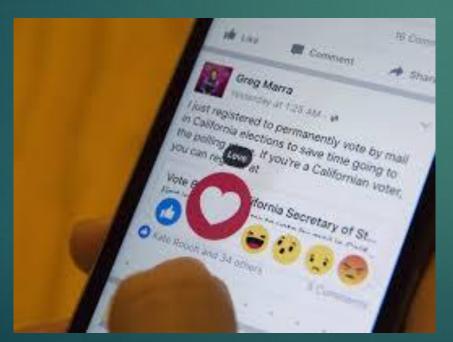
Library Experience as Emoji Maker: Engaging Users in Instant Messaging Apps and Social Media

Channarong Intahchomphoo

May 7, 2017









Law Library Emoji

Production and Testing

Drawing: Chantal

Digitize &
Photoshop (size w=
370 pixel, H = 320
pixel): Channarong

Testing: Channarong WhatsApp, Skype, Facebook, Twitter

Approved by Margo, Chantal

Ask: Michel or Anthony

- How to put the Law Library emoji collection (a folder) for public download directly from the Library's server.
 Google Drive
- How to put an Emoji ad on the Law Library homepage, link to download. (see slide #2) Make a graphic.
- How to track the number of downloads from the internal system (or should we use Google Analytics?)

Official Launch & marketing

Posters, TV slide

Social media: the Library Twitter

Internal: Library homepage, uOttawa media and newspapers.

External: Library Associations in Canada and aboard (by email)

Evaluation

- -Track the number of download (weekly. Monthly)
- -Number of mentions on social media

Knowledge Transfer

- Present at the CALL 2017 conference in Ottawa
- Write a journal article for LIM







droitlaw @uOttawa.ca Phone /Teléphon e: 613-562-5812 Bibliothèque de droit Brian-Derson Brian Dickson Law Library





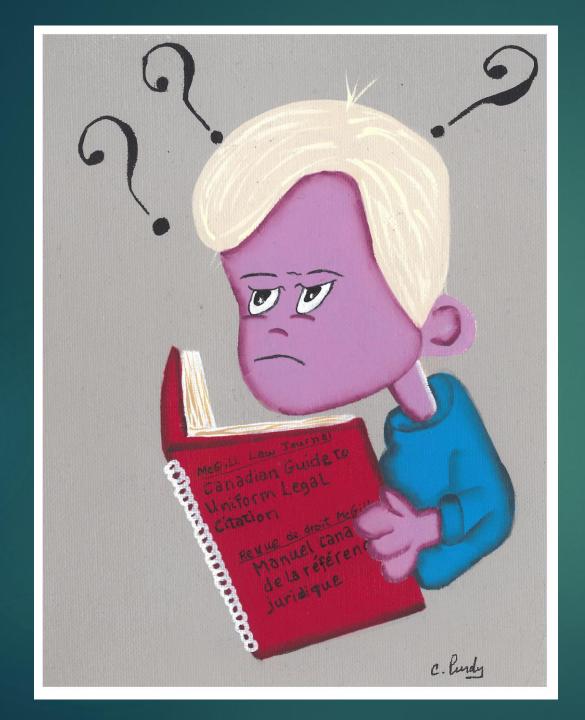














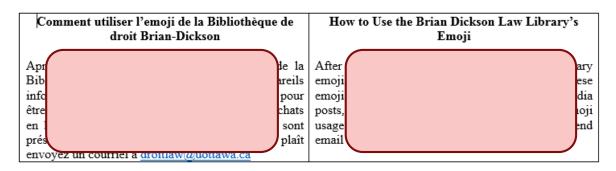
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Phone Téléphone: 613-562-5812

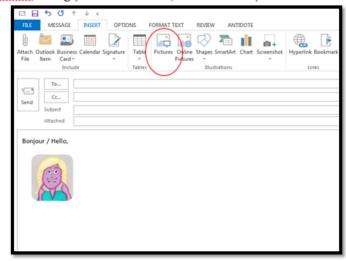
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Brian Dickson Law Library

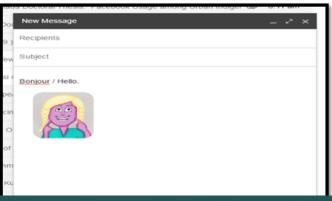
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