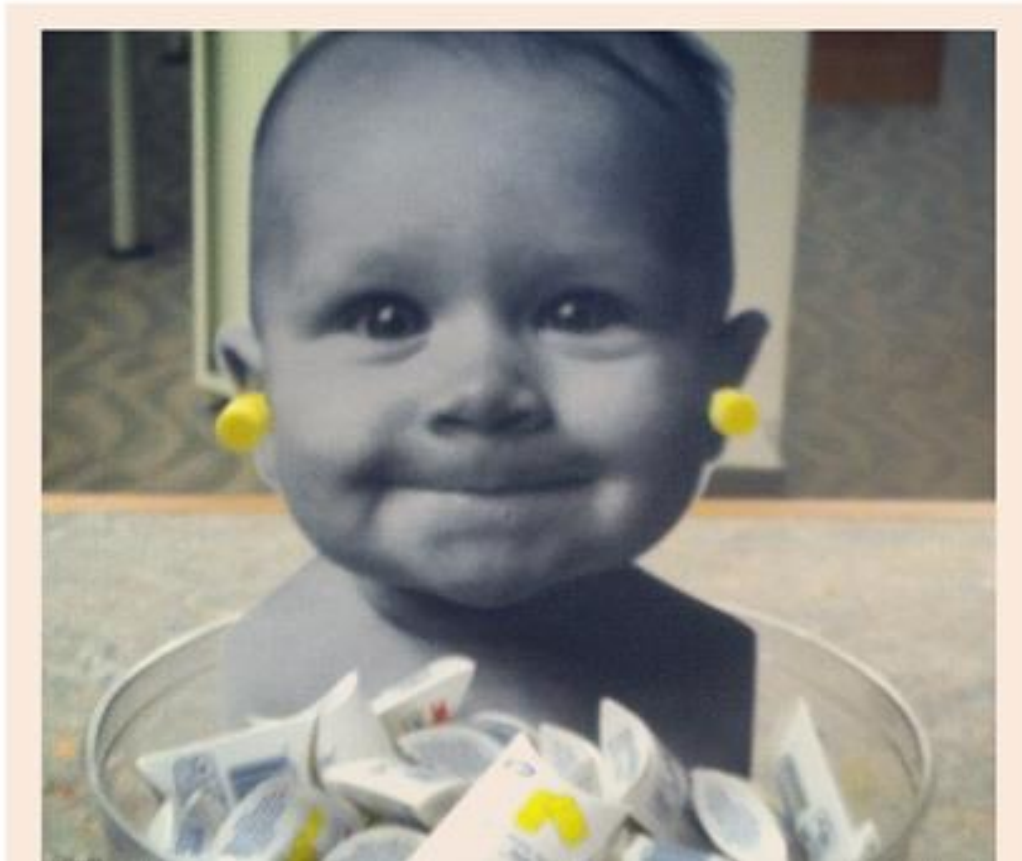
Rice Library, USI



ricelibrary

David L. Rice Library

5d



Finding Pictures on Instagram



Back PHOTO ↻



Seems it got a bit windy last night
#frankenstorm #dayton #ud #clubroesch

Instagram contest



Announcing winners...



Back

PHOTO



yomarkanthony

5d



32 likes

Contests = Good press

UDQuickly

University of Dayton News & Views

SNAPSHOTS



Club Roesch in color

by Meredith Hirt '13

10:18 AM Nov 13th, 2012

Roesch Library has a new hang out: Instagram. "It makes sense to move to Instagram; our campus is so pretty," said Katy Utter '14, Roesch marketing and events intern.

To raise awareness of the library's presence on this photo-sharing platform, Roesch hosted a photo contest in October. Students posted a library-related photo on Instagram with the hashtag #clubroesch to enter and the photo with the most "Likes" won. Each of the nine participants earned a UD Libraries USB flash drive and the winner, Mark Desantis '15, received an iTunes gift card.

Desantis was studying for chemistry when he



“Tech Table” – Naming contest



Banned Books Week

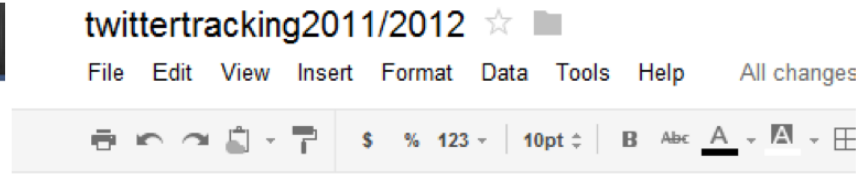
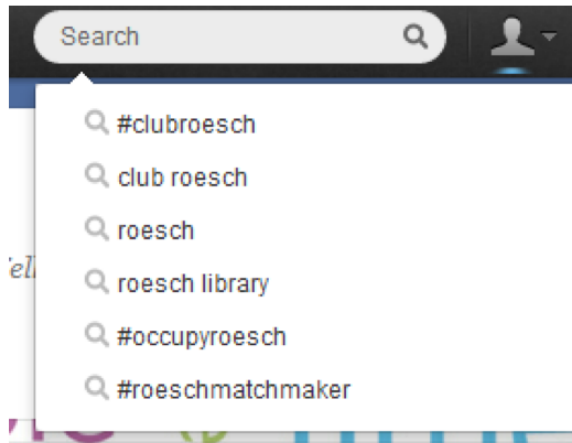


Book Art Workshop

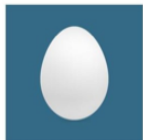


Another group space



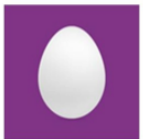


	A	B
52	3/12/2012	@roeschlibrary It is f-f-f-freezing in here today!!
53	3/12/2012	@roeschlibrary Aren't we all? This weather is crazy...especially for old buildings, huh? :-)
54	3/6/2012	@roeschlibrary its kind of ridiculous how excited i get about #porchreads
55		@Mstudent @daymag @roeschlibrary Thank you! I am so excited :) Feels good to follow the footsteps of student writers past. You're next Mer!
12		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?
12		@daymag @sstudent @roeschlibrary Student writers, doing good student writer things!
12		#reasonswhyilovemycoworkers
12		Awesome news. Just learned our terrific student writer @sstudent won the 2012 Ruhlman award for writing from @roeschlibrary. Congrats!
12		Our lib is so hip! RT @roeschlibrary: Come get your work done for the week - we're open 'til 5 o'clock in the morning (like the T-Pain song)
12		"@roeschlibrary: Welcome back! Come get your work done for the week - we're open 'til 5 o'clock in the morning (like the T-Pain song)." omg



UD Student @UD_Student

I don't want to go to [#clubroesch](#) today, even though it's the only place I can get work done



UD Alum @udayton_alum

If twitter had existed 13-17 years ago, I definitely would have been a member of [#clubroesch](#)



Flyer Faithful @flyer_faithful

Love the @daymag article about @roeschlibrary! I've definitely ordered a pizza to the lib before. [#clubroesch](#)



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How do they feel?

You can imagine how ecstatic i am that construction is going on all around me in the library. Thanks Roesch. twitpic.com/7sfogc



 TwitPic

[Flag this media](#)

12 Dec via [Twitter for Android](#)

 [Favorite](#)  [Retweet](#)  [Reply](#)

How do they feel?

Walked into Roesch to a surprise concert. What's the meaning of this foolishness. I got work to do.

Expand

Roesch Library @roeschlibrary

25 Nov

[@iAchieve1911](#) Sorry about that. It was a holiday event. Hopefully it was quiet on the upper floors?

Expand

Mr. No Sleep @iAchieve1911

25 Nov

[@roeschlibrary](#) I was being facetious. Thank You for caring!!!

 Hide conversation  Reply  Retweet  Favorite

8:32 PM - 25 Nov 12 - Details

What do they see?

just saw a line of guys carrying sleeping bags into the library
#clubroesch finals week

11 Dec







What do they want?

@roeschlibrary you should to have phone chargers that we can check out #firstworldproblems

9/25/12, 8:04 PM



Roesch Library @roeschlibrary 5d
@dkloke212 you can always check to see if you can borrow one from a fellow Roescher!

@roeschlibrary the staplers on the 2nd floor are terrible, time for an upgrade?



Roesch Library @roeschlibrary
It's probably time... thanks! RT [redacted] @roeschlibrary the staplers on the 2nd floor are terrible, time for an upgrade?

25 Apr

some people in [#ClubRoesch](#) 6th floor apparently cannot comprehend what "silent floor" means... [#finalsweekproblems](#)

some people in #ClubRoesch 6th floor apparently cannot comprehend what "silent floor" means... #finalsweekproblems



Finals Week

**CLUB
ROESCH**

FIND OUT WHEN AND WHERE



/roeschlibrary



@roeschlibrary

ROESCH LIBRARY OPEN 24 HOURS

- **FREE CHAIR MASSAGES**
- **FREE PIZZA**
- **FREE COFFEE, TEA & HOT COCOA**
- **FREE TAXI RIDES**
- **ROCK AROUND THE CHRISTMAS TREE**



Sunday, December 11
MIDNIGHT
Roesch Library

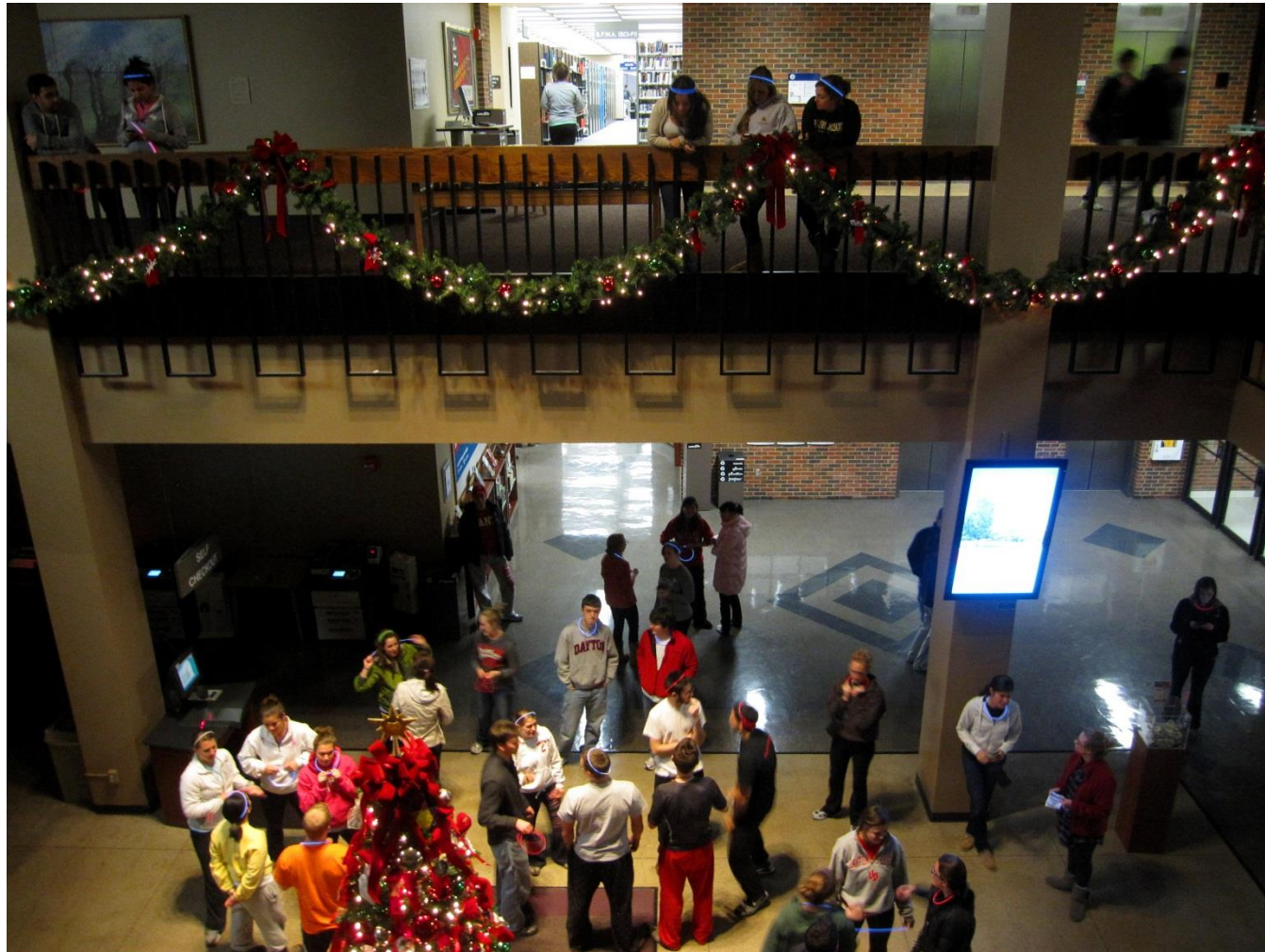
ROCK

AROUND

THE

CHRISTMAS TREE

Dance off that Finals Week stress!
First 100 Receive a UD Glow Stick
Tweet song requests @roeschlibrary



DANCE OFF THAT FINALS WEEK STRESS!

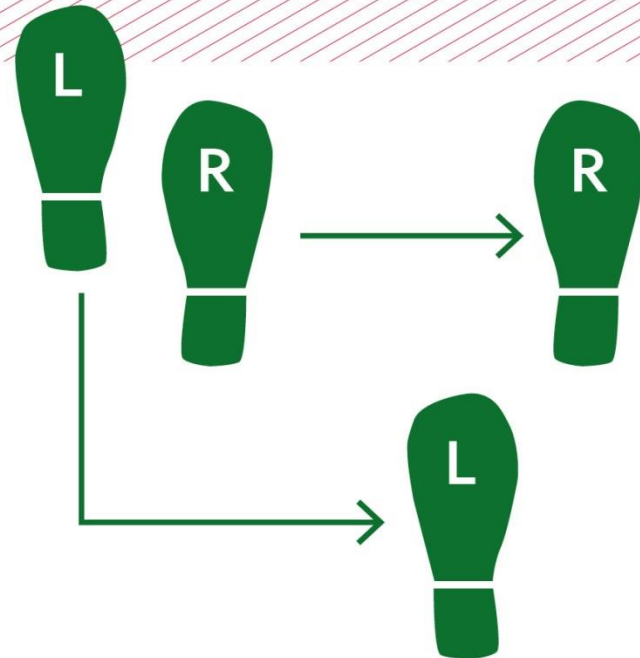
10-MINUTE DANCE PARTY

Sunday, Dec. 9

11:59 p.m.

Roesch Library Lobby

-  First 100 get a glowstick
-  Get your Dayton to Daytona passport stamped
-  Tweet song requests to @dayton2daytona



UNIVERSITY of
DAYTON
University Libraries



Club Roesch VIP Contest

DO YOU COME HERE OFTEN?

BECOME THE CLUB ROESCH V.I.P.

**Win a v.i.p. study room and prize
package for finals week!**

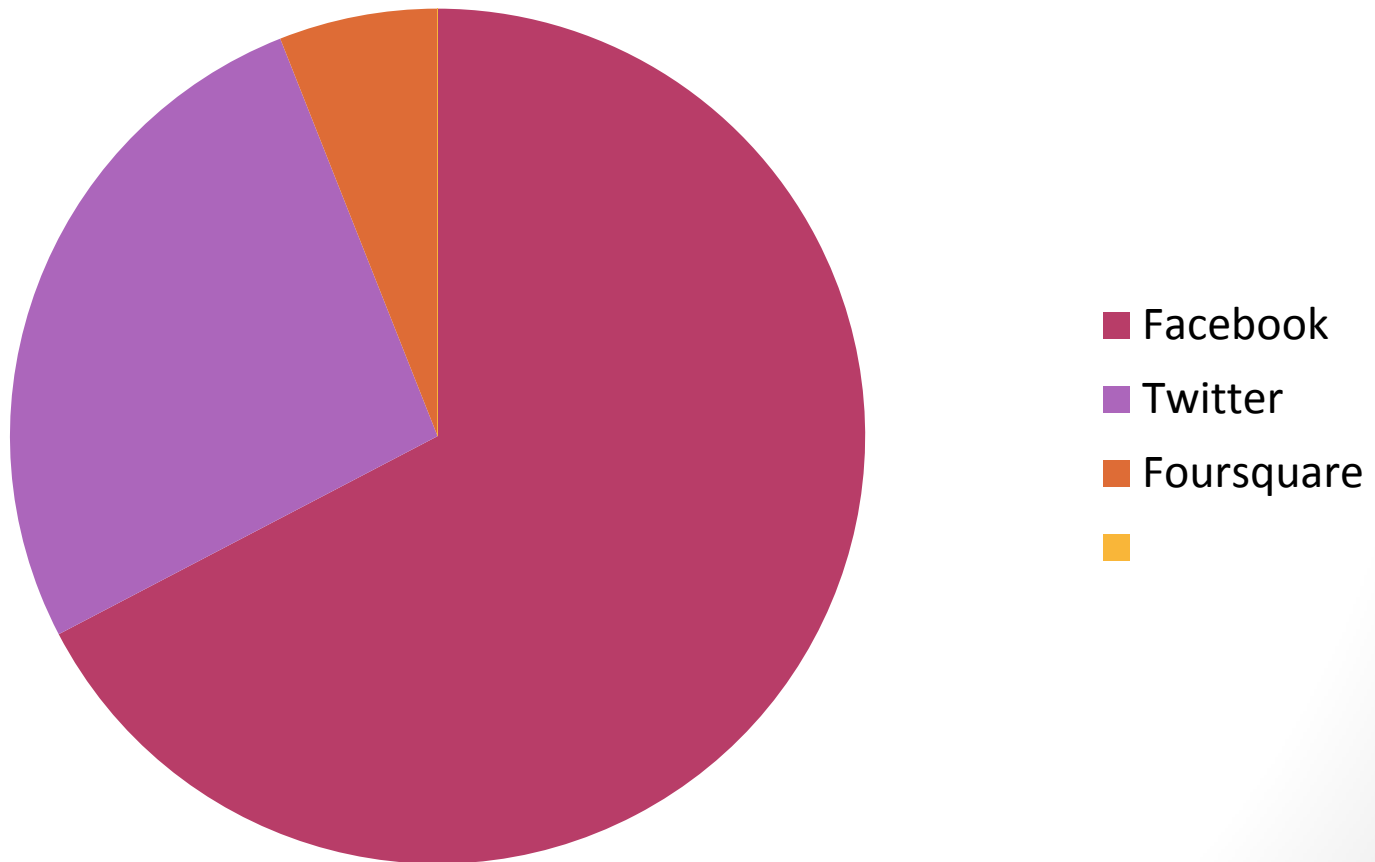
Enter to win on Monday Dec. 3, 2012:

- 'Like' the Roesch Library Facebook status update
- Retweet the @roeschlibrary announcement
- Check in on Foursquare
- 'Like' the roeschlibrary announcement photo on Instagram

The V.I.P will be notified on Tuesday, Dec. 4.

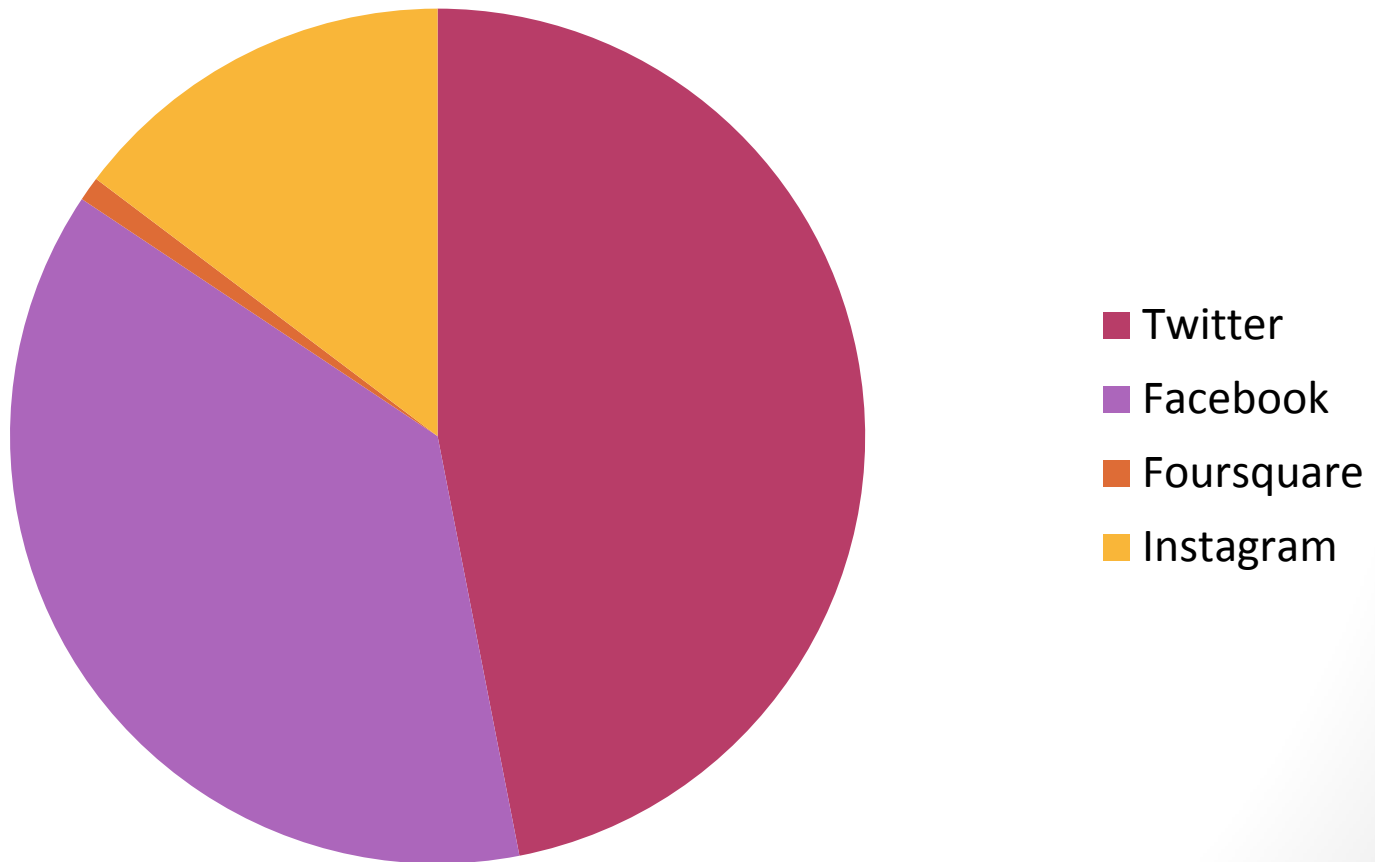
Spring 2012

Club Roesch VIP Entries

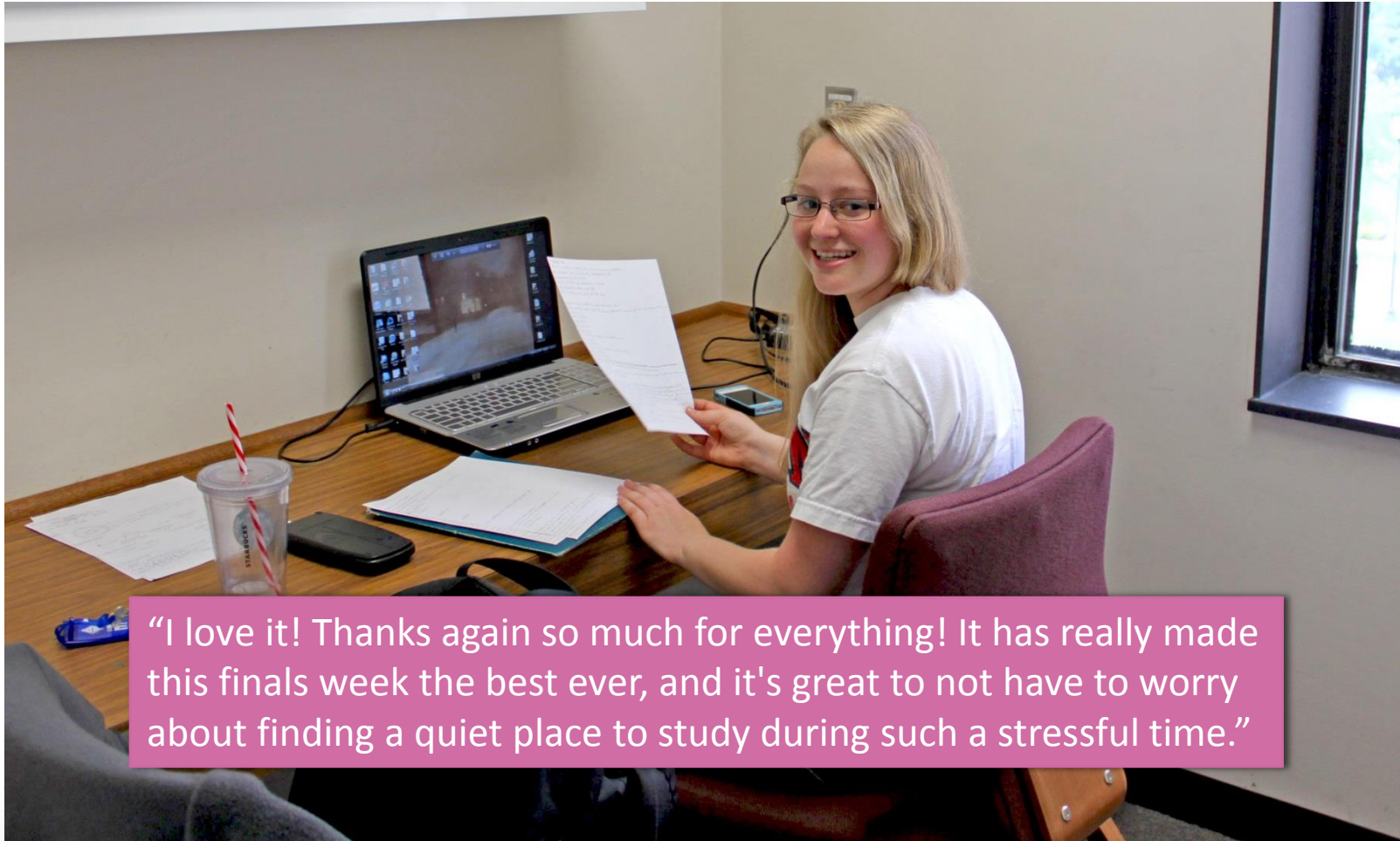


Fall 2012

Club Roesch VIP Entries

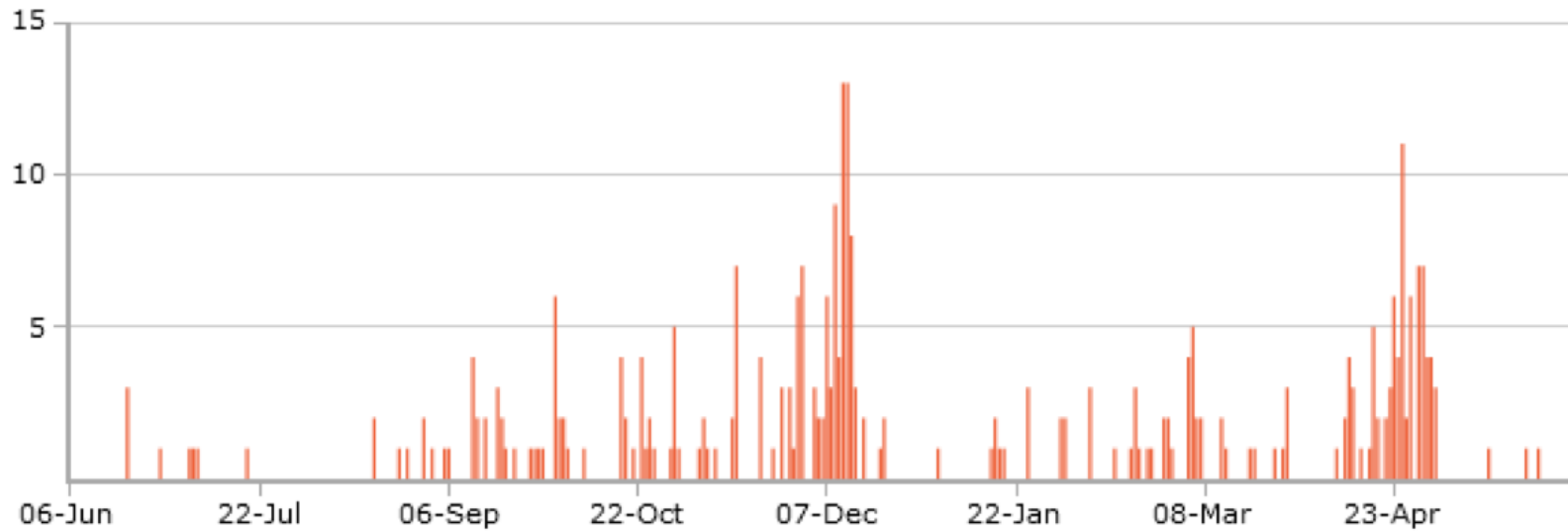


V.I.P winner



“I love it! Thanks again so much for everything! It has really made this finals week the best ever, and it's great to not have to worry about finding a quiet place to study during such a stressful time.”

MENTIONS @ROESCHLIBRARY



Positivity during a time of stress

Finals stressful... But free food, coffee and 24 hr rec times are nice. Oh and free massages too. I like those [@roeschlibrary](#)

12 Dec

The only good thing about finals has to be the free massages at **Roesch** library [#FinalsWoes](#)

Get me to 4pm so I can play with the dogs at [@roeschlibrary!!](#)

Expand





Reference-esque Tweets

[@roeschlibrary](#) Does Roesch have past issues of Flyer News (92'-93')? Are any issues of the Flyer News available online through the library?

Expand

Anyone know what time [@roeschlibrary](#) closes? This annotated bib isn't getting done any time soon

[Collapse](#) [← Reply](#) [↻ Retweet](#) [★ Favorite](#)


3:07 AM - 19 Nov 12 · [Details](#)

[@roeschlibrary](#) how does one get Jimmy John's to deliver here?


[Collapse](#) [← Reply](#) [↻ Retweet](#) [★ Favorite](#)

11:25 AM - 29 Nov 12 · [Details](#)

Reference, cont.

 [@roeschlibrary](#) Can Safari online books be accessed off campus? I'm having trouble seeing more than a preview for ISBN 1435454294.

Expand

 [@Leetol](#) I am able to - trying getting into Safari from this page and you'll be asked to log in flyers.udayton.edu/search/m?datab...

Expand

16 Jul

[@roeschlibrary](#) That worked! Many thanks!

 Hide conversation  Reply  Retweet  Favorite

4:31 PM - 16 Jul 12 via TweetDeck · Details

Reply to [@Leetol](#)

Alum tweets – connect!

Studying at XU for grad school exam (head down in shame)...It's no @roeschlibrary that's for sure! @UDaytonAlumni #missthatplace

Expand

Getting funny looks in the DePaul undergrad library. My Red Scare shirt must make them think I'm a commie. Where's @roeschlibrary right now?

Expand

I really miss Club Roesch right now #UDproblems

Expand

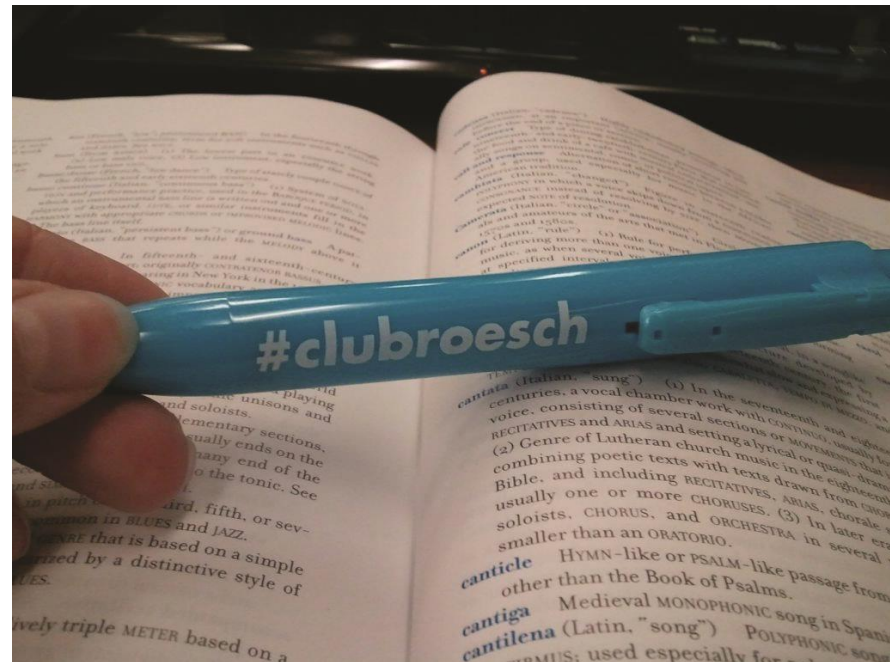
Jealous of the UD students who enjoyed dog therapy today at @roeschlibrary!! What an excellent idea!! #graduatedtoosoon #sixthyearseneior?

Perks!

I guess there is a perk checking into Four Square three times in the last three days to Roesch Library. I get a free highlighter

#ClubRoesch

30 Nov



What's a better view....
than the one from your
patrons?



My dream job is to be the person who tweets for [#clubroesch](#)
[#VIPstatus](#)

Thanks!

- Katy Kelly
- kkelly2@udayton.edu