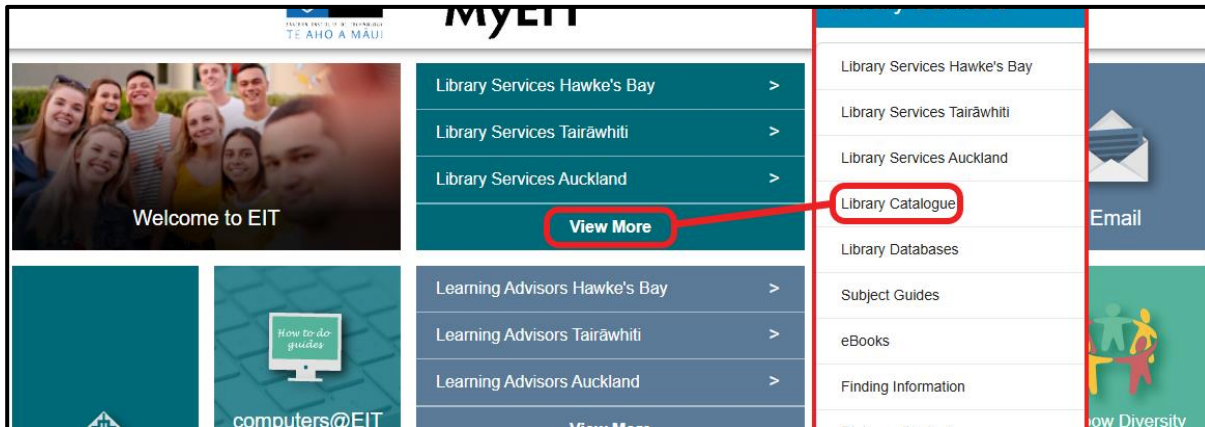


## Using Primo

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

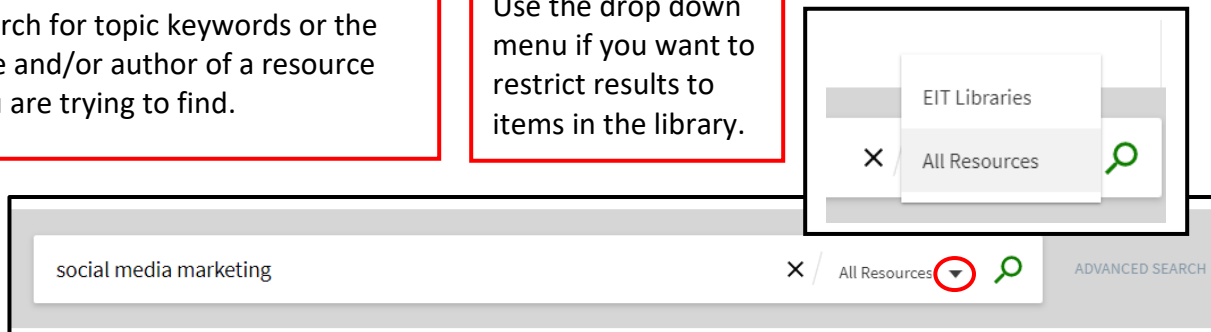
### Access Primo from [myeit.eit.ac.nz](http://myeit.eit.ac.nz)



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.



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. **BOOK**  
2 versions of this record exist. See all versions >  
**Social media marketing : a strategic approach**  
Melissa S. Barker  
2012  
Available at Hawke's Bay MAIN COLLECTION (658.802 Bar) >

2. **BOOK**  
**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. **REFERENCE ENT**  
**Social Media**  
The Complete  
Full text available

4. **BOOK**  
**Like, follow,**

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. **BOOK**  
2 versions of this record exist. See all versions >  
**Social media marketing : a strategic approach**  
Melissa S. Barker  
2012  
Available at Hawke's Bay MAIN COLLECTION (658.802 Bar) >

2. **BOOK**  
**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. **BOOK**

Tweak my results  
 Expand beyond library collections

Sort by Relevance ▾

Availability ^

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

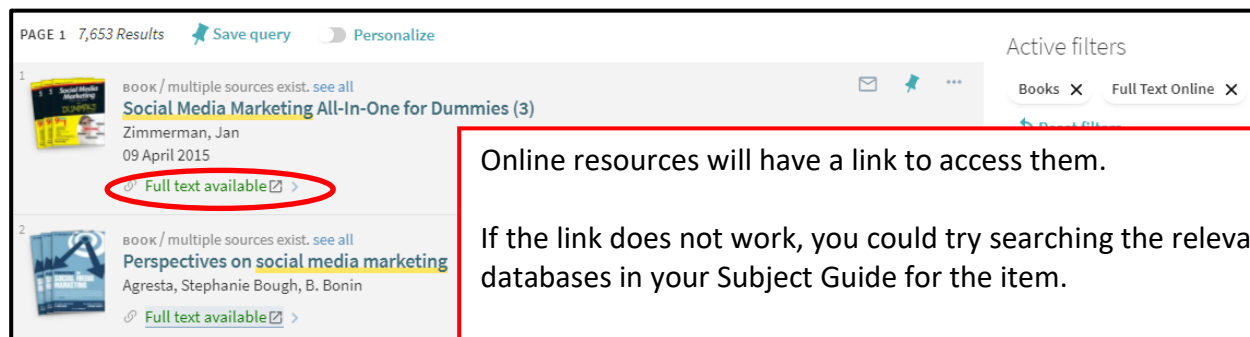
Library ^

Hawke's Bay (51)  
Tairawhiti (10)

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.

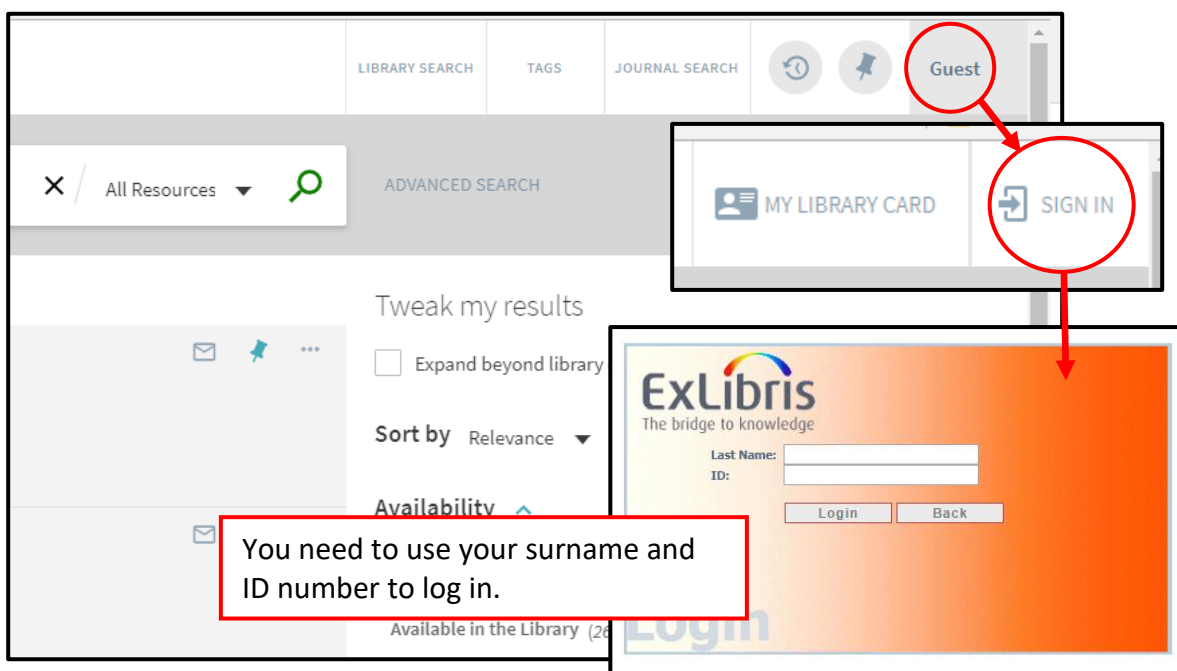


Online resources will have a link to access them.

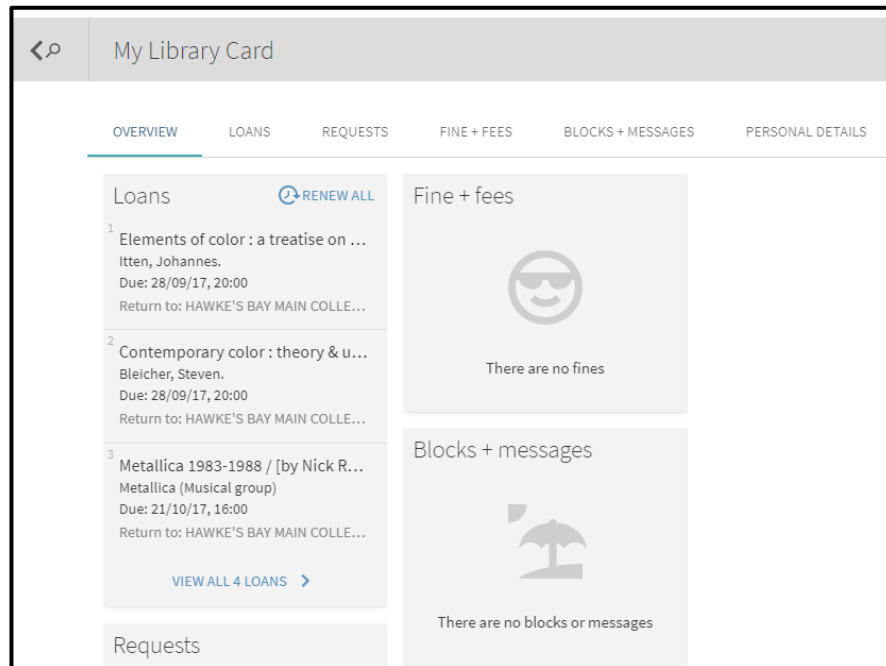
If the link does not work, you could try searching the relevant databases in your Subject Guide for the item.

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

### Sign in to Access Your Details

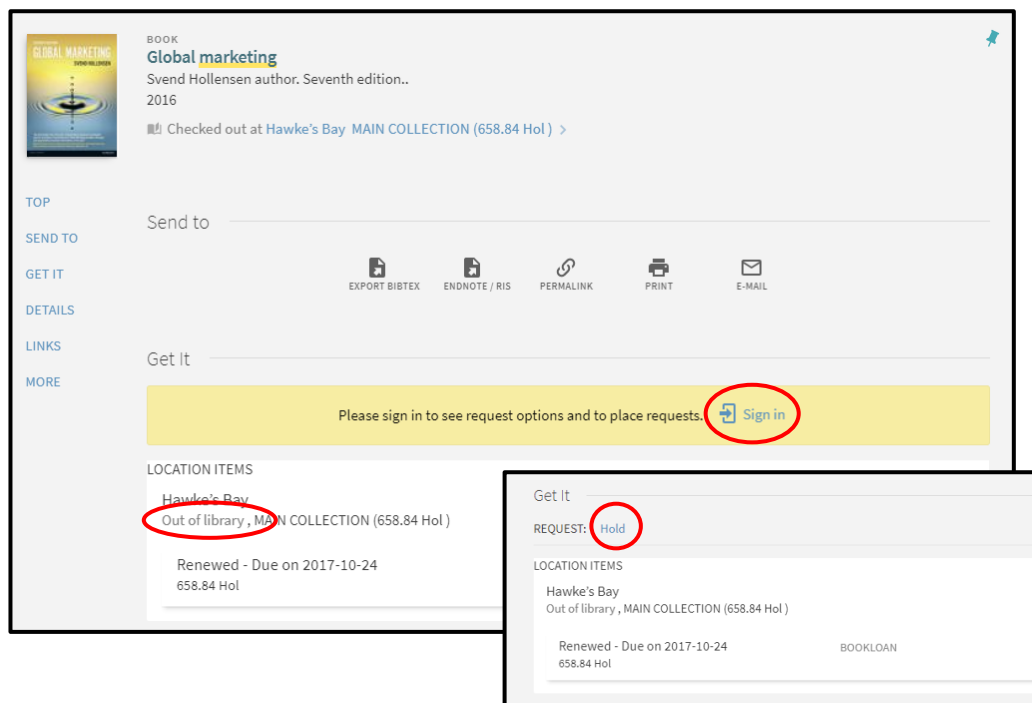


Accessing your *Library Card* allows you to check your items on loan, renew them, and check the status of any requests and fines.



## 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:

Adam Smith  
Information and Learning Services Librarian  
Phone | (06) 830 1067  
Email | ASmith@eit.ac.nz