

Build Your Tech Toolbox - Bit by Bit

We've got you covered with the latest and greatest tech! Don't miss out on what's coming up at the Education Institute.

Enroll now! Space is limited.

Download the EI Winter 2017 Calendar here. [<http://bit.ly/UWinterCal>]

Here are just a few examples of Sessions coming up!

TEDx YOUR LIBRARY

Pam Saliba, Andrea Cecchetto Tuesday, March 7 | 1 - 2 PM

Have you ever thought about hosting a TEDx event at your library? TED, a globally recognized brand that needs no introduction, known for inspirational (and viral) videos on the topics of technology, entertainment, and design, introduced the TEDx program in the spirit of ideas worth spreading.

TEDx highlights your local inspirational thinkers. They are self-organized events that bring people together to share a TED-like experience.

Libraries have always spread ideas and a TEDx Library Event is the next step in that evolution. Learn how to plan a TEDx event at your library, and discover the many benefits. [<http://bit.ly/EI0307>]

MAILCHIMP UN OUTIL TRÈS PRATIQUE

Marie-Marthe Gagnon Tuesday, March 21 | 12 - 1 PM

Mailchimp s'inscrit dans la série des outils du processus de veille et plus précisément pour la diffusion. Gratuit mais pas parfait, il présente le grand avantage de maximiser les efforts via l'automatisation. Que ce soit pour envoyer la table des matières d'un périodique ou le résultat d'une alerte sauvegardée dans une base de données ou plusieurs, Mailchimp vaut la peine d'être exploré. [<http://bit.ly/EI0321F>]

MAILCHIMP - HOW IT WORKS

Marie-Marthe Gagnon Tuesday, March 21 | 2 - 3 PM

Mailchimp is a tool that can be used to push information to users. Its strength is the automation, the user registration form and the relative ease with which a specific product can be configured. Whether you send periodical's table of contents or results from one or many

alerts saved in a database, it is worth your while to learn how to use this cool tool.

[<http://bit.ly/EI0321E>]

TEEN INSTAGRAM ENGAGEMENT: USING THE PLATFORM AS A TOOL AND TEEN LIBRARY SERVICE

Brooke Windsor Wednesday, April 19 | 2 - 3 PM

Instagram has become a very common social media platform for public libraries. The image-based site allows libraries to show off materials and program successes. It can also be used as both an engagement tool and founding service within the library's teen department. The platform is one of the most popular among today's teens and helps librarians to connect with youth in a realm where the teenagers are already comfortable. In rethinking the Cambridge Idea Exchange Teen Summer Reading, Instagram became the primary focus instead of the number of hours or books read. With a strategic online outreach plan and weekly photo challenges, the teen summer Instagram program (dubbed #IEXchallenge) was an immense success. It managed to garner 182 Cambridge teen followers and received over 350 photo submissions in just 10 weeks. This session details how to take your teen Instagram presence to the next level as an engagement tool instead of leaving it as a simple library promotional platform. [<http://bit.ly/EI0419>]