

## Textové přílohy

**Textová příloha I:** Odpovědi databázového centra EBSCO Publishing v originálním znění.

1. Does your company care about social media and networks internal (by your marketing department) or this work is outsourced?  
EBSCO Publishing has an in-house Marketing Department that is responsible for the company's social media efforts.
2. How much people care about all your company social media tools and channels? (blogs, RSS feeds, social networks etc.)  
Social networks, RSS feeds and blogs are a part of EBSCO Publishing's overall communication efforts.
3. Please, approximately estimate, how much percent of marketing budget do you spent on social media marketing?  
There is no specific part of the budget rmarked for social media, rather social media is a part of all our marketing efforts.
4. What kinds of paid advertising does your company use? (printed advertising, online advertising as banners or PPC, advertising through social media-which one)  
We use print and online advertising for traditional outlets. We have done some online advertising on Google but it is not a focus of our marketing efforts.
5. Is there one of your company used social medium or network which has key role and you are more concentrated on it than to others?  
Twitter is likely to most-used social network currently in use.
6. Which users do you consider as your target group in your social media channels? Customers as whole companies or specific workers at these companies as librarians, information searchers and researchers?  
We use social media as another avenue to reach out to librarians and information providers.
7. Does your company do some metrics of social media marketing beneficial effect? And does your company meter ROI from social media marketing?  
We pay attention to the number of Twitter and Facebook followers and retweets.
8. What is main reason why your company use social media marketing and what are main aims at your social media marketing strategy?  
Social Media is primarily a way to reach out to customers who have questions or who want to know more about EBSCO Publishing and our products. As customers look for information on Twitter and Facebook, we want to make sure we are reaching them where they are.

9. When you should evaluate overall view to social media and networks your company use - How much important role play social media marketing tools at your business and marketing plan? Do you think they are currently indispensable for your company?

Social media sites have terrific potential and allow us to be in a conversation with customers and provide an avenue for customers who have questions about our products and services. Social media is another piece of our marketing efforts and we expect these efforts to grow over time.

10. What does your company consider as a key channel and tool (from all) for marketing your services and products?

Email messages to customers, technical messages to current customers and social media messages all designed to better inform customers and prospective customers.

**Textová příloha II:** Odpověď databázového centra Genios v originálním znění.

At this point we use facebook, Twitter, Xing and Google+ within our social media portfolio. We have two internal employees who are responsible for these channels but this is not their primary focus. The most important and targeted of these channels is facebook.

At this time we have two different facebook pages to reach two different target groups: Page [www.facebook.com/gbi.genios](http://www.facebook.com/gbi.genios) focuses on business people. Page [www.facebook.com/gbi.wiso](http://www.facebook.com/gbi.wiso) is targeted towards students and university librarians.

Our twitter channels are directly linked to our facebook groups. Google+ and Xing have a more general focus and are used to present updates on all products and developments.

Our main goals with social media are to create a more personalized image, enhance interaction and inform our users.

With regard to paid advertising we use printed advertising, online advertising and banners as well. But at the moment we don't advertise via social media at all. Our key channel for marketing is targeted direct marketing.

We are a German mittelstand company and our social media activities are not our primary marketing focus yet. But within the last year we have started to invest more time and money in social media and we will continue to increase our presence in the social media market in the future.

**Textová příloha III:** Odpovědi databázového centra OCLC v originálním znění.

1. Does your company care about social media and networks internal (by your marketing department) or this work is outsourced?

Our social media outreach is handled internally, by OCLC employees. In some cases, doing so is part of an actual job responsibility (as in my case, as editor of our cooperative blog, and manager of our Twitter and FB pages); in some cases, employees participate as individuals in the library industry. In all cases, we hold to some simple guidelines for participation so that people can connect as fully and appropriately as possible, while maintaining appropriate business standards

2. How much people care about all your company social media tools and channels? (blogs, RSS feeds, social networks etc.)

I'd say that interest in social media has grown substantially in the past few years. Our HR department now uses LinkedIn quite a bit for recruiting purposes, and we regularly post information about events, product updates, etc. to our FB and Twitter channels. I've also noticed that many employees who are not involved in actively pushing out social media are, however, active in consuming it. That is, we often get interesting information from our employees that they find on Twitter, Facebook, blogs, etc.

3. Please, approximately estimate, how much percent of marketing budget do you spent on social media marketing?

Since we utilize employee resources for all our social media marketing, we don't have a "hard dollar" budget for these activities. Our costs would only be in terms of employee time.

4. What kinds of paid advertising does your company use? (printed advertising, online advertising as banners or PPC, advertising through social media-which one)

OCLC does very little paid advertising. As a member-owned non-profit organization, we tend to communicate more to our members using email, direct mail, social media, etc. We do occasionally do paid ads in conference bulletins, industry magazines and in support of specific online events.

5. Is there one of your company used social medium or network which has key role and you are more concentrated on it than to others?

I'd say that there is a group of about 8-10 OCLC employees who are involved with social media/marketing as a regular part of our jobs. Not only do I have responsibility for several of our channels, but employees in other departments (product support, research, etc.) are also heavily involved.

6. Which users do you consider as your target group in your social media channels? Customers as whole companies or specific workers at these companies as librarians, information searchers and researchers?

That's an excellent question, and the answer depends very much on both the specific medium and the message. In general, our social media is directed at anyone working in the library profession (that is, individuals, not companies). Some of the topics are more specific to particular types of jobs (library directors, catalogers, reference librarians,

researchers), but the messages are usually targeted less by the use of a list or sub-list, and more meant to be “self targeted” by the audience based on their interests. In some cases, we have highly specific social media channels (Twitter accounts for programmers and developers, for example), but even those channels are self-selected by the audience.

7. Does your company do some metrics of social media marketing beneficial effect? And does your company meter ROI from social media marketing?

We regularly monitor the subscription, open and click rates of all our channels. We don't do a direct monetary ROI, but rather move forward and do “more of the things that work” over time.

8. What is main reason why your company use social media marketing and what are main aims at your social media marketing strategy?

I'd say our main strategy is to reach those in the library profession in those places where they are already doing work, conducting research, and building relationships. As the use of social media has grown in the general public, we felt that librarians (and users) were getting more and more information from social media, and we felt that we therefore had an obligation (and opportunity) to reach our audience there as well as through more traditional channels. As one of the primary authors of our membership report, “Sharing, Privacy and Trust in Our Networked World,” I had a great chance to review how the media landscape was changing, both for users of library services and between librarians and their partners. It became clear that social media/networking was going to be a huge force in our online lives.

9. When you should evaluate overall view to social media and networks your company use - How much important role play social media marketing tools at your business and marketing plan? Do you think they are currently indispensable for your company?

We're getting to that point, yes. Even if we were to give up doing any kind of outbound marketing through social sites, they have become absolutely essential methods for learning new things about the industry, our markets and our members. Simply being able to directly (and discreetly) see what librarians are saying on blogs, Twitter, Facebook and listservs is an enormous help for an organization which is driven by its members. In terms of outbound communications, social media/marketing is a vital part of many of our programs... but perhaps in a more subtle and social way than traditional marketing. I think, in many cases, it's a mistake to try to judge or measure social media with the same metrics used for advertising, direct mail, etc. Part of what is communicated through the use of social media is that we \*want\* to be where our members are. We are looking not to talk at them, but share with them. As a service profession, librarianship is an intrinsically social activity. Being involved in social networking helps keep us connected to our members and, through them, to the communities they serve.

10. What does your company consider as a key channel and tool (from all) for marketing your services and products?

Other than the social marketing/media tools discussed above (Twitter, Facebook), I'd say that we do quite a lot of email communications. We also use webinars and live events to communicate about our services, research and community initiatives. Whenever

possible, we try to utilize multiple media, as different people prefer different ways of learning/engaging. For example, we make sure to let folks know that when they sign up to attend a webinar or other online event, they will get a link afterwards to a recording of the event. That way, people who would rather come back and watch a recording later don't feel as if they'll miss something. Being flexible and trying to provide as many reasonable ways to connect with our members is one of our ongoing goals.

**Textová příloha IV: Odpovědi databázového centra ProQuest v originálním znění.**

1. Does your company care about social media and networks internal (by your marketing department) or this work is outsourced?  
Yes, social media is very important and is managed internally by marketing, customer service, and technical service.
2. How much people care about all your company social media tools and channels? (blogs, RSS feeds, social networks etc.)  
We have two people in marketing dedicated to social media and three people in customer service and technical support that assist with social media.
3. Please, approximately estimate, how much percent of marketing budget do you spent on social media marketing?  
In 2012, approximately 10%.
4. What kinds of paid advertising does your company use? (printed advertising, online advertising as banners or PPC, advertising through social media-which one)  
Banner ads, Facebook advertising, Twitter advertising, LinkedIn advertising.
5. Is there one of your company used social medium or network which has key role and you are more concentrated on it than to others?  
Yes, we have a Social Media Manager and a second person in marketing with primary responsibilities in social media, in addition to other projects.
6. Which users do you consider as your target group in your social media channels?  
Customers as whole companies or specific workers at these companies as librarians, information searchers and researchers?  
Customers as whole companies or specific workers at these companies as librarians, information searchers and researchers?
7. Does your company do some metrics of social media marketing beneficial effect?  
And does your company meter ROI from social media marketing?  
We keep metrics to track the number of followers, engagement, reach, and share of voice on social media. We are still looking for a way to accurately track ROI.

8. What is main reason why your company use social media marketing and what are main aims at your social media marketing strategy?

Social media is a great way to share information and have conversations with customers. Customer service is also an important component of our social media efforts.

9. When you should evaluate overall view to social media and networks your company use - How much important role play social media marketing tools at your business and marketing plan? Do you think they are currently indispensable for your company?

Social media is playing a more important role every year. It is now indispensable and we will continue to increase our participation in social media.

10. What does your company consider as a key channel and tool (from all) for marketing your services and products?

Twitter is the key channel for engaging with librarians and marketing our products and services.

# Obrazové přílohy

<p><b>MEN WALK ON MOON</b> ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG</p> 	<p><b>INQUIRY</b> — Mrs. Mary Myers wishes to locate her husband, Mr. Wade Thornton Myers, who has not been seen for five years, any information will be thankfully received, Address 650 Hoffman St., Baltimore, Md.</p>		<p><b>JACK THE RIPPER.</b> A London Murderer Gases Another Murderer. London, Oct. 31.—The "Jack the Ripper" scare has again caused a sensation among the police and residents of the Houndsditch area. Tonight in a secluded part of that neighborhood passers-by were shocked by finding in an omnibus alley the dead body of a woman whose head had been very nearly severed, while her body showed evidence of being and broken in themselves sufficient to cause death. With up to the present time no knowledge has been obtained as to who the victim was, it seems very evident that she was a victim of low repute, and this was sufficient to start the cry "Jack the Ripper has been at work again." The police actively began operations in a search for the murderer, but thus far no arrests have been made.</p>	<p><b>SYNTHETIC LIPS</b> <b>NEW BEAUTY FAD</b> False Fingernails and Noses Shaped to Any Style Also Presented at Show. <b>SPRAY CRYSTALLIZES HAIR</b> Takes to Pinch Unruly Ears and Face-Lifting Plasters Revealed—Vogue Makes Women Taller.</p>
<p><b>WALK THE MOON!</b></p>	<p><b>LOVE ISN'T EASY,</b> but historical research is!</p>	<p><b>WANT A BIG HELPING OF OLD-FASHIONED ADVERTISING?</b></p>	<p><b>FOR ALL THE GORY DETAILS,</b> access ProQuest Historical Newspapers™ online!</p>	<p><b>NEED SOME FASHION ADVICE?</b></p>
	<p>Access ProQuest Historical Newspapers™ online. <b>Hint:</b> To search for classified advertisements, add the document type "Classified Ad" to your search.</p>	<p>Access ProQuest Historical Newspapers™ online. <b>Hint:</b> To search for historical advertisements, use the document type "Display Ad" along with your search terms.</p>	<p><b>LIZZIE BORDEN INDICTED.</b> Charged with Killing Her Father and Her Stepmother. An Axe Without a Handle Used in Evidence. Lewyer Jennings Was Not Surprised—That Secret Indictment.</p>	<p>Access ProQuest Historical Newspapers™ online!</p>
<p>Access gravity-defying ProQuest Historical Newspapers™ online.</p>		<p><b>In Times Like These</b> The only safe Advertising Medium for Business Men in the Advertising Business</p>	 <p>COMPLETE SUMMER OUTFIT FOR MEN \$1.66 \$1.99 \$1.99</p>	
<p><b>ASK YOUR LIBRARIAN FOR DETAILS.</b></p>	<p><b>ASK YOUR LIBRARIAN FOR DETAILS.</b></p>	<p><b>ASK YOUR LIBRARIAN FOR DETAILS.</b></p>	<p><b>ASK YOUR LIBRARIAN FOR DETAILS.</b></p>	<p><b>ASK YOUR LIBRARIAN FOR DETAILS.</b></p>

N6223a/CM-BL10-03

Obr. příloha I: Záložky vytvořené pro propagaci historických novinových titulů [PROQUEST, 2012b]



### Marina Kotonou

is anyone else having a problem accessing ebscohost? once i sign in it says there is a system problem? when do you think it will be back up?

To se mi líbí · Přidat komentář · 12 říjen v 10:15



**EBSCO Publishing** Marina, I will check on this. Are you still having a problem accessing EBSCOhost?

12 říjen v 15:55 · To se mi líbí · 1



**Marina Kotonou** Hi, thank you! i am no longer having problems with it, but it didnt work this morning or all day yesterday or the day before! I think it said it was a system error?

12 říjen v 16:11 · To se mi líbí



**EBSCO Publishing** I am glad it is resolved. It seems like there was a problem that was being addressed. If you have any future problems, you can check <http://support.ebsco.com/> to see if there is anything posted or to contact someone about your issue.

12 říjen v 16:30 · To se mi líbí · 1



**Marina Kotonou** i see, thank you!

12 říjen v 17:48 · To se mi líbí



**Marina Kotonou** hi, i think i know what the problem is i have the DISCOVER page saved as a favourite on my computer (which is my unis library catalogue, which is directly linked to ebscohost) where i can sign in from there to access my ebscohost account. ive found that when clicking on the saved url, it asks me to sign into my uni account and then ebscohost says there is a system error, whereas when i search for it on my uni page it will link me to the same page and let me log in without receiving the system error message. is there any way i can have the url saved but still access it? thanks 😊

13 říjen v 15:36 · Upraveno · To se mi líbí



**EBSCO Publishing** I will check and let you know.

15 říjen v 16:13 · To se mi líbí



**EBSCO Publishing** Marina, The best thing to do would be to check with a librarian at your university to see the best way to set it up.

15 říjen v 19:31 · To se mi líbí

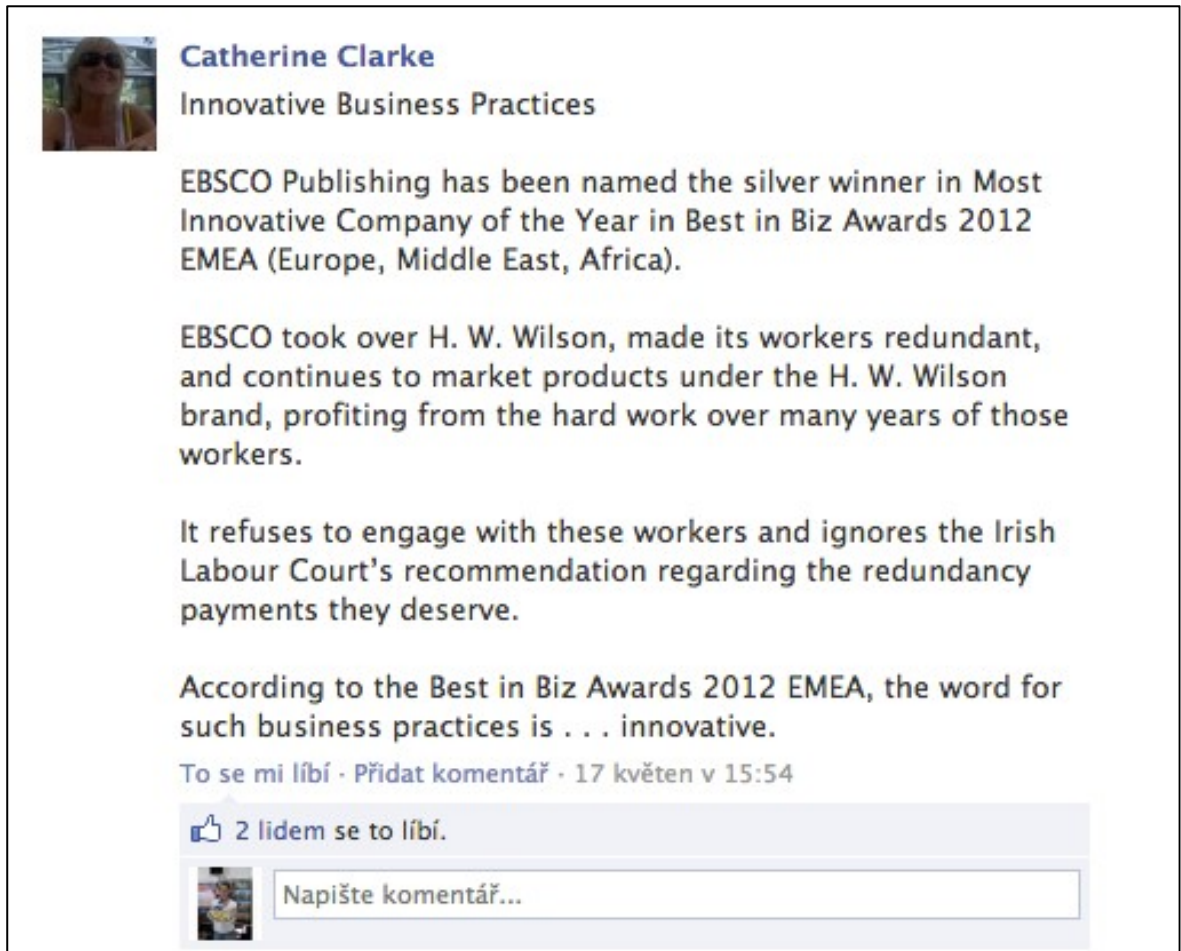


**Marina Kotonou** okay thank you 😊

15 říjen v 22:08 · To se mi líbí

Obr. příloha II: Ukázka komunikace DBC EBSCO s uživateli na Facebooku [KOTONOOU, 2012]





**Catherine Clarke**  
Innovative Business Practices

EBSCO Publishing has been named the silver winner in Most Innovative Company of the Year in Best in Biz Awards 2012 EMEA (Europe, Middle East, Africa).

EBSCO took over H. W. Wilson, made its workers redundant, and continues to market products under the H. W. Wilson brand, profiting from the hard work over many years of those workers.

It refuses to engage with these workers and ignores the Irish Labour Court's recommendation regarding the redundancy payments they deserve.

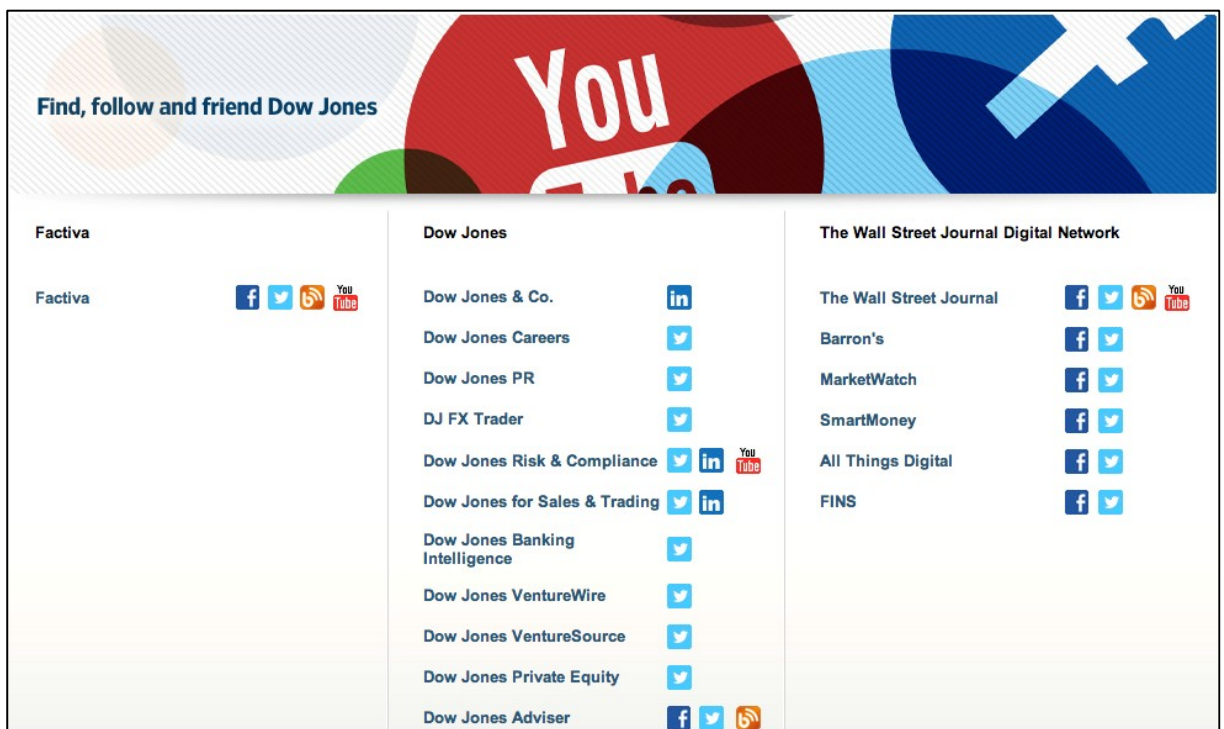
According to the Best in Biz Awards 2012 EMEA, the word for such business practices is . . . innovative.

To se mi líbí · Přidat komentář · 17 květen v 15:54

2 lidem se to líbí.

Napište komentář...

Obr. příloha III: Ukázka stížnosti vložené na facebookovou stránku DBC EBSCO Publishing [CLARKE, 2012]



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Obr. příloha IV: Přehled účtů sociálních sítí producenta Dow Jones [DOW JONES, 2012]