



## Social Media Think Tank

Friday, May 2, 2014

### Suggested Reading

**Discussion Moderator:**

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Abbruzzese, Jason. "Instagram Is a Marketer's Best Friend — For Now" *Mashable*. April 30, 2014. <http://mashable.com/2014/04/29/instagram-marketers-friend/>

Cargill, Bob. "10 Types of Images to Boost Your Social Media Engagement" *Mashable*. April 25, 2014. <http://mashable.com/2014/04/24/social-media-images/>

Cotelo, Juan M., Fermin L. Cruz, and Jose A. Troyano. "Dynamic Topic-Related Tweet Retrieval." *Journal of the Association for Information Science and Technology* 65.3 (March 2014): 513-523. DOI 10.1002/asi.22991

Gates, Carla. "Why Images Are So Important for Social Media Engagement" *3 to 5 Marketing*. March 25, 2014. <http://3to5marketing.com/why-images-are-so-important-to-social-media-engagement/>

Kim, Kyung-Sun, Sei-Ching Joanna Sin, and Tien-I Tsai. "Individual Differences in Social Media Use for Information Seeking." *The Journal of Academic Librarianship* 40.2 (March 2014): 171-178.

Washenko, Anna. "The 25 Best Tumblr Accounts for Book Nerds." *Mashable*. March 13, 2014. <http://mashable.com/2014/03/13/tumblrs-for-readers/>

Young, Courtney L. "Crowdsourcing the Virtual Reference Interview." *The Reference Librarian* 55.2 (2014): 172-174. DOI 10.1080/02763877.2014.879030