

Bridges linking Online space

NUS LIBRARIES' EXPERIENCE

Slides by Aaron Tay & Georgiana Glass

Agenda

- Overview of NUS Libraries adoption of social media
- Our use of Facebook and Twitter
- Information Literacy Programmes Online

Why Social Media?

- To generate more direct, spontaneous and immediate interactions with users we
 - Embraced social media to listen, market and extend our reference presence
 - Adopted new online strategies to announce our products and to educate users
- Singapore heavy mobile & Social media users – e.g [longest facebook sessions](#)
- Is used to
 - Reach out to users
 - Interact with users
 - Scan environment & service recovery

YouTube

<http://www.youtube.com/nuslibraries>



Instructional

<http://www.youtube.com/watch?v=kF35GtswLoM>



Orientation

<http://www.youtube.com/watch?v=TArwZOA9N8>



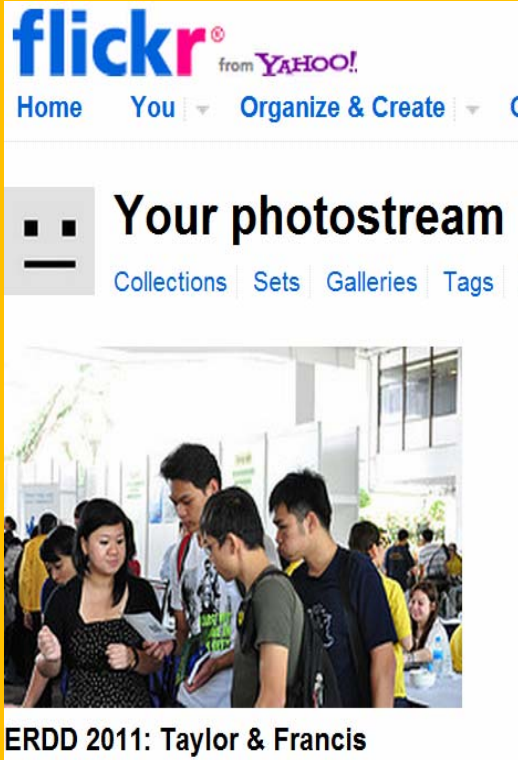
Promotional

<http://www.youtube.com/watch?v=70VIP5gFvtA>

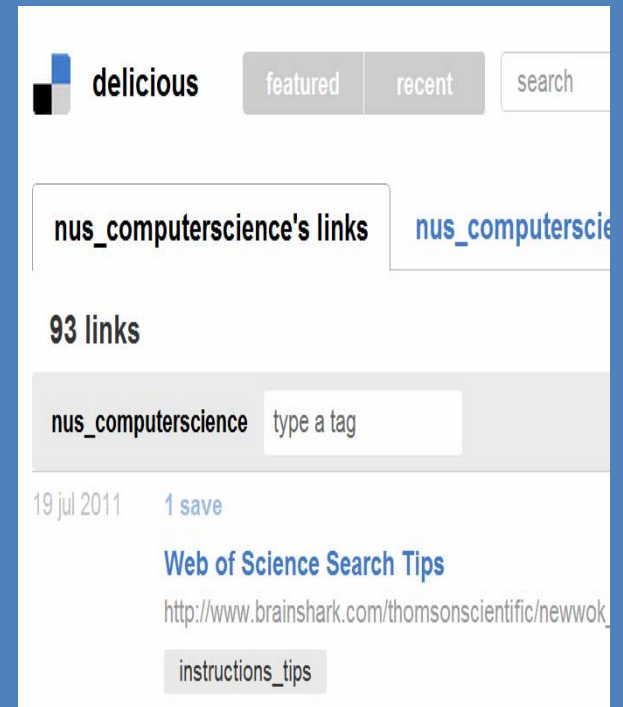
Started : June 2008

Reach : 15k views (As of Oct 2011)





Flickr



Delicious

NUS Libraries

Presentations Documents Videos Following Favorites More ▾



Username nuslibrariesssrt



Name NUS Libraries

Street address 12 Kent Ridge Crescent
Singapore 119275

Location Singapore, Singapore

Industry Education

About NUS Libraries - Powerpoint presentations

Presentations (27)

View all



Economics honours
tutorial 2011

1 month ago, 519 views



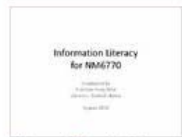
Search like a Pro

7 months ago, 678 views



Search Like a Pro:
Library tuto...

1 year ago, 661 views



Library Tutorial for
NM6770

1 year ago, 437 views

Slideshare

<http://www.slideshare.net/nuslibrariesssrt>
<http://www.slideshare.net/nuslibrarieshumt>



NUS Libraries On Ustream

[Join Crowd](#)

Join the crowd to stay up-to-date on this broadcaster's activity

[Share](#)

[Invite Friends](#)

[Log In to Change Settings](#)



Livestreaming (Pilot)

Blog

[Home](#)

[About LINUS](#)

[About NUS Libraries](#)

[Search](#)

NUS Libraries Blog

Feed on [Posts](#) [Comments](#)

Linus: Newsletter of the NUS Libraries

Easy as Pie: Library Portal Virtual Challenge

Oct 24th, 2011 by clbky

The Library Portal Virtual Challenge ended on Oct 19. A whopping 452 of you entered the challenge, with 78% scoring 8 out of 10 and above! Well done! Seems like the portal challenge was not much of a challenge for some after all!

Breakdown of participants' scores for the Library Portal Virtual Challenge



Search for:

[Search](#)

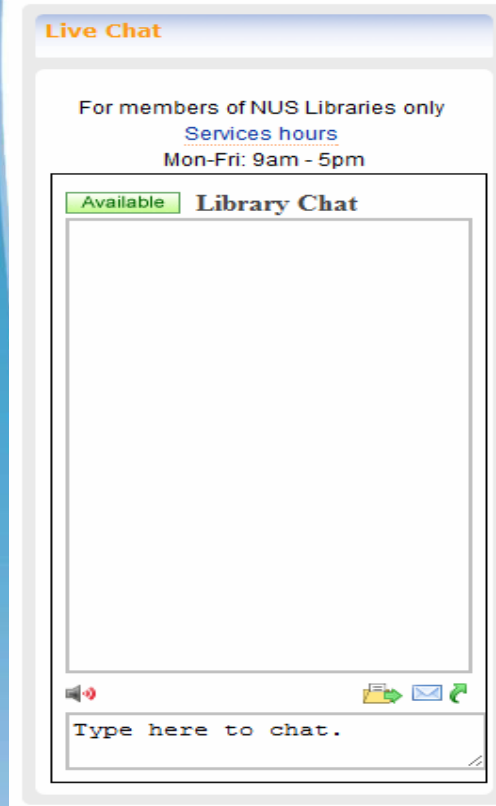
Archives

Select Month [v](#)

Categories

- [Events](#)
- [Hot Library Tips](#)
- [Library Tools](#)
- [LINUS in Print](#)
- [Musings](#)
- [News](#)
- [People](#)

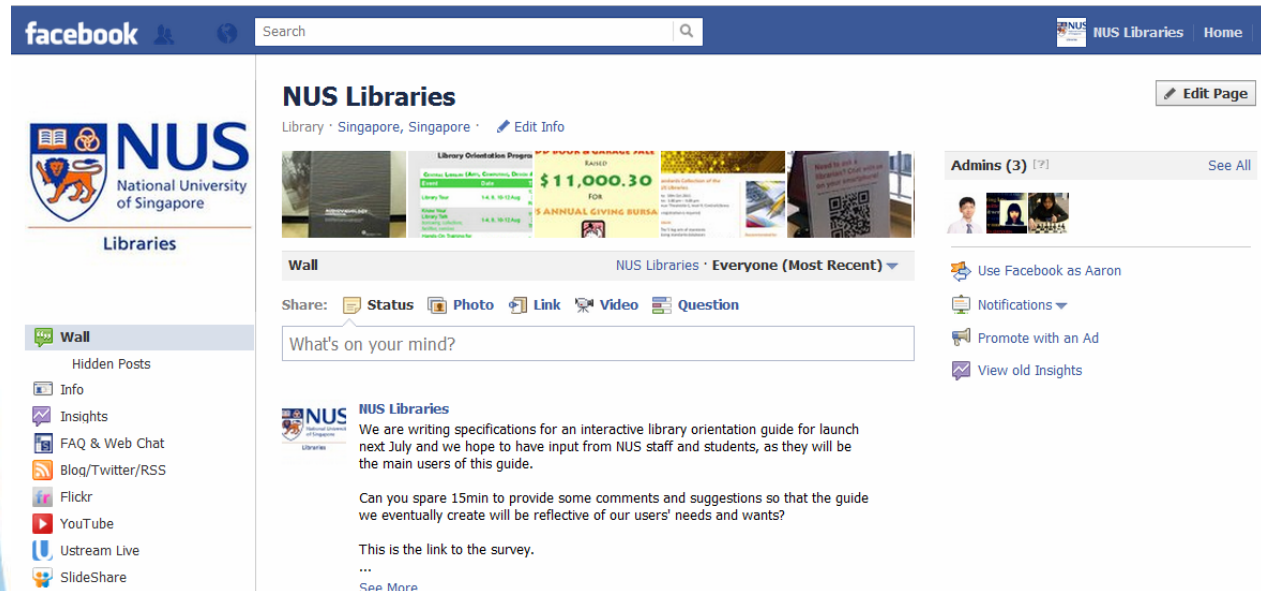
Chat



- **Pilot in Aug 2010**
- **Official launch Aug 2011**
- **About 1,500 transactions so far**
- **9am-5pm weekdays only**
- **Busiest month Aug 2011 – 261 chats**

Facebook

<http://www.facebook.com/nuslibraries>



The image shows a screenshot of the Facebook interface for the NUS Libraries page. The top navigation bar includes the Facebook logo, a search bar, and the page name "NUS Libraries" with a "Home" link. The main content area displays the NUS Libraries profile picture and name, followed by a post titled "Library Orientation Program" with a fundraising goal of \$11,000.30. The post text mentions a library orientation guide for launch next July and asks for user input. The sidebar on the left contains links to "Hidden Posts", "Info", "Insights", "FAQ & Web Chat", "Blog/Twitter/RSS", "Flickr", "YouTube", "Ustream Live", and "SlideShare". The right sidebar shows "Admins (3)" and options to "Use Facebook as Aaron", "Notifications", "Promote with an Ad", and "View old Insights".

Started : 14 Feb 2011

Reach : 1,800 Likes

Page impressions : >500,000 (up to Oct 2011)

Twitter



The screenshot shows the Twitter profile of NUS Libraries. At the top is the Twitter logo and a search bar. The profile header includes the NUS Libraries logo (National University of Singapore Libraries) and the name 'NUS Libraries' with the handle '@NUSLibraries Singapore'. A bio states: 'NUS Libraries on twitter. Updates from NUS libraries' portal news & blogs, Have a question? You can tweet us! http://www.lib.nus.edu.sg'. Below the header is a 'Follow' button and a text follow link: 'Text follow NUSLibraries to 40404 in the United States'. The 'Tweets' tab is selected, showing three tweets. Each tweet includes the NUS Libraries logo, the handle '@NUSLibraries', and the text of the tweet. The first tweet asks about library website problems. The second tweet asks for help with a website issue. The third tweet is a system maintenance announcement for ProQuest on October 23, 2011.

twitter  Search 

 **NUS** National University of Singapore Libraries

NUS Libraries
@NUSLibraries Singapore
NUS Libraries on twitter. Updates from NUS libraries' portal news & blogs, Have a question? You can tweet us!
<http://www.lib.nus.edu.sg>

  Text follow **NUSLibraries** to 40404 in the United States

Tweets Favorites Following Followers Lists ▾

 **NUSLibraries** NUS Libraries
Anyone having problems with nus library website, databases etc today?
9 hours ago

 **NUSLibraries** NUS Libraries
@YusriSupiyen what is wrong with the library website. anything we can do to help?
10 hours ago

 **NUSLibraries** NUS Libraries
[News] System Maintenance of ProQuest platform on 23 Oct 2011 (Sun) j.mp/nanrFH
21 Oct

Started : June 2009

Reach : 800 followers

Klout score : 34 , "Influential" by Topsy

<http://www.twitter.com/nuslibraries>

Facebook & Twitter: in-depth look

- Reaching out to users
- Amplification of news
- Interacting with users
- Collecting ideas
- Scanning for feedback → direct & indirect

Reaching out to users : Pushing news alerts to Facebook and Twitter

EXAM PAPERS >

NUS Staff/Students

LOGIN

For external members and NUS High School students

myLINC



wishing you
happy deepavali

> Opening Hours

✓ News & Events

- Chinese Literature Seminar on Wei-Jin and Ming-Qing Dynasties on 27 Oct 2011 (Thursday)
- System Maintenance of ProQuest platform on 23 Oct 2011 (Sun)
- System Maintenance of CiNii on 5 Nov 2011 (Sat)
- SciFinder Scholar 2007 (client version) will be discontinued on December 31, 2011
- On Dreaming (ArtsBuzz Exhibition)

Contact Us

e Librarians

nts & Suggestions

Find Us At



facebook

Search

NUS Libraries's Profile



NUS Libraries

System Maintenance of CiNii on 5 Nov 2011 (Sat)

libportal.nus.edu.sg

[News] News Please note that access to CiNii will be unavailable on Sat, 5 Nov from 2pm to Mon, 7 Nov, 8am for system maintenance. We apologize for the inconvenience caused.

d Like · Comment · Unfollow Post · Share · October 19 at 4:02pm via dlvr.it

twitter

Search



Home

Profile

Messages

Who To Follow



@NUSLibraries
NUS Libraries

[News] System Maintenance of CiNii
Nov 2011 (Sat) j.mp/oFBZ50

19 Oct via dlvr.it ☆ Favorite ⚡ Reply 🗑 Delete 🔄 Buffer

Students amplify news on Twitter



@play_nate

ng kar wai

wow NUS central library closed down for a while "because got smoke and fire alarm was triggered and civil defense was called in?" OMG

23 Feb via web ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer



@k0pio

kevin ho

RT @NUSlibraries : NUS Central Library is now open. Thank you for your patience. Pls help spread the news.

23 Feb via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer



@eriko_mayday

eriko

@Jecaep i think got another tweet by nus lib say its open again.

23 Feb via web ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer

Interacting with users on Facebook

 **Khan Asif Azad**

Hello, I appreciate the steps library is taking to conserve energy like closing a floor when 5th floor is still free for seating. Why cant we have such group or forum here where volunteers can suggest similar more steps to conserve energy in the library but elsewhere in NUS as well? If we want, we can have an entrance inviting suggestions from the entrants, suggestions for overall library improvement. Thank you.

Like · Comment · August 2 at 12:23pm

“ ...Why can't we have such a group or forum where volunteers can suggest similar more steps to save energy...”



Khan Asif Azad How about switching lib during daytime? Or not operating all day during student traffic, using sunlight to light the library.

..
August 2 at 12:27pm · Like



NUS Libraries Hi these are great ideas, I will let my colleagues know. As for having a physical board yes we can consider that again but for now how about a virtual board? Like the wall page or the Discussions page here.

August 2 at 12:32pm · Like

Suggestions from users



Khan Asif Azad Anything is fine, whatever helps in conserving energy. My fear is that thousands visit NUS library everyday but very few visit the FB page cause accessing the library directly is so easy in itself, so the ideas shouldn't be missed by just the technology handicap and weak outreach. All the best :)

August 2 at 12:38pm · Like

Write a comment...

Interacting with users on Facebook

Questions

Share:  Question



NUS Libraries asked Do you plan to study overnight in Central Library during the extended hours?


<input type="checkbox"/>	No	60 votes	...
<input type="checkbox"/>	Maybe	No	...
<input type="checkbox"/>	Yes		...
<input type="checkbox"/>	No, but I will drop by so as not to miss spiderman this time.		...
+ Add an option...			

April 12 ·  82



NUS Libraries asked What is your favourite database/ search engine (excluding Google & Wikipedia)?

<input type="checkbox"/>	Factiva	...
<input type="checkbox"/>	LawNet - Celebrating 20 years	...
<input type="checkbox"/>	Web of Science	...
8 More...		

March 27 ·  26  1

Poll users on Facebook

Collecting ideas on Twitter



NUSLibraries NUS Libraries

Hello new followers, thanks for following! Just wondering what type of tweets about the library would you like to see?

9 Aug

in reply to @NUSLibraries ↑



@chezevo

誰かの恋人

@NUSLibraries some interesting facts about the library . A fact a day would be nice.

9 Aug via [TweetCaster for Android](#) [Buffer](#)



NUSLibraries NUS Libraries

hmm how many of you use kindle? I thought they weren't that popular?

[@DesmondKwan](#) [@raymondjwlau](#)

25 Jul

in reply to @NUSLibraries ↑



@raymondjwlau

Raymond Lau

@nuslibraries I thought of getting one many times, but the lack of local support deterred me. Can't even buy ebooks without a workaround...



@sc_oops

Samuel Chee

Borrowing of RBR books! -- RT:
@NUSLibraries Any ideas on how you would like to see QR codes used in the Library? twitpic.com/701mjv

Questions on Twitter



@jarrodsim

Jarrod Sim Cheng Jie

@NUSLibraries how do I connect my laptop to the Printers online to send a print job?

16 Aug via TweetDeck Buffer



@iaryl

iaryl

@NUSLibraries are you open tomorrow?

9 Aug via Echofon Buffer



@asuran_rocks

Qiu xinhui

@NUSLibraries what do i do if i can't download endnote via NUS anymore?

11 Sep via Twitter for iPhone Buffer

Questions on Facebook



NUS Libraries

Even though it's a public holiday 1 & 2 May, Our libraries will still be open! Central Library will be open 930am - 430pm. CJ Koh Law Library, Hon Sui Sen Memorial Library, Medical/Science Library will be open 930am - 1000pm. Music Library will be open 11am - 6pm.

2,503 Impressions · 0.32% Feedback

Like · Comment · Share · April 27 at 2:01pm

👍 2 people like this.



Khan Asif Azad that will be really helpful for sulking engg students who have exams till 5th may :)

April 27 at 2:30pm · Like



ThamaraikKannan Vinayagam Have sufficient reading rooms in science library?

April 27 at 7:55pm · Like



NUS Libraries By reading rooms do you mean carrels? There are 14 according to <http://libfaq.nus.edu.sg/a.php?qid=36206>

April 27 at 8:04pm · Like



ThamaraikKannan Vinayagam Meant the study halls.

April 27 at 9:12pm · Like



Seow Gek Ching Many, many thanks to the friendly and helpful librarians for sacrificing their off days for the students, especially the medical/ science library for opening till 10pm.

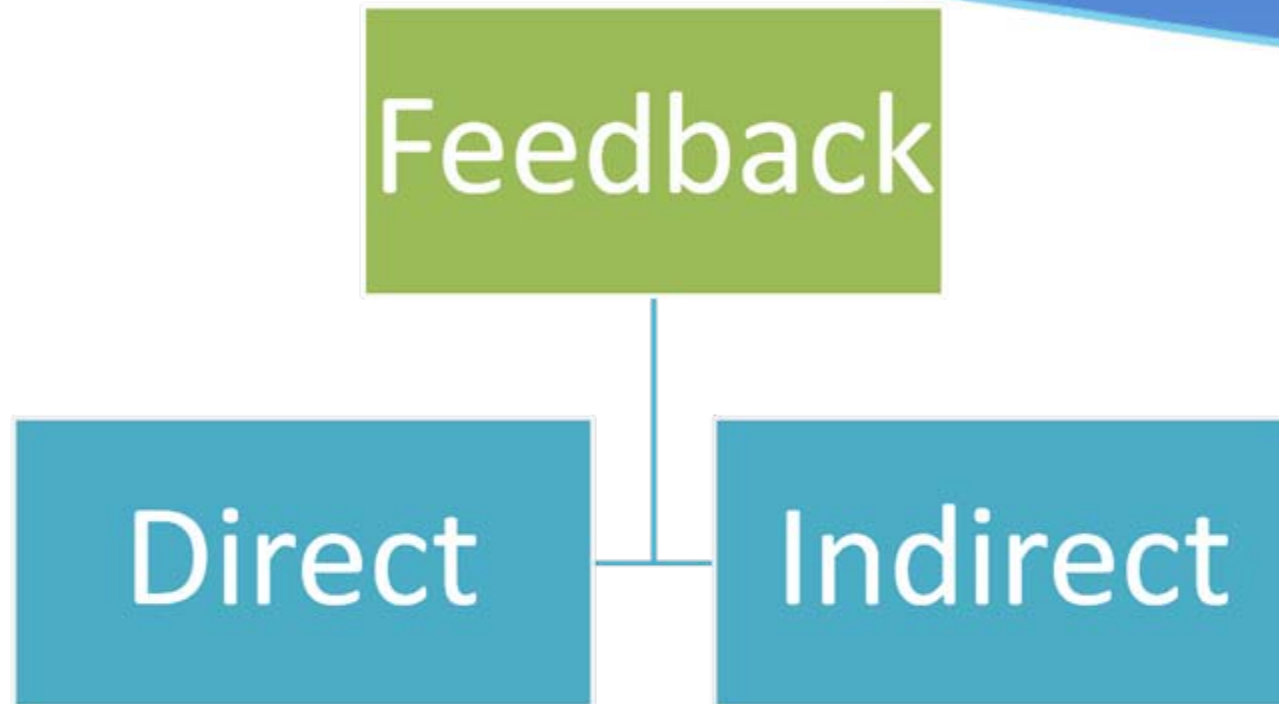
April 27 at 9:52pm · Unlike · 👍 1 person



ThamaraikKannan Vinayagam Absolutely! Thanks for all the staffs and management of Libraries.

April 27 at 10:33pm · Unlike · 👍 1 person

Types of feedback on Social Media





@cchocolate
Claudio Chock ★

Is it just me, or are many of you also facing slow internet surfing speeds in the **@NUSLibraries**? =/

5 Oct via [TweetDeck](#) [Buffer](#)

Direct Feedback on Twitter



@crazyarnie
Arnan Koh

@NUSLibraries thinks that nus libraries should stock up on more fiction. we need time out from studies.

19 Aug via web [Buffer](#)



Shawn Tay

Dear NUS libraries, the online library portal has been lagging for the past 52 minutes, and it was lagging too a few days ago (for approximately an hour). It is not my internet connection that is the problem because it was also lagging on my friend's computer. Is it possible to have it un-lagged somehow? It will be very much appreciated.

Like · Comment · October 5 at 4:53pm

[View all 4 comments](#)



NUS Libraries Could you try using this URL :

<http://libportal.nus.edu.sg/>

Alternatively if you need to access our library catalogue or e-databases, search for them here: <http://linc.nus.edu.sg/>

We will report to our IT tmr as it is past office hours. In...

[See More](#)

October 5 at 6:03pm · Like



Shawn Tay Ok thank you!

October 5 at 8:23pm · Like

Direct Feedback on Facebook

Indirect Feedback

Twitter Scans for

1. keywords –

NUS Lib OR Library OR Libraries OR
Librarian

2. proximity (within certain radius of
Library)

& use of Google Alerts, videos, blogs & general pages

For more information about scanning, visit Aaron Tay's blog:
<http://musingsaboutlibrarianship.com>

Statistics

nus library OR lib OR Libraries OR database OR databases OR journal OR journals - pokernunus -worldnunus

- **2,273(100%)* - May 2010 to Oct 2011**
- **508 (22%) - Foursquare related**
- **249 (11%) - Negative feedback**
- **220 (10%) - False positives**
- **143 (6%) - From NUS Libraries**
- **121 (5%) - Retweets**
- **120 (5%) - Compliments**
- **119 (5%) - Help needed**
- **30 (1.3%) - Rule breaking**
- **856 (37%) - Events, descriptive etc**

* Does not sum to 100%

Breaking Events

Burst Water Pipe In Library



twinkl Library flooding. Alarm sounding. <http://twitpic.com/1kyrgd>

6:18 AM May 4th via Echofon



- Information picked up in LIVE twitter scan
- Video picked up in Google Alert

Breaking Events

Library Website Server Issues



jimmy yes, nus library website. you've chosen the best time to have your server down. ARRGGHH

12:06 AM Apr 17th via Twitter for BlackBerry®



charlie watkinson So annoyed! NUS LINC is down! BAH):

12:21 PM May 1st via web

Reply Retweet

- Proactive scanning = Delighted users



@NUSlibraries Thanks!! That helped a lot!

9:46 AM Apr 17th via web in reply to NUSlibraries



jimmy @NUSlibraries NUS Library tweeted me an apology for the site's breakdown at 1.40am on a Saturday. Social media=more work for service providers?

9:05 AM Apr 18th via web



uspharm @NUSlibraries nus library really monitors the tweets! dey tweeted2apologise2me b4 also--when ethics midterm was due and the site was down LOL

9:00 AM Apr 18th via web in reply to jimmy

- LIVE tweets picked up by scanning
- Our response: tweeting workarounds
 - Eg. while the front page did not work, one could still go directly to our library catalogue and access electronic resources

Breaking Events

Students at play.. Captured with Twitter scanning & Google Alerts

YouTube

Alerts

Search

Spiderman spotted at NUS central library 23/04/09

PalmLine 25 videos



39,689

Uploaded by PalmLine on Apr 22, 2009

Was mugging (studying) in school during study week as usual and this

189 likes, 9 dislikes



@isaacpoh
Ying Zhou (Isaac)

this weird guy walking around n
distracting ppl at Central Library in his
Halloween costume...-_-||
pic.twitter.com/y2G92Cnt





@bernardchen

Bernard Chen Jiaxi

@ladyxtel @edchng @NUSlibraries is rather active on Twitter & at the same efficient in addressing students' concerns/problems

21 Feb 10 via TweetDeck ☆ Favorite ↗ Retweet ↶ Reply ≡ Buffer



NUSlibraries NUS Libraries

NUS Libraries Twitter Account is 1 year old today! Hope we have being helpful. Please tweet or email us any comments you might have.

3 May 10

— in reply to @NUSlibraries ↑



@hahazZ

SinYee

@NUSlibraries thanks for always replying promptly!!!

3 May 10 via web ☆ Unfavorite ↗ Retweet ↶ Reply ≡ Buffer

Compliments on how we engage our users on Twitter



NUSlibraries NUS Libraries

@crazyarnie @play_nate It's called the intra-library loan available to graduate students <http://bit.ly/ipSFz0>

9 May ☆ Favorite ↗ Reply 🗑 Delete ≡ Buffer



— in reply to @NUSlibraries ↑



@crazyarnie

Aman Koh

@NUSlibraries @play_nate wow... did not expect NUS libraries to reply to our tweets.... thanks!!!!

9 May via web ☆ Favorite ↗ Retweet ↶ Reply ≡ Buffer



@Weiye0_0

Weiye

#thumbsup to @nuslibraries for #excellentservice and #fantastic use of #SocialMedia #twitter. =) @oumeimin

28 Feb via TweetDeck ≡ Buffer

NUS LIBRARIES GET TWITTER

I was at the Hon Sui Sen Memorial Library earlier today finishing up some work when I noticed that they have quite a few Windows 7 PCs available for students. I was elated and quickly settled down to work on them.

But not before tweeting.

I wasn't expecting a reply.

NUS Libraries official Twitter account! It read, "thanks. glad you like the HSSML new comps.. will work on the ones in central library.." I must say I was pleasantly surprised.

And this, ladies and gentlemen, is what social media is all about: genuinely engaging with your key publics through the most dialogic medium the world has ever seen. Now lots of organisations have Twitter accounts, or a Facebook presence. But most use it just to spam links and spread news. They don't connect with their followers at all.

Forget all the business buzz phrases and those determined to reduce social media to mere numbers through analytics. Talk to your people. Let them know you're listening. And respond to their needs.

That's all there is to it.

"I wasn't expecting a reply at all, but shortly after tweet, I got a reply from NUS Libraries' official Twitter account! I must say I was pleasantly surprised."

Compliments on how we engage our users on Twitter



@yuchua
Yuchuan

Whoo the NUS Central Library is awesome. SO MANY BOOKS and not enough time to read them all.

6 Sep via Twitter for Mac ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer



@adinugrohoho
Rizky Adinugroho

This is the greatest library ever (@ NUS Central Library) <http://4sq.com/i2AbAb>

21 Mar via foursquare ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer



@ronhuang
Ron Huang

I requested a new book from #NUS library on 20th April. They asked me to pickup the book today. Good service and very efficient. :)

13 May via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer

Indirect Compliments



@edchnng
Ed Chng

"i think our library [NUS] is something we can be really proud of in our institution, not sure about other parts."

3 Oct via Twitter for Mac ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer



@silentcelle
Melissa Chan Mei Yi

I think the new nus library portal is really cool =)

10 Aug via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply ≡ Buffer



Virtual Learning

- Library portal virtual road show
- Web-ex for Information Literacy Programmes

Library Portal Virtual Road Show

news@nus**LIBRARIES**

Library Portal Virtual Challenge!

It's been 2 months since our new website launched so it's time to show us what you know!

Take [Library Portal Virtual Challenge](#) and see how you fare!

Participants will be entered into a lucky draw.

1st Prize: iPod Nano (8GB)

2nd Prize: Nikon Coolpix L23 Digital Camera

3rd Prize: Creative Zen X-Fi Portable Media Player (8GB)

The challenge ends on Oct 19th, Wed (6 pm) and winners will be notified via email.

To help you answer the questions, we have created some very short but useful video clips so do [watch them](#) to (1) ensure correct responses and (2) find out what the portal can do for you.

FAQs

We have collected a series of frequently asked questions by the NUS community about the new portal. Check them out [here](#).

Contact Us

Email askalib@nus.edu.sg anytime you have questions about using the portal. Or, pop by to our [ERDD 2011](#) next Thursday (Oct 6) to ask us!



Find out more about ERDD2011 by scanning this QR Code with your smartphone's QR code scanner

Take the Online Quiz
ERDD 2011

Find NUS Libraries at:        



Super time-savers: Shortcuts in the library portal

This clip shows you:

How to [access your services at the Library Portal](#)

Click to watch

- Mode of delivery: **Via - e-mail announcements** with tabs to videos and quiz
- **Quiz** : 452 students submitted at least 7 out of 10 correct answers to qualify for the draw
- YouTube videos : **9 How to shows**

http://www.youtube.com/watch?v=T2xecu_dClc

One of the video was ranked #12 Most viewed in the Education –Singapore category (2nd - 9th Oct)

Roadshow... Face-to-face vs. Online

Activity	Reach (number of students)	% of student population (2008=35,000/ 2011=37,000)	Man hours utilized
LINC + Roadshow 2008 (Face- to -face)	565	1.61	80 (manning the booth, preparing materials, publicity, etc.)
Library Portal Virtual Challenge (Online)	539 (unique visitors) 1395 (access video tab) 1858 (unique views of videos)	1.45 More repeated viewing Better engagement	50 (Preparing videos, quiz, libguide, publicity, etc.)

✓ Man hours saved

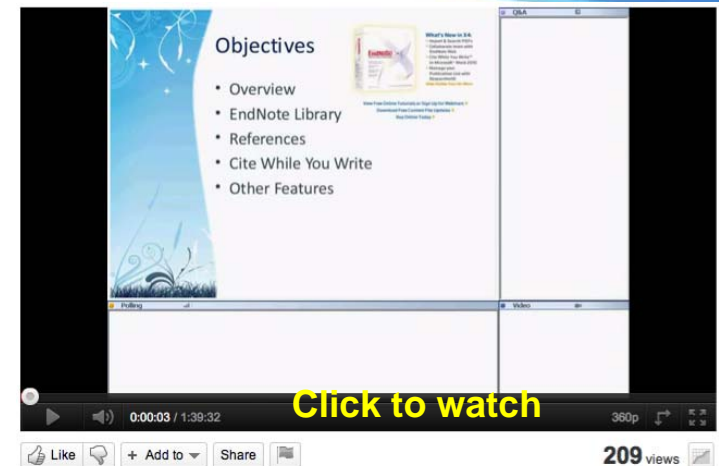
✓ Repeated viewing of videos

✓ Users can attempt the quiz and watch the videos any time any where.

✓ No time limit to complete the quiz

Web-ex: Informational Literacy Programmes

- Pilot only - 3 sessions so far
- EndNote lecture session -130 logins
- Suitable for lecture style not hands-on
- Assistants help answer Q&A **“one-to-one”**



<http://www.youtube.com/watch?v=f2Fgnwff93A>

Future pilots: QR Codes

Linking the virtual to the physical

It's NUS Libraries at your fingertips. Check out our mobile portal:



Download a QR code reader on your smartphone in order to read the codes above.

Learn about QR codes at <http://bit.ly/nuslibQR>

CL Books, MD/SC, HSSML, what does it all mean?



Download a QR code reader on your smartphone in order to read the codes above.

Learn about QR codes at <http://bit.ly/nuslibQR>



Other QR codes link:

- to LibGuide on location codes
- to NUS Libraries' mobile portal



Future pilots: Foursquare

The screenshot shows the Foursquare website with the NUS Central Library as the selected venue. The top navigation bar includes links for 'Me', 'History', 'Badges', 'Stats', 'Friends', and 'Manager Tools'. The venue page for NUS Central Library displays its address (12 Kent Ridge Cres, Singapore), a map, and contact information. A 'Start a Campaign at this Venue' button is visible. The 'Active Campaigns' section shows that no campaigns are currently running. The 'Venue Stats' section shows 3,718 all-time check-ins and identifies the current mayor as hweebun k. with 42 check-ins.

all venues




edit info

3,960

ALL-TIME CHECK-INS FOR THIS GROUP

info

statistics

VENUE NAME	ACTIVE CAMPAIGNS	MAYOR	CHECK-INS
NUS Central Library Store ID: 12 Kent Ridge Cres, Singapore, Singapore			3,764
NUS Chinese Library 12 Kent Ridge Cres, Singapore, Singapore			155
NUS Music Library 3 Estate Office Dr, Singapore, Singapore			41

3 Libraries claimed

Venue	Total People	Total Check-ins
NUS Central Library	922	3219
University Cultural Centre (UCC), NUS	1484	2501
Techno Edge	583	2390
NUS Arts Canteen (The Deck)	652	2092
Frontier Canteen @ NUS	428	1491
Macdonalds (NUS)	514	1177
NUS Business Canteen (The Terrace)	361	1174
National University of Singapore (NUS)	466	1030
NUS Raffles Hall	187	985

Within NUS (figures from September 2011)



Challenges

- Is in a state of flux , survival of each social network is therefore uncertain
- Policies of interaction, to address
- Social networking etiquette
- Need to formalize the adoption of social media tools

The background is a gradient of blue, transitioning from a darker shade at the top to a lighter shade at the bottom. In the top left corner, there is a large, detailed moon. Several small, white, four-pointed stars are scattered across the sky. The bottom of the image is decorated with intricate, stylized floral and vine patterns in white and light blue. The text "Thank You" is centered in the middle of the image in a large, white, sans-serif font.

Thank You