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5-2024

### Zero to Hero: Rebranding a Library's Social Media

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# zERO TO HERO

Rebranding of a Library  
Social Media

# TIMELINE

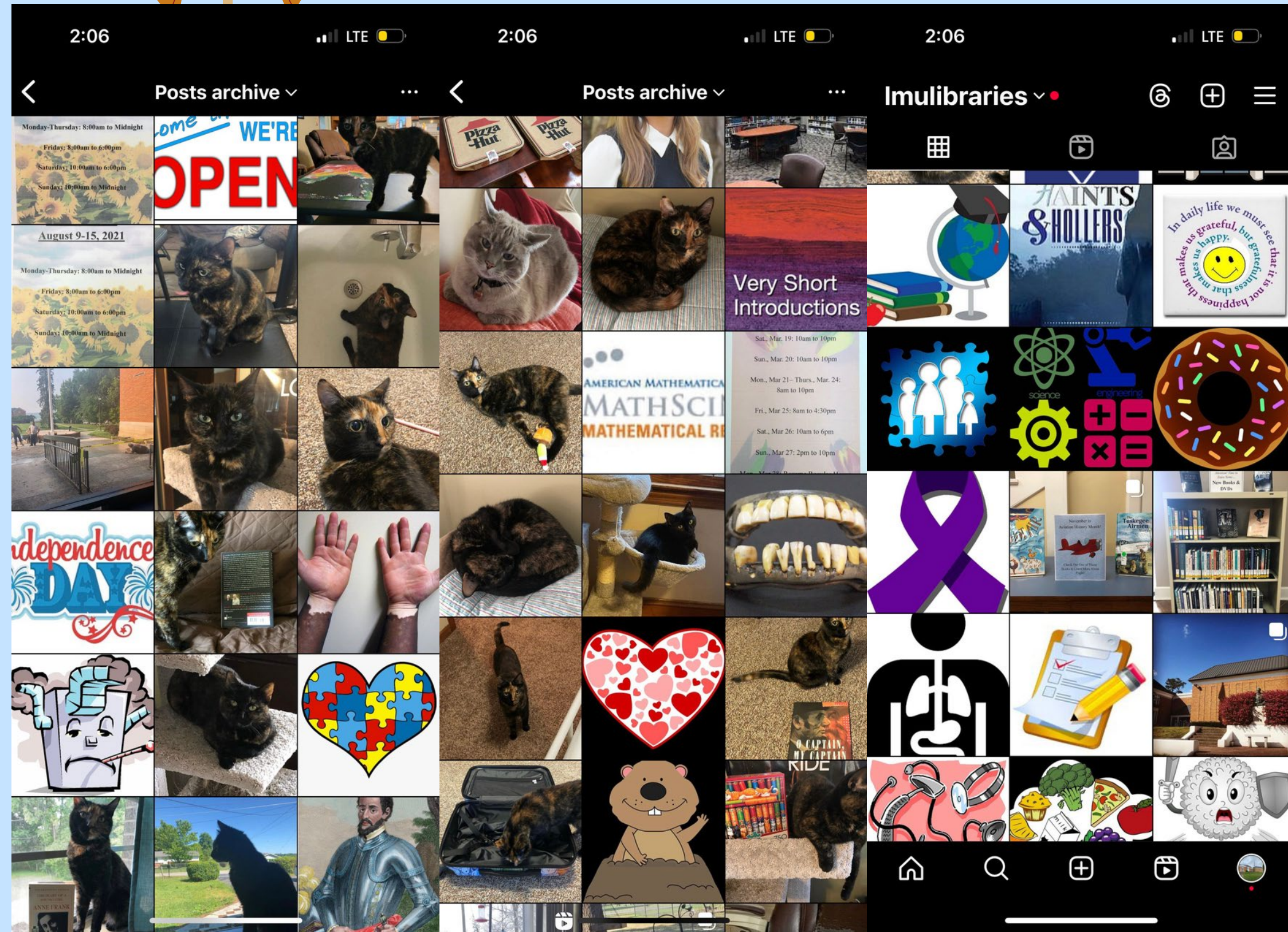
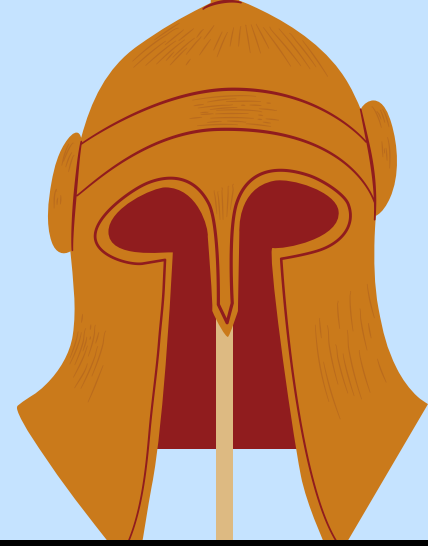
2016-  
2022

2022-2023

2024



2016-2022





	Monday	Tuesday	wed	Thursday	Friday	Saturday			topics		other			
				month post/independent retailer							for now posts on the weekend will be limited to change of hours or closings or special events			
week 1 (first week of july) july	happy 4th we are closed	new books	collection	month or nathional parks month					12 archive					
week 2 july 11th	display	for sale	collection	archive post/bastille day					24 databases			hannah		
week 3 july 18th	new books	new books	database	face book					24 information lit			ashley		
week 4 july 25th	new books	new books	collection	librarians pick	new student res				librarian/staff			rachel		
week 5 aug 1st	display	new books	database	month post					on this day			rhonda		
week 6 aug 8th		info lit	collection	archive post					face books			jackie		
week 7 classes start (aug 15th	welcome students	introduce a librarian/staff	database	new hours	you did it post!				student worker's posts			new person		
week 8 aug 22nd		info lit	collection	new books					librarian's pick		260 posts possible	cerria		
week 9 aug 29th	about the library	introduce a librarian/staff	database	classical music month					new books		60 already spoken for	hayley		
week 10 sept 5th	closed for labor day	info lit	collection	archive post					displays			michael		
week 11 sept 12th	display	introduce a librarian/staff	database		grandpaents day	11-Sep			collections			sarah		
week 12 sept 19 banned book w	about the library	info lit	collection	librarians pick	face book Friday				lincoln			dan		
week 13 sept 26	rosh hashana /student w	introduce a librarian/staff	database	librarians pick	tennessee american indian day				holidays					
week oct 3	display	info lit	collection		archive post				other		new book posts will be extra and added as we get them	jennifer		
week 15 oct 10th	columbus day/indigeno	introduce a librarian/staff	database	month post					about the library		"on this day" will be an event and any source that we have that would relate to that event	daniel		
week 16 oct 17th	student worker's post	info lit	collection		face book							stephen		
week 17 oct 24th	diwali /student workers	introduce a librarian/staff	database	librarians pick					Oral History Online		librarian's pick- going to a section and randomly picking a book with eye closed or a number genator			
week 18 oct 31st	halloween	info lit	collection	american indian heritage month					Special Education Collection			new person		
week 19 nov 7th	display	introduce a librarian/staff	database	archive	veterans day				ACLS Humanities E-book Project					
week 20 nov 14th	about the library	info lit	collection		face book				DSM-5 (All DSM Databases)			courtney		
week 21 nov 21st	thanksgiving	native american heritage day	closed	closed	closed				Oxford Reference Online					
week 22 nov 28th	student worker's post	info lit	database	month post					CountryWatch			kyle		
week 23 dec 5th	good luck on finals	library service	collection	archive post	you did it post	congrats grads			First Aid Books					
week 24 dec 12	displav/ new hours	for sale	database	librarians pick		christmas eve			Annual Reviews					

# expectations vs limitations

52 posts for year

more cohesion

use stories and reels

no clip art or cat pictures

promotion of the library

time

lack of participation

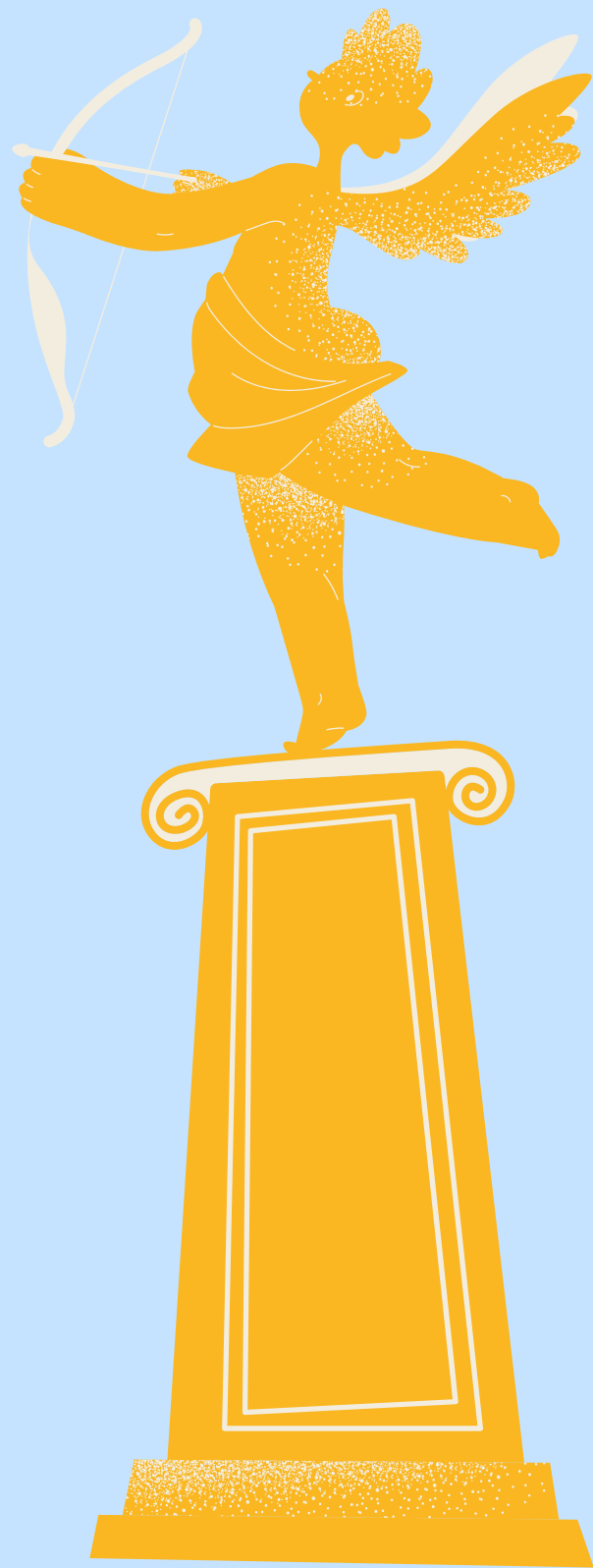
collaboration

creative blocks

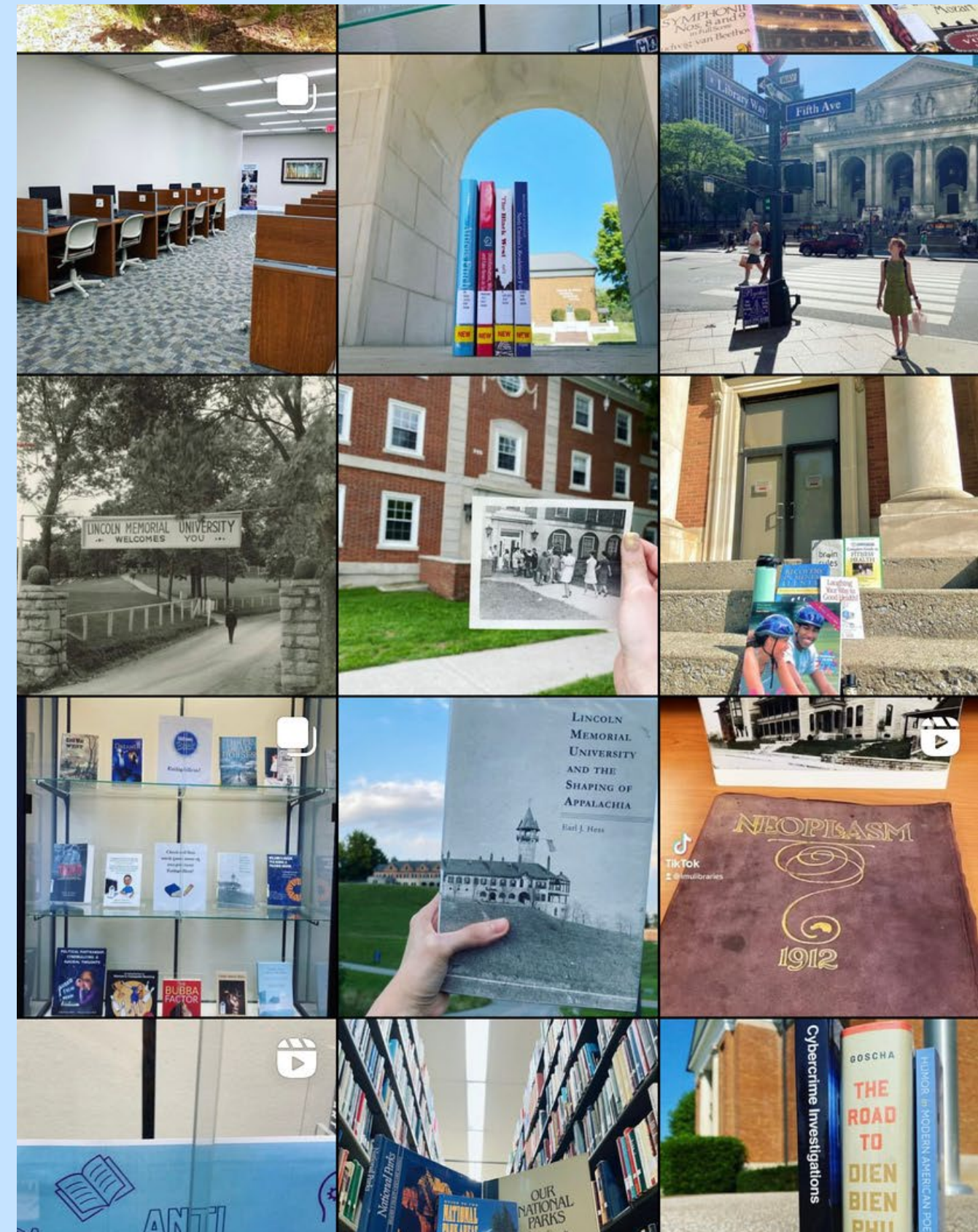
new responsibilities







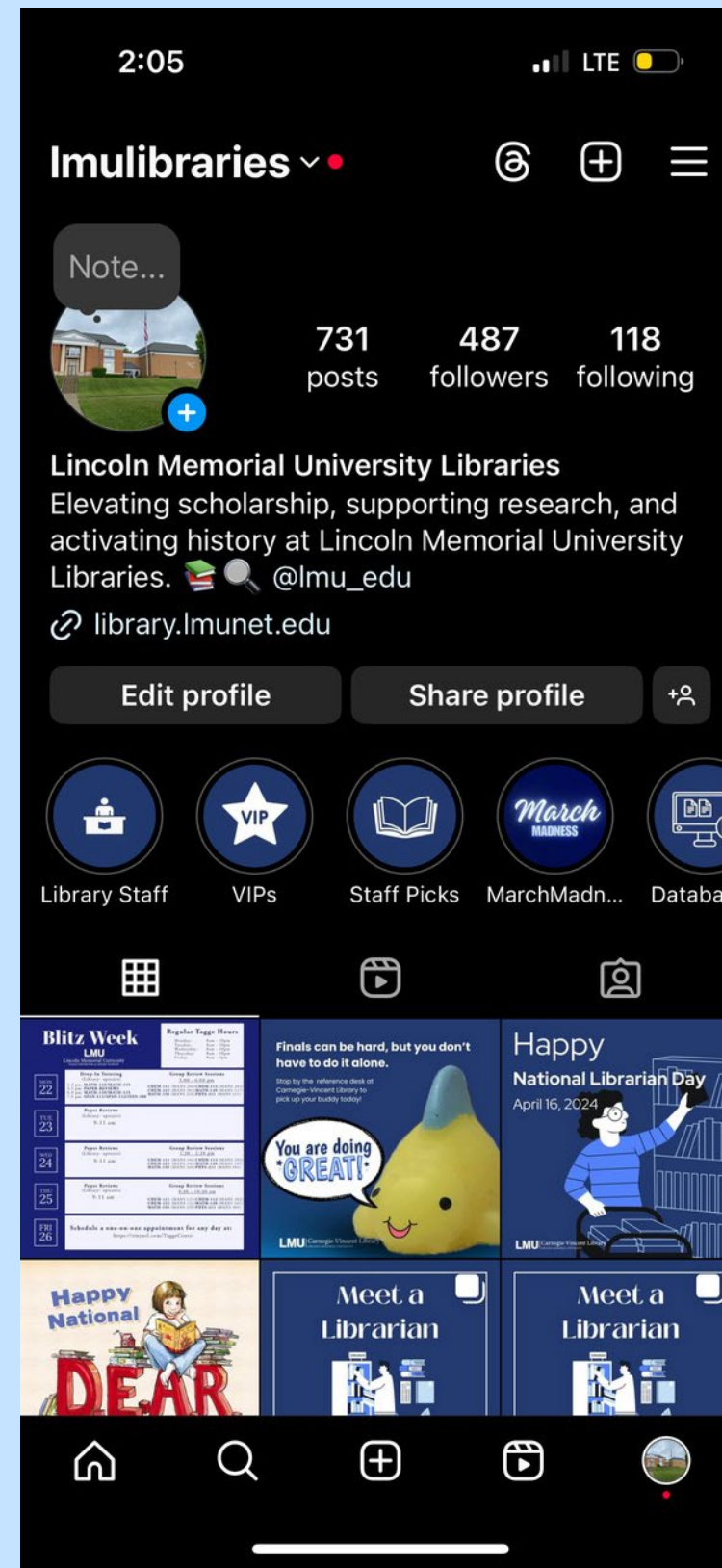
2022 - 2023







2024





# About Rebranding



# Benefits of Rebranding the Library's Social Media Identity

- **Modernization**: Presents a more up -to -date image to stay relevant and attract younger audiences.
- **Increased Visibility** : Enhances visibility by using current design trends and consistent visuals.
- **Mission Alignment** : Reflects updates in mission, values, and services to accurately represent goals.
- **Audience Engagement** : Aligns identity with audience preferences to boost engagement.
- **Competitive Edge** : Helps the library stand out and attract community attention.
- **Trend Adaptation** : Keeps content and style appealing by adapting to changing social media trends.





lmu\_edu

Follow

Message



2,166 posts

8,978 followers

1,730 following

Lincoln Memorial University

College & university

Private University in Harrogate, TN

Sites in: Knoxville, TN • Corbin, KY • Ewing, VA

• Tampa, FL • Chattanooga, TN #SplitterNation

[hoo.be/lmu](https://hoo.be/lmu) + 2



Fall Takeovers



Flickr Albums



Events



Study Tips



Student Life



Athletics



Spring Takeo...

POSTS

REELS

TAGGED



Imulibraries

Follow



859 posts

449 followers

118 following

LMU Libraries

The official Instagram account for the Carnegie-Vincent Library and Reed Health Sciences Library at Lincoln Memorial University.

[library.lmunet.edu](https://library.lmunet.edu)



Databases



New books! 📖

POSTS

REELS

TAGGED





Imulibraries

Edit profile

View archive



733 posts

490 followers

118 following

**Lincoln Memorial University Libraries**

Elevating scholarship, supporting research, and activating history at Lincoln Memorial University

Libraries. 🇺🇸 🔍 @lmu\_edu

🔗 [library.lmunet.edu](http://library.lmunet.edu)



VIPs



Staff Picks



MarchMadne...



Databases



InfoLit



Newsletter



FAQs





1 - FAQ



2 - Q&A



3 - Events



4 - Collections & Databases



5 - Tutorials



6 - Librarians



7 - Featured Books



8 - VIP



9 - Self-Care



10 - Medical & Nursing



11 - Dental



12 - Vet



13 - Education



14 - Law



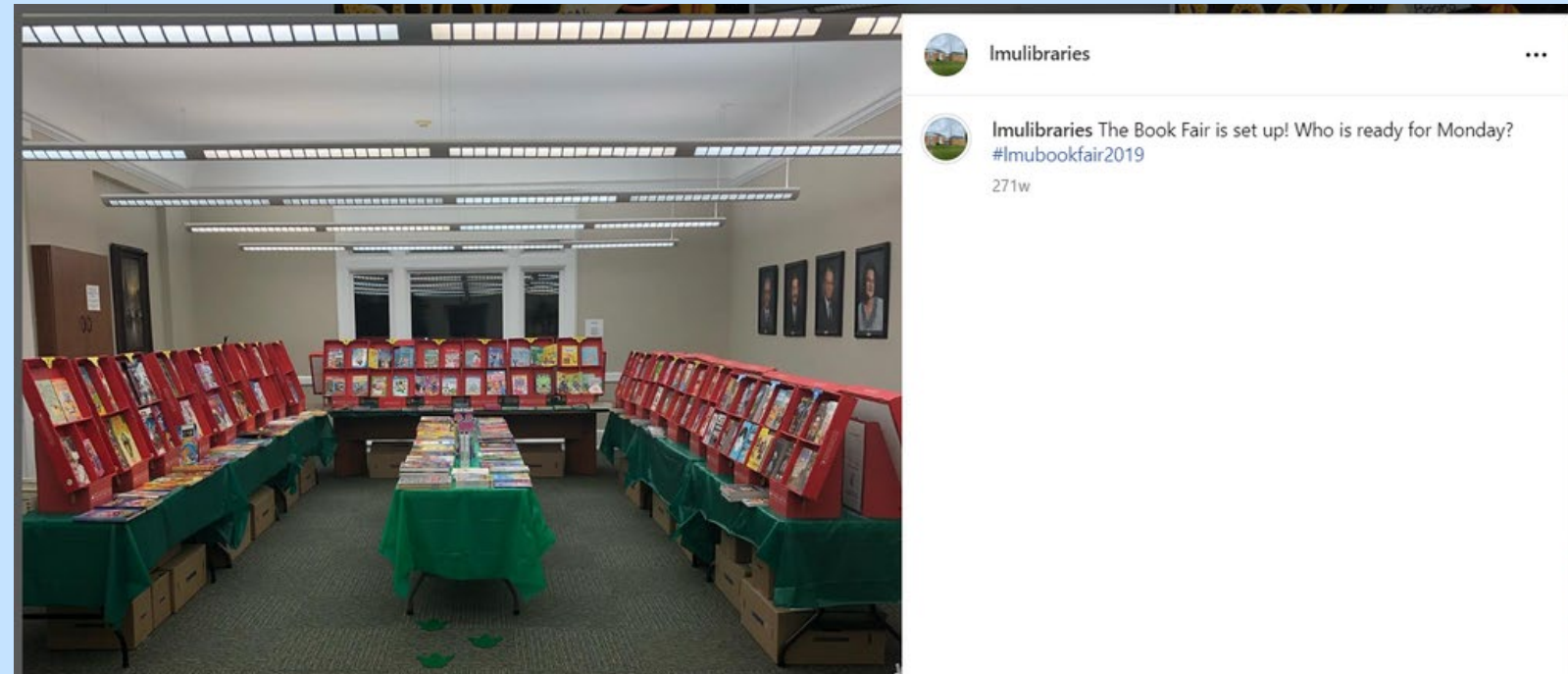
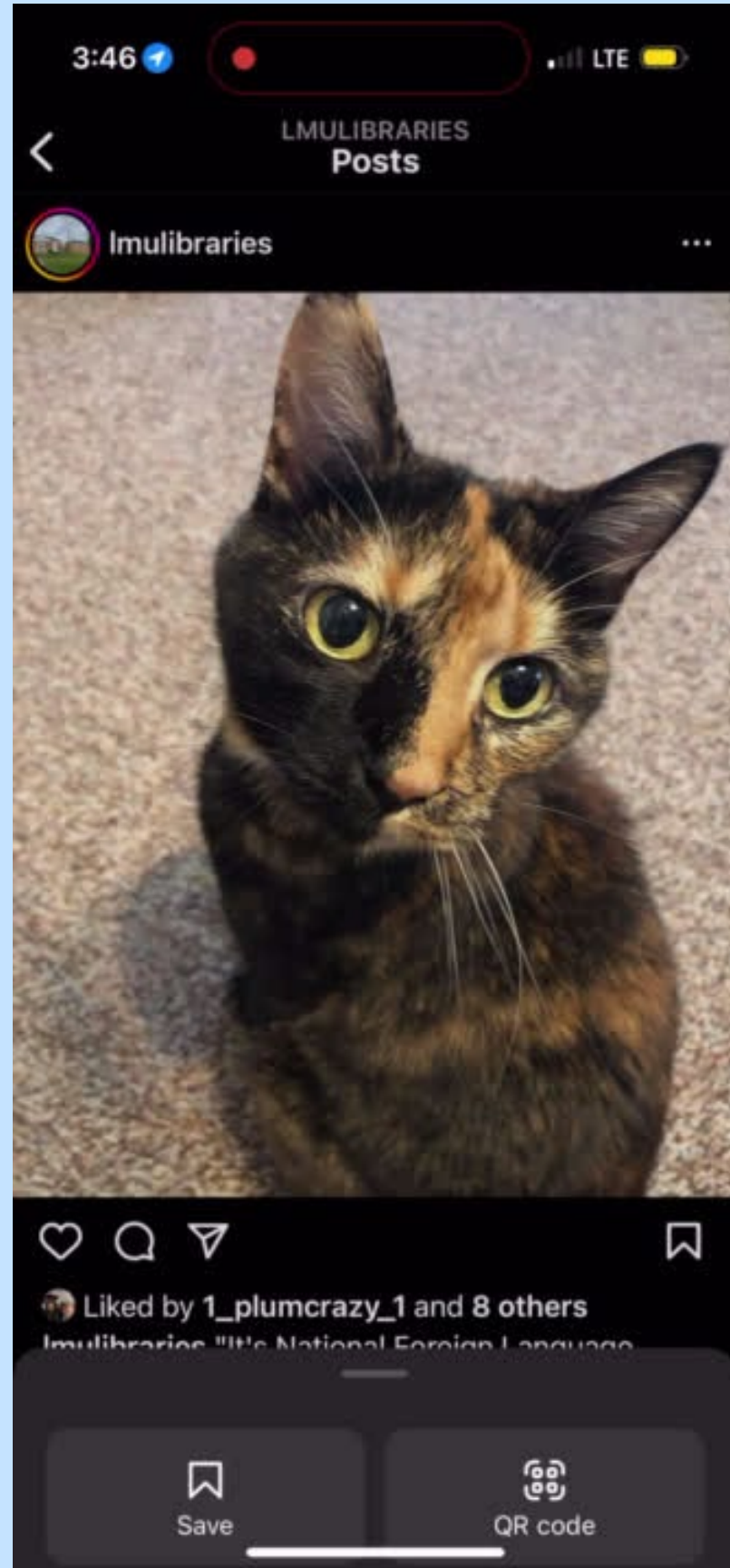
15 - Business



16 - Newsletter



# Archiving Posts



# Collaborative Engagement





Engaging collaboratively with colleagues for library social media is important because:

- 1.) Diverse Perspectives
- 2.) Consistency and Cohesion
- 3.) Shared Workload
- 4.) Skill Enhancement
- 5.) Improved Engagement
- 6.) Problem-Solving
- 7.) Community Building
- 8.) Increased Reach

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week 23 dec 5th	good luck on finals	library service	collection	archive post	you did it post	congrats grads			First Aid Books					
week 24 dec 12	displav/ new hours	for sale	database	librarians pick		christmas eve			Annual Reviews					



# Social Media Content Plan: January-June 2024

Mo	Da	DoW	Type	Content	Theme (if applicable)	Content Type 1	Insta Link
1	15	Monday	Post	Martin Luther King Jr. Day	MLK & Resources	Holiday- Standard	<a href="https://www.instagram.com/p/C2lkFSwxiFY/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C2lkFSwxiFY/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
1	16	Tuesday	Post	Closure	NA	FAQ- Hours	<a href="https://www.instagram.com/p/C2JP-wGsHs5/?hl=en">https://www.instagram.com/p/C2JP-wGsHs5/?hl=en</a>
1	17	Wednesday	Story	Library Resources	NA	FAQ- Resources	
1	18	Thursday	Post	New Books	NA	Content- Books	
1	19	Friday	Story	Author Birthday	Edgar Allen Poe	Content- Authors & Notable People	
1	22	Monday	Post	Database	NA	Content- Database	
1	23	Tuesday	Post	Self-Care	NA	Content- Self-Care	
1	24	Wednesday	Post	Archives & Special Collec	TBD	Content- Archives	
1	25	Thursday	Story	Author Birthday	Virginia Woolf	Content- Authors & Notable	Highlights
1	26	Friday	Post	Book Recommendations	Snowy Literature	Content- Books	<a href="https://www.instagram.com/p/C2kdLliuXFP/?hl=en">https://www.instagram.com/p/C2kdLliuXFP/?hl=en</a>
1	26	Friday	Story	Author Birthday	Angela Davis	Content- Authors & Notable	Highlights
1	29	Monday	Post	Hours	February	FAQ- Hours	<a href="https://www.instagram.com/p/C2tD9sDxpKg/?hl=en">https://www.instagram.com/p/C2tD9sDxpKg/?hl=en</a>
1	30	Tuesday	Post	Self-Care	6 Self-Care Habits	Content- Self-Care	<a href="https://www.instagram.com/p/C2vDCBaxfDS/?hl=en">https://www.instagram.com/p/C2vDCBaxfDS/?hl=en</a>
1	31	Wednesday	Post	Black History Month	Black History Month Book Recs	Holiday- Heritage	<a href="https://www.instagram.com/p/C2xK3PDrf1/?hl=en">https://www.instagram.com/p/C2xK3PDrf1/?hl=en</a>
2	1	Thursday	Post	Staff Picks	Black History	Content- Books	<a href="https://www.instagram.com/p/C2zwsC2u2oW/?hl=en">https://www.instagram.com/p/C2zwsC2u2oW/?hl=en</a>
2	1	Thursday	Story	Birthday	Langston Hughes	Content- Authors & Notable	Highlights
2	2	Friday	Post	Rosa Parks Day (02/04)	Rosa Parks	Content- Authors & Notable	<a href="https://www.instagram.com/p/C22pNKwxDHq/?hl=en">https://www.instagram.com/p/C22pNKwxDHq/?hl=en</a>
2	2	Friday	Story	Rosa Parks Day (02/04)	Rosa Parks	Content- Authors & Notable	Highlights
2	2	Friday	Story	Self-Care	Weekend Reset	Content- Self-Care	Highlights
2	5	Monday	Post	Children's Authors & Illust	Children's Authors & Illustrators, Classic	Holiday- Library	<a href="https://www.instagram.com/p/C2-BcTLQZ0N/">https://www.instagram.com/p/C2-BcTLQZ0N/</a>
2	5	Monday	Story	Children's Authors & Illust	Children's Authors & Illustrators, Classic	Holiday- Library	Highlights
2	6	Tuesday	Post	Database	<a href="#">Gale in Context: Elementary</a>	Content- Database	<a href="https://www.instagram.com/p/C3A1GU0xs3i/">https://www.instagram.com/p/C3A1GU0xs3i/</a>
2	6	Tuesday	Story	Database	<a href="#">Gale in Context: Elementary</a>	Content- Database	Highlights
2	7	Wednesday	Post	Book Collection	Appalachian Storytellers	Content- Books	<a href="https://www.instagram.com/p/C3Dvm7wuDfY/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C3Dvm7wuDfY/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	7	Wednesday	Story	Author Birthday	Charles Dickens	Content- Authors & Notable	Highlights
2	8	Thursday	Post	Database	<a href="#">Gale in Context: Middle School</a>	Content- Database	<a href="https://www.instagram.com/p/C3Fp66gu8Xh/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C3Fp66gu8Xh/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	8	Thursday	Story	Database	<a href="#">Gale in Context: Middle School</a>	Content- Database	
2	8	Thursday	Story	FAQs	Virtual Chat	FAQ- Resources & How-Tos	Highlights
2	8	Thursday	Reel	FAQs	Virtual Chat	FAQ- Resources & How-Tos	<a href="https://www.instagram.com/p/C3Fs2UtunKI/?hl=en">https://www.instagram.com/p/C3Fs2UtunKI/?hl=en</a>
2	8	Thursday	Reel	FAQs	ILL	FAQ- Resources & How-Tos	<a href="https://www.instagram.com/p/C3G00bpxN-F/?hl=en">https://www.instagram.com/p/C3G00bpxN-F/?hl=en</a>
2	8	Thursday	Story	FAQs	ILL	FAQ- Resources & How-Tos	Highlights
2	9	Friday	Post	Children's Authors & Illust	Teaching About Children's Literature	Content- Books	<a href="https://www.instagram.com/p/C3Inh3Xw4n/?hl=en">https://www.instagram.com/p/C3Inh3Xw4n/?hl=en</a>
2	9	Friday	Story	Author Birthday	Alice Walker	Content- Authors & Notable	Highlights
2	9	Friday	Reel	Harrogate Book Display	Sweet Reads	Content- Books	<a href="https://www.instagram.com/p/C3IQgz9Dhp_/?hl=en">https://www.instagram.com/p/C3IQgz9Dhp_/?hl=en</a>
2	12	Monday	Post	Archives & Special Collec	Founders Day	Content- Archives	<a href="https://www.instagram.com/p/C3Q-eCaR5Er/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C3Q-eCaR5Er/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	14	Wednesday	Post	Valentine's Day	Date with a Book	Holiday- Library	<a href="https://www.instagram.com/p/C3VK6vQDgo6/?hl=en">https://www.instagram.com/p/C3VK6vQDgo6/?hl=en</a>
2	14	Wednesday	Story	Valentine's Day	Library Lover's Day	Holiday- Library	Highlights
2	15	Thursday	Reel	FAQs	Book Loans	FAQ- Resources & How-Tos	<a href="https://www.instagram.com/reel/C3XrP-MQpj-/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/reel/C3XrP-MQpj-/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	15	Thursday	Story	FAQs	Book Loans	FAQ- Resources & How-Tos	Highlights
2	16	Friday	Post	ACRL Frameworks	Authority is Constructed and Contextual	Content- Information Literac	<a href="https://www.instagram.com/p/C3aPs-8u9JX/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C3aPs-8u9JX/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	16	Friday	Story	Author Birthday	Toni Morrison (2/18)	Content- Authors & Notable	Highlights
2	19	Monday	Post	President's Day		Holiday- Heritage	<a href="https://www.instagram.com/p/C3h4AZTuzXJ/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C3h4AZTuzXJ/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	19	Monday	Reel	Abraham Lincoln Library	<a href="https://www.lmunet.edu/abraham-lincoln">https://www.lmunet.edu/abraham-lincoln</a>	FAQ- Resources & How-Tos	<a href="https://www.instagram.com/reel/C3i_PlrB1sG/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/reel/C3i_PlrB1sG/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	20	Tuesday	Post	FAQs	Accessing Subject Guides	FAQ- Resources & How-Tos	<a href="https://www.instagram.com/reel/C3InmlyRzQg/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/reel/C3InmlyRzQg/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	21	Wednesday	Post	Database	<a href="#">VisualQX</a>	Content- Database	<a href="https://www.instagram.com/p/C3nYyWCO2Vw/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C3nYyWCO2Vw/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	22	Thursday	Post	Self-Care	7 Mindfulness Exercises	Content- Self-Care	<a href="https://www.instagram.com/p/C3pqwsMQ9Ba/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C3pqwsMQ9Ba/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	27	Tuesday	Post	ACRL Frameworks	Information Creation as a Process	Content- Information Literac	<a href="https://www.instagram.com/p/C32sN16u58T/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C32sN16u58T/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	28	Wednesday	Post	Database	<a href="#">AccessMedicine</a>	Content- Database	<a href="https://www.instagram.com/p/C35vplHxGyW/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C35vplHxGyW/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
2	29	Thursday	Post	Self-Care	Tips for Staying Motivated	Content- Self-Care	<a href="https://www.instagram.com/p/C37QlNMr5Mw/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C37QlNMr5Mw/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>
3	1	Friday	Post	Women's History Month		Holiday- Heritage	<a href="https://www.instagram.com/p/C3-cYNTL5E-/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==">https://www.instagram.com/p/C3-cYNTL5E-/?utm_source=ig_web_copy_link&amp;igsh=MzRlODBiNWFiZA==</a>

# Colleague Engagement: Examples





# Database Demo



Video

# InfoLit 101

## Authority is Constructed & Contextual

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1

### Authority is Constructed & Contextual

means that the reliability of information depends on who made it and how it's used. Experts approach authority with a balanced skepticism, remaining receptive to fresh viewpoints, diverse voices, and evolving paradigms.

WHAT?

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2

### Authority is Constructed & Contextual

is a useful principle that reminds us that the credibility of information depends on who created it and how we plan to use it. This helps us critically evaluate sources and stay open to new perspectives.

WHY?

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3

### Authority is Constructed & Contextual

- ✓ Assess author credibility and expertise.
- ✓ Consider publication or platform credibility.
- ✓ Evaluate relevance to your needs and context.
- ✓ Recognize potential biases.
- ✓ Note authority can vary by subject and context.
- ✓ Stay open to new perspectives.

HOW?

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4

## Did you like the post?

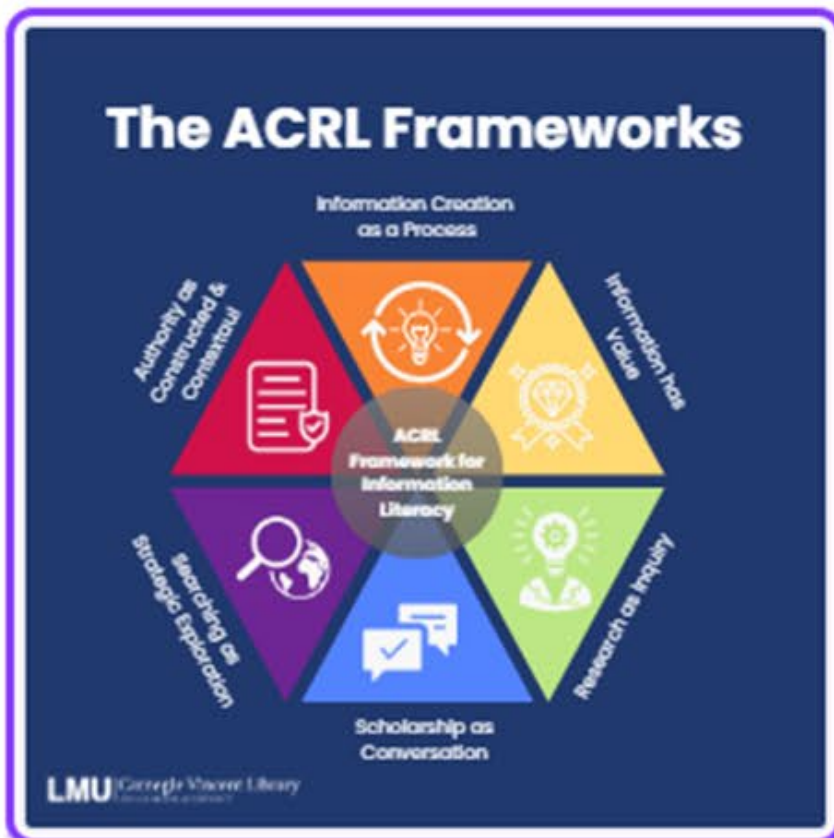
### follow for more!

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- Like
- Comment
- Share
- Save

5





1 - The ACRL Frameworks

### 1 Authority is Constructed & Contextual

1

"Authority is Constructed and Contextual" means that expertise and credibility depend on the situation. For example, someone might be an authority on history but not on technology, and what's considered authoritative can vary depending on the context.

- ✓ Assess author credibility and expertise.
- ✓ Consider publication or platform credibility.
- ✓ Evaluate relevance to your needs and context.
- ✓ Recognize potential biases.
- ✓ Note authority can vary by subject and context.
- ✓ Stay open to new perspectives.



LMU | Gregory Vivian Library

2 - Authority is Constructed and Con...

### 2 Information Creation as a Process

2

Information creation is like storytelling: it starts with ideas, takes shape through different mediums, and is tailored for specific audiences. Understanding this process helps us navigate and engage with information effectively.

- ✓ Evaluate sources by understanding their creation process.
- ✓ Analyze content for bias, intent, and perspective.
- ✓ Navigate information efficiently by recognizing creation stages.
- ✓ Contribute positively to discourse by applying this knowledge.
- ✓ Make informed decisions during research.



LMU | Gregory Vivian Library

3 - Information Creation as a Process

### 3 Information Has Value

3

Information is valuable like money, but not just in terms of cash. It helps us learn, make decisions, and understand the world. We should use it responsibly and give credit to its creators.

- ✓ Respect creators: Acknowledge the effort put into creating information.
- ✓ Attribute sources: Give credit to the original creators to avoid plagiarism.
- ✓ Consider value: Think about the economic, legal, and social aspects of information.
- ✓ Evaluate sources: Assess the reliability and relevance of information before using it.
- ✓ Use ethically: Follow copyright laws and ethical guidelines when accessing and sharing information.
- ✓ Support access: Advocate for equal access to information for everyone.



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4 - Information Has Value

### 4 Research as Inquiry

4

"Research as Inquiry" means viewing research as an ongoing process of asking questions, seeking answers, and exploring new ideas. It emphasizes curiosity, critical thinking, and creativity as essential elements in the pursuit of knowledge.

- ✓ Formulate meaningful research questions.
- ✓ Explore diverse sources of information.
- ✓ Evaluate information critically.
- ✓ Synthesize findings and identify patterns.
- ✓ Reflect on insights and adapt your approach.
- ✓ Iterate as needed to refine understanding and address challenges.



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5 - Research as Inquiry

### 5 Scholarship as Conversation

5

"Scholarship as Conversation" means understanding scholarly work as a dialogue where researchers exchange ideas, build upon existing knowledge, and contribute new insights. It highlights the dynamic nature of academic discourse and the importance of engaging with diverse perspectives.

- ✓ Critically engage with existing literature.
- ✓ Contribute new insights to scholarly discussions.
- ✓ Participate in academic events for dialogue.
- ✓ Collaborate with peers on research projects.
- ✓ Ethically use and cite sources.



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6 - Scholarship as Conversation

### 6 Searching as Strategic Exploration

6

"Searching as Strategic Exploration" refers to the deliberate and thoughtful approach to finding information effectively. It emphasizes the importance of developing and implementing search strategies to navigate the abundance of information available.

- ✓ Define your research goals clearly.
- ✓ Choose relevant keywords for your searches.
- ✓ Use advanced search techniques like Boolean operators.
- ✓ Evaluate sources for credibility and relevance.
- ✓ Explore various information sources.
- ✓ Adapt your search strategies based on results.
- ✓ Seek guidance from librarians if needed.



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7 - Searching as Strategic Exploration



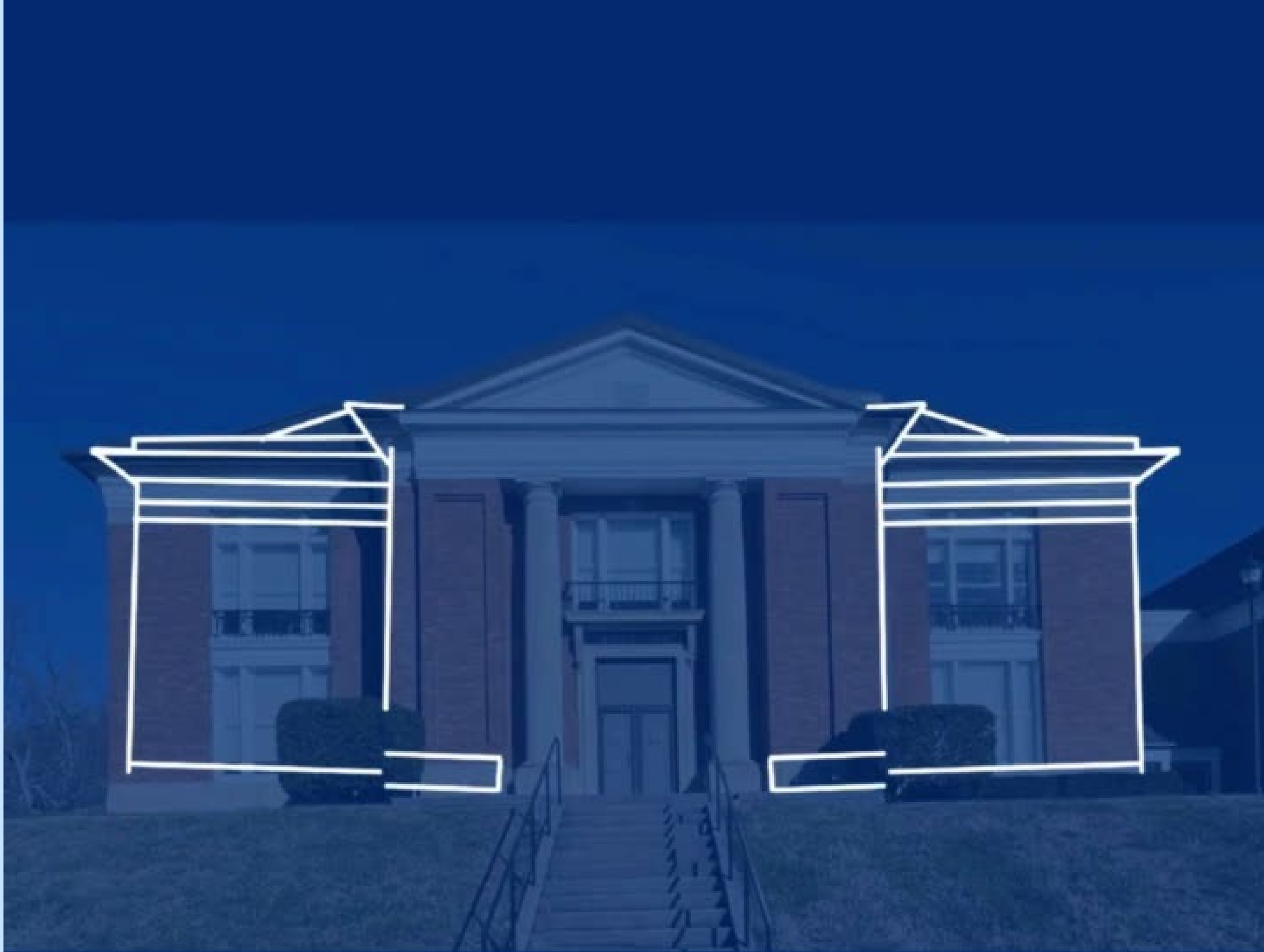


Future

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LIBRARY NEWSLETTER

Headline Title

by FIRST LAST, TITLE

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1 - Newsletter Headline 1

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New Arrivals

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2 - Newsletter Headline 2

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E-Resources

Database Promotion

by FIRST LAST, TITLE

ACQUISITION: [http://www.libnet.edu/](#)

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Ebook Promotion

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3 - E-Resources

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Student/Staff Article Var. 1

by FIRST LAST, TITLE

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4 - Student/Staff Highlights 1

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Student/Staff Article Var. 2

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5 - Student/Staff Highlights 2

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Student Org Promotion

ORG NAME

Meeting Information

DAY | TIME | LOCATION(S)

@instagramhandle

ORG NAME

Meeting Information

DAY | TIME | LOCATION(S)

@instagramhandle

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Event Promotion Name

by FIRST LAST, TITLE

Meeting Information

DAY | TIME | LOCATION(S)

@instagramhandle

MON. DY

Location Place

someone@lmu.net.edu

linkhere.com/event

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NAME OF EVENT	NAME OF EVENT	NAME OF EVENT
brief description goes here.	brief description goes here.	brief description goes here.
DATE   TIME   FORMAT	DATE   TIME   FORMAT	DATE   TIME   FORMAT
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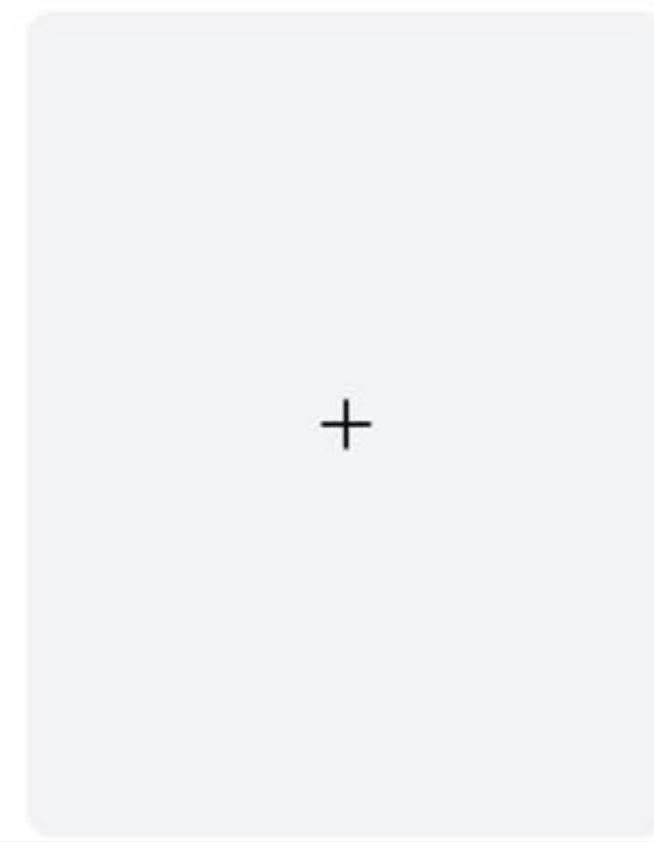
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Have a library story to share with the campus? Writing for the Library newsletter is easy!

Students, staff, and faculty are encouraged to reach out to \_ to learn more about sharing a story in the next newsletter.

Contributors

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**Adobe Express**

# Increasing Engagement and Collaboration







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