

Scheduled Twitter Campaign

Your Goal: Direct undergraduates to the new Lief Library LibGuides

Describe Your Twitter Strategy:

Will you use any of the following methods?

- | | |
|---|--|
| <input type="checkbox"/> Link to library resources | <input type="checkbox"/> Share research tips |
| <input type="checkbox"/> Suggest sources for particular needs | <input type="checkbox"/> Broadcast opinions / thoughts |
| <input type="checkbox"/> Promote library services | <input type="checkbox"/> Interactive games / conversations |
| <input type="checkbox"/> Link to library policies | <input type="checkbox"/> Ask followers questions |
| <input type="checkbox"/> Event announcements | <input type="checkbox"/> Get off-Twitter feedback |
| <input type="checkbox"/> Link to library-created content | <input type="checkbox"/> Share library accomplishments |

Will you strategically repeat tweets? Yes No

Will multiple people tweet? Yes No

Frequency of Tweets:

- More than once a day
- Daily
- Weekly
- Other: _____

Duration of Campaign:

- Week
- Month
- Semester
- Other: _____

Three Sample Tweets		
Date	Time	Tweet (140 characters max)

Scheduling Your Tweets

Twitter Username: [liefguides](#)
Email: liefguides@gmail.com
Password: [scheduledtweets](#)

These Twitter and Gmail accounts will be deleted on Friday, Dec. 10, 2010.

Schedule Tweets in Five Simple Steps:

1. Go to <http://www.twitresponse.com>
2. Click “sign in with Twitter”
and enter your login information (above)
3. Enter the scheduled tweet
4. Set date and time
(the time slider is a bit odd, but you can also type in numerals)
Set your times within the next 10 min., so we can see your tweets.
5. Click “queue message”

FYI:

- TwitResponse allows for easy log in, it detects your timezone, and does not have ads
- You can upload a CSV (comma separated value) file to TwitResponse
- With each tweet, you can choose to shorten URLs with bit.ly or not
- The source of a tweet displays below its text, so followers can see you used TwitResponse
- When scheduling tweets, you can still add more tweets to an account other ways (through twitter.com, desktop applications like TweetDeck or Tweetie, or on smartphone apps)

Consider:

- Whether or not you’d want multiple scheduled twitter campaigns under @lehmanlibrary
- How to establish internally-controlled #hashtags

Scheduled Twitter Campaign

Your Goal: Encourage patrons to return material on Amnesty Fridays

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Twitter Username: [liefamnesty](#)
Email: liefamnesty@gmail.com
Password: [scheduledtweets](#)

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Scheduled Twitter Campaign

Your Goal: Market Docutek eReserves services to Lehman teaching faculty.

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- Link to library policies
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Password: [scheduledtweets](#)

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Scheduled Twitter Campaign

Your Goal: Push out the library's YouTube tutorials to a broader audience.

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Scheduled Twitter Campaign

Your Goal: Supplement graduate Research Methods courses in Education.

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Your Goal: Pre-empt common back-to-school reference questions.

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