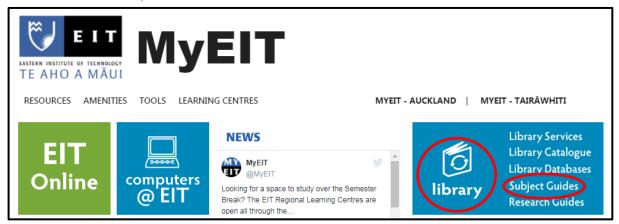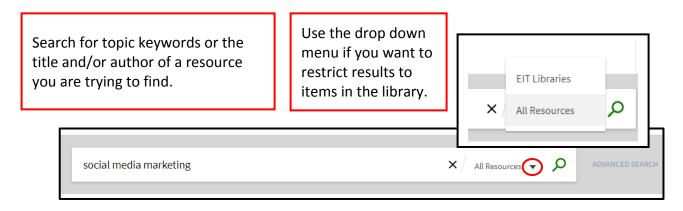# Using Primo

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.

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)

THE EXPERIENCE YOU NEED & THE SUPPORT TO SUCCEED

PAGE 1   546,301 *Results*   📌 Save query   ⚪ Personalize
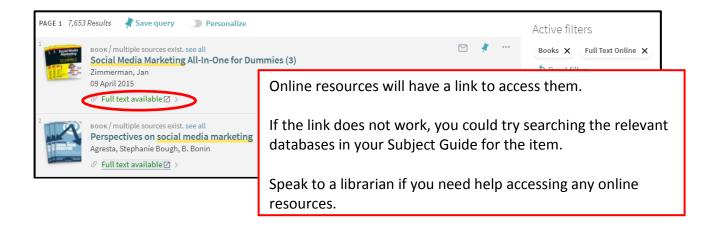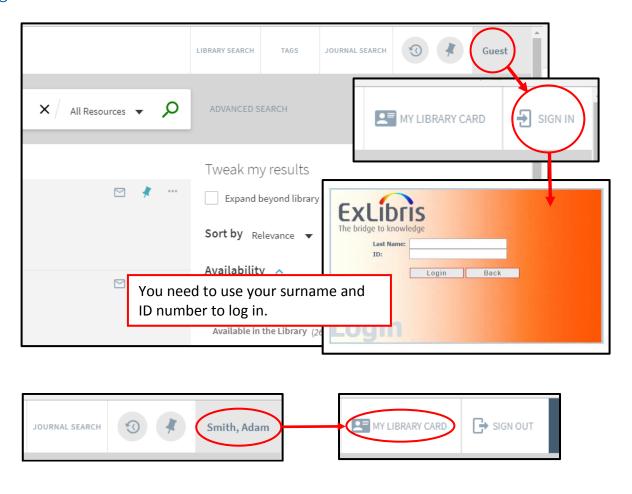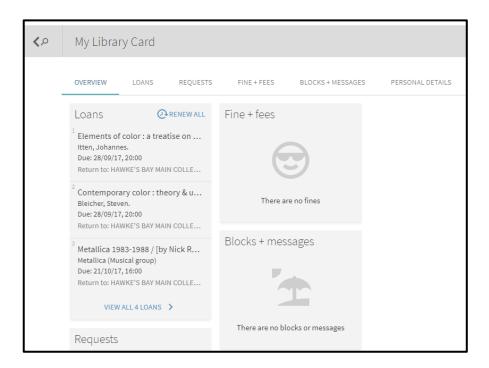
1   BOOK
📖 2 versions of this record exist. See all versions ›
Social media marketing : a strategic approach
Melissa S. Barker
2012
📗 Available at Hawke's Bay MAIN COLLECTION (658.802 Bar) ›

2   BOOK
Basic marke
Naresh K. Malh
c2012
📗 Available a

3   REFERENCE ENT
Social Media
The Complete
🔗 Full text ava

4   BOOK
Like, follow,

Tweak my results

☐ Expand beyond library collections

Sort by   Relevance ▾

Availability ⌃

eer-reviewed Journals *(56,002)*
ull Text Online *(546,248)*
vailable in the Library *(53)*

source Type ⌃

ewspaper articles *(259,724)*
rticles *(139,907)*
issertations *(124,037)*
ooks *(7,704)*
ext Resources *(5,961)*
how 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

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

Tweak my results

☐ Expand beyond library c

Sort by   Relevance ▾

Availability ⌃

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

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.

Library ⌃

Hawke's Bay *(51)*

Tairawhiti *(10)*

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

PAGE 1 7,653 *Results*   📌 Save query   ⚪ Personalize

Active filters

Books ✕   Full Text Online ✕

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**
Agresta, 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

✕ All Resources ▼ 🔍   ADVANCED SEARCH

📇 MY LIBRARY CARD   ➡ SIGN IN

Tweak my results

☐ Expand beyond library

Sort by Relevance ▼

Availability ⌃

ExLibris
The bridge to knowledge

Last Name: [   ]
ID: [   ]

Login   Back

Login

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

Available in the Library (26

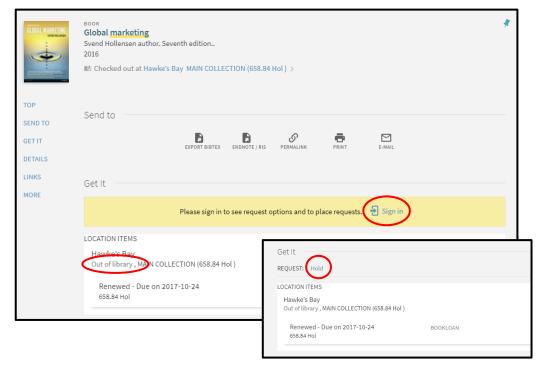JOURNAL SEARCH   🕘 📌   Smith, Adam   ➡   📇 MY LIBRARY CARD   ➡ SIGN OUT

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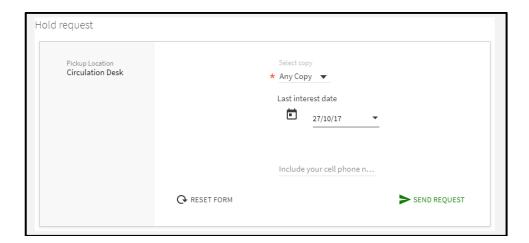

Requesting Items that are on Loan

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.

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

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