

Using Primo

Primo searches resources in the library (print books and journals, DVDs, etc.) and most of our online resources (ebooks and academic databases).

Access Primo from myeit.eit.ac.nz



Primo is a good place to start, but if you need a more comprehensive selection of resources, you will find these in the Subject Guides.

Search for topic keywords or the title and/or author of a resource you are trying to find.

Use the drop down menu if you want to restrict results to items in the library.

social media marketing X / All Resources ▼ 🔍 ADVANCED SEARCH

If your results are off topic, rethink the keywords you are using.

Are they too broad or too narrow? Is there subject specific terminology you could use?

Are there alternative terms that could be used? E.g. adolescents instead of teenagers.

Search Tips

- Two or more word phrases can be put in speech marks for more accurate results.
E.g. "social media"
- To include synonyms in your search, use OR and brackets.
E.g. "social media" (teenagers OR adolescents)

PAGE 1 546,301 Results Save query Personalize

1. **Social media marketing : a strategic approach**
Melissa S. Barker
2012
Available at Hawke's Bay MAIN COLLECTION (658.802 Bar) >

2. **Basic marketing research : integration of social media**
Naresh K. Malhotra 4th ed..
c2012
Available at Hawke's Bay MAIN COLLECTION (658.83 Mal) and other locations >

3. **Social Media Marketing**
The Complete Guide
Full text available

4. **Like, follow, share**

Tweak my results

- Expand beyond library collections

Sort by Relevance ▾

Availability ^

- Peer-reviewed Journals (56,002)
- Full Text Online (546,248)
- Available in the Library (53)

Source Type ^

- Newspaper articles (259,724)
- Articles (139,907)
- Dissertations (124,037)
- Books (7,704)
- Text Resources (5,961)

Show More

Use the limiters on the right of the screen to filter your results.

This will allow you to select such things as...

- Online or in the library
- Resource type (see our guide for an overview of different resource types)
- Date range
- Topic

PAGE 1 7,704 Results Save query Personalize

1. **Social media marketing : a strategic approach**
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2. **Basic marketing research : integration of social media**
Naresh K. Malhotra 4th ed..
c2012
Available at Hawke's Bay MAIN COLLECTION (658.83 Mal) and other locations >

3. **...**

Tweak my results

- Expand beyond library collections

Sort by Relevance ▾

Availability ^

- Peer-reviewed Journals (17)
- Full Text Online (7,653)

Sometimes there may be different versions of an item. Click the link and ensure you get the one you need.

For physical items, note whether it is in the Hawke's Bay or Tairāwhiti library; some may be in both.

If *and other locations* is noted; click the link for more details.

You can also use the limiters to restrict items by location.

Library ^

- Hawke's Bay (51)
- Tairawhiti (10)

PAGE 1 7,653 Results Save query Personalize

Active filters: Books X Full Text Online X

1 book / multiple sources exist. see all
Social Media Marketing All-In-One for Dummies (3)
Zimmerman, Jan
09 April 2015
[Full text available](#)

2 book / multiple sources exist. see all
Perspectives on social media marketing
Agrista, Stephanie Bough, B. Bonin
[Full text available](#)

Online resources will have a link to access them.

If the link does not work, you could try searching the relevant databases in your Subject Guide for the item.

Speak to a librarian if you need help accessing any online resources.

Sign in to Access Your Details

LIBRARY SEARCH TAGS JOURNAL SEARCH Guest

MY LIBRARY CARD SIGN IN

ADVANCED SEARCH

Tweak my results

Expand beyond library

Sort by Relevance

Availability

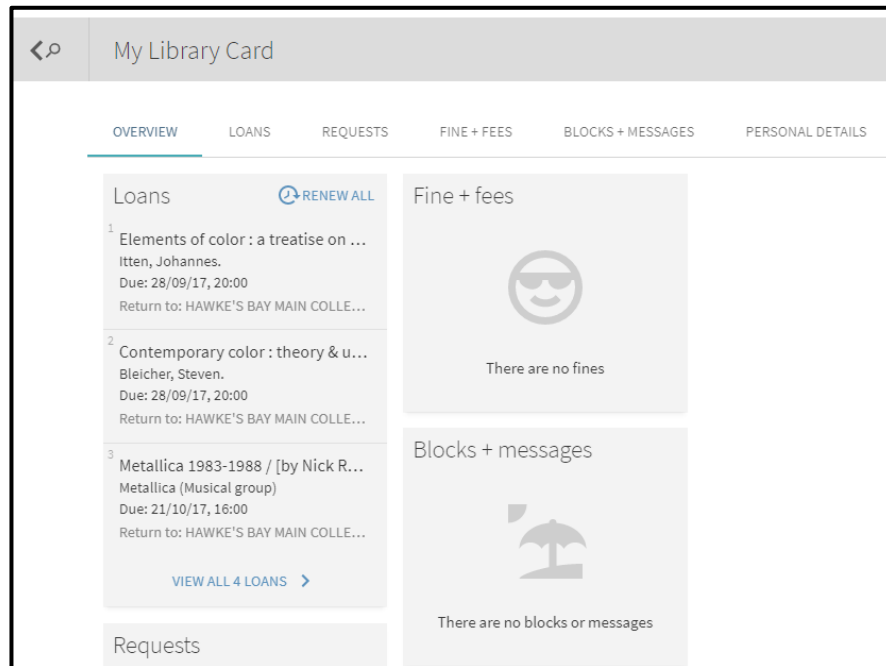
Available in the Library (2)

You need to use your surname and ID number to log in.

ExLibris
The bridge to knowledge
Last Name:
ID:
Login Back

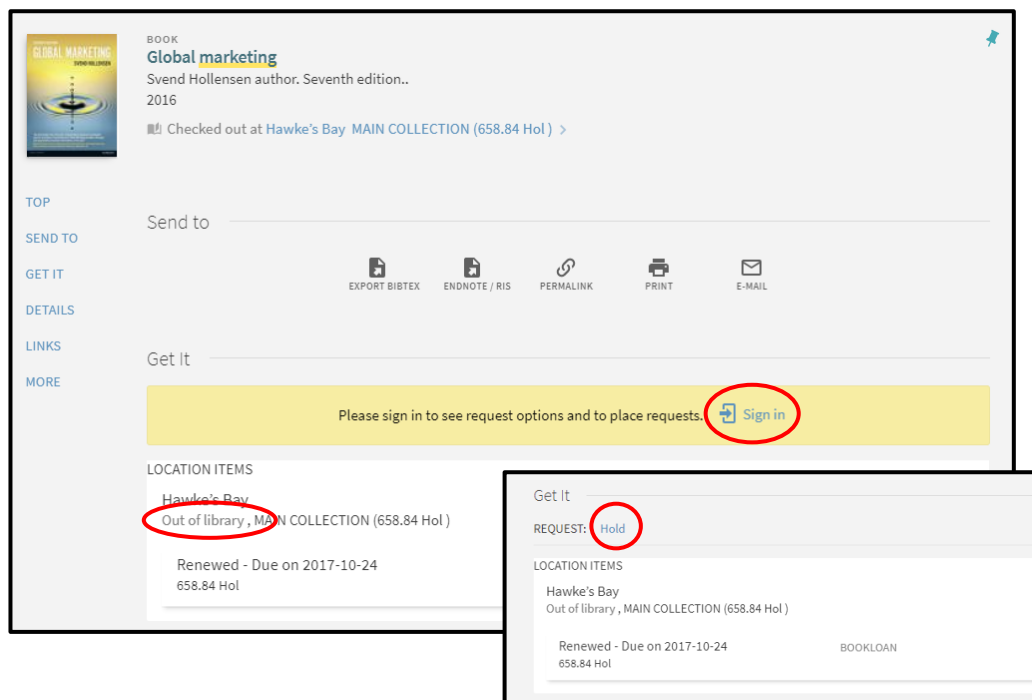
JOURNAL SEARCH Smith, Adam MY LIBRARY CARD SIGN OUT

Accessing your *Library Card* allows you to check your items on loan, renew them, and check the status of any requests and fines.



Requesting Items that are on Loan

When signed in, you can place holds on items that are currently on loan. You will get the option to sign in if you are not already.



Leave *Select copy* as *Any Copy* and choose a date when you no longer require the item. Enter your cell phone number if you want to be texted once it is available.

Hold request

Pickup Location
Circulation Desk

Select copy
★ Any Copy ▼

Last interest date
27/10/17 ▼

Include your cell phone n...

RESET FORM

SEND REQUEST

If you need further assistance, feel free to speak to a librarian or contact:

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Phone | (06) 830 1067
Email | ASmith@eit.ac.nz