**TWEET THAT:**

promoting an academic library through diverse voices 140 characters at a time

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**ANNOUNCEMENTS**

**Eckles Library** @EcklesLibrary

I see London, I see France...or at least I could if I applied for study abroad. Talk to Bill! http://library.gwu.edu/news-events...

**Eckles Library** @EcklesLibrary

Look at me, now look at your schedule, now look at me again. If you have no idea where class is, come in and we’ll help you out.

**Eckles Library** @EcklesLibrary

Read for that A? Free tutoring starts this weekend at the flyest bibliotecha on campus. #donde-esta-la-biblioteca

**Eckles Library** @EcklesLibrary

Need research help? Get basic help anytime Eckles is open, or go here for indepth help: http://bit.ly/17HHd1s

**Eckles Library** @EcklesLibrary

Your friendly student staff is here for you during finals...24 hours a day from now until Dec. 18. #eckleslove

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**CONVERSATION**

**Matt Golden** @emilyst94

Does @GWtweets do #philosophy at @EcklesLibrary or @gwmvc? TY

**Eckles Library** @EcklesLibrary

@emilyst94 we don’t, but check out the GW Tutoring Initiative website! gwire.gwu.edu/tutor

**Nikki Radivilov** @fitzgeralds_cat

I may be slightly in love with @EcklesLibrary. Or maybe more than slightly. #librarylove

**Eckles Library** @EcklesLibrary

@fitzgeralds_cat And now we are blushing. All over, totally red in the face. :)

**Emily Thompson** @atljay94

Tonight Ariel of @EcklesLibrary saved me hours of research time & was SUPER helpful. I’m very thankful I have such an awesome library! #GWU

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**PRESENTATIONS**

**13 student voices 1 tweet per shift**

In order to attract a diverse following, each student assistant working at the service desk is responsible for tweeting from the library Twitter account at least once during each of their shifts.

Very few limits were placed on students’ tweets. Tweets must be generally related to the services, collections, events or features of the library or the Mount Vernon campus and contain no profanity or vulgarity. Professional staff is always available to give direction if students are having trouble creating an appropriate tweet.

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**1,730+ tweets 682 followers**

Because @EcklesLibrary showcases the variety of voices at the library, the account appeals to a wide array of users. Student assistants feel a sense of ownership and pride because of the latitude given to exercise their individual personalities and creativity. Each student assistant attracts their own type of followers to the account. As the number of followers continues to grow, Twitter has become an increasing popular way to interact with our users and advertise our services.

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**JUST FOR FUN**

The Eckles’ student staff models their new #EcklesLove t-shirts advertising the library Twitter account.

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**PROMOTIONS**

**Eckles Library** @EcklesLibrary

Hello lovely patrons, tweet us a picture of you celebrating our birthday over here and win a prize! There are a bunch left!

**Ashley Wilson** @ashleyAkHison

@EcklesLibrary why would anyone not be at Eckles during finals?? Popcorn, peanut butter, and penguins!

**Kelsey Magill** @la_MissSnago

Meet my new study buddy, Pierre the Productive Penguin! Thanks @EcklesLibrary!

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**Meet the Productive Penguins. They'll be hiding around the building this week. If u find one, give it a good home!**

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**Meet my new study buddy, Pierre the Productive Penguin!**

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Eckles Library

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**The library established a Twitter account (@EcklesLibrary) in early 2013.**