

UW-Oshkosh Polk Library Outreach Services Intern

The Outreach Services intern will combine marketing and social media networking skills for the benefit of Polk Library and the campus. Knowledge of social networks in libraries is a must, and this knowledge can be pursued as part of the internship through research and an analysis of social network use by the library to date. This internship would be similar to an entry-level online marketing or social network marketing position. Consistently reinforcing the Polk Library brand across social networks is a key feature of the internship, so generating content in a variety of modalities will be expected.

The library currently has a Facebook FanPage that boasts 231 fans, a Campus Vision account for distributing library content to Reeve and residence halls, a presence on the Residence Life portal and a somewhat active blog. Polk will also be activating a Twitter account during Fall semester, 2009. The Outreach Services intern would generate quality content for these sites so as to create positive interactions and a feeling of a personal connection between Polk Library and the students, faculty and staff at UW Oshkosh.

Librarians often hear “I didn’t know that the library could do this!” and we’d like to broadcast our expertise as information professionals more broadly. A qualified intern would have a facility with web 2.0 social media, a flair for creating visually striking content and a desire to understand and communicate the role of academic libraries and their services to stakeholders campus wide.

A *well qualified* intern will also be able to play with library and librarian stereotypes to evolve our brand beyond the strong association between books and libraries.

This position will be supervised by the Outreach Services Librarian and requires a minimum 3.0 overall grade point average. The learning outcomes for the student intern include learning some library information organization and access tools, the role of academic librarians in a university setting, working with and against stereotypes, digital graphic design skills, how to use Web 2.0 technologies as marketing/outreach tools and working with campus stakeholders from students to administrators.

Specific responsibilities can include:

- Assisting with market research, such as focus groups and surveys, about new library services such as Course Pages or library website user interfaces
- Encourage and oversee user generated content connected to Polk Library’s online and on campus presence.
- Enhance Polk Library’s Facebook Fan page by designing ads, polls, quizzes, widgets etc.
- Participate in Polk Library event brainstorming/planning/staffing/strategizing with the outreach librarian and the library marketing committee
- Assess Polk library’s social networking efforts to date
- Trendspotting based on peer library social network sites, activities and events

- Communicate weekly with Polk Library's blog readers, fans and followers by posting updates, fielding questions, following up on discussion threads and commenting
- Create quality, consistent content to connect with with students, faculty and staff about Polk Library services, resources, sites, information and events
- Publicizing and promoting services to distance education students
- Use software such as Adobe Photoshop and PowerPoint, as well as online programs such as Picassa to generate content for CampusVision, YouTube, and library blogs

How to apply

Apply via Titan Jobs

For more information:

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