

# LWW Health Library Anatomical Sciences Collection Social Media Kit



LWW  
Health Library

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# Your guide to promote *LWW Health Library – Anatomical Sciences Collection* from Wolters Kluwer on your Social Media Channels

To help you promote LWW Health Library – Anatomical Sciences Collection® online LWW Health Library – Anatomical Sciences Collection to end users within your institution, here are some ready-made Tweets you can opt to send, plus images and copy that you can use on your institutional websites, or your Facebook® or LinkedIn pages®, plus some Tweeting guidelines that contain links for further reading.

## **Why LWW Health Library – Anatomical Sciences Collection?**

*Because it offers easy, online access to trusted anatomical sciences teaching and learning resources*

LWW Health Library delivers trusted health science education and clinical content directly to students, faculty, residents and staff through a single portal – complete with interactivity and multimedia ancillaries. Top texts in the Anatomical Sciences Collection include Grant's Atlas of Anatomy, Clinically Oriented Anatomy, Histology: A Text & Atlas and more.

- **Trusted content**—online access to leading anatomical sciences texts
- **Intelligent search**—using semantic tagging to ensure you get the results you need
- **Multimedia assets**— one easy cross-searchable location to access teaching and learning resources, including: videos, animations, quiz banks, and more!

\*[Learn more](#) about all LWW Health Library Collections by reading the Overview Factsheet on the Wolters Kluwer Virtual Anatomy Center!

## **Key Product Offerings**

1. **Grant's Atlas of Anatomy, 13e**  
*Anne M.R. Agur and Arthur F. Dalley II*
2. **Color Atlas & Text of Histology, 6e**  
*Leslie P. Gartner and James L. Hiatt*
3. **Neuroanatomy: An Atlas of Structures, Sections, and Systems, 8e**  
*Duane E. Haines*
4. **Clinically Oriented Anatomy, 7e**  
*Keith L. Moore, Arthur F. Dalley II, and Anne M. R. Agur*

5. **Histology: A Text & Atlas, 6e**  
*Michael H. Ross and Wojciech Pawlina*
6. **Langman's Medical Embryology, 12e**  
*T.W. Sadler*
7. **Grant's Dissector, 15e**  
*Patrick W. Tank*

### **Why Use this Social Media Kit?**

- Promote you and your library
- Drive awareness to your end users of the services you provide
- Increase usage of products

### **Hashtags:**

#LWWHealthLibrary  
 #HealthLibrary  
 #LWW  
 #Lippincott  
 #AnatomicalSciencesCollection  
 #WoltersKluwer

### **Content for Twitter®**

#### **General Tweets:**

- #LWWHealthLibrary #AnatomicalSciencesCollection from Wolters Kluwer is available at your institution! Visit your librarian or admin today.
- Are you a Faculty member? Access valuable instructor resources with the #LWWHealthLibrary #AnatomicalSciencesCollection
- Access 7 authoritative texts covering anatomy, histology and more! #LWWHealthLibrary #AnatomicalSciencesCollection

#### **Features & Benefits Tweets:**

- Get access to a one-stop, trusted digital portal for authoritative anatomy content with the #LWWHealthLibrary #AnatomicalSciencesCollection
- #LWWHealthLibrary #AnatomicalSciencesCollection is more than electronic texts—access procedural videos, images, case studies & quiz banks
- Content is updated regularly so check back for new editions and ancillary content #LWWHealthLibrary #AnatomicalSciencesCollection
- Find something quickly; results can displayed by title, chapter, topic, or resource type #LWWHealthLibrary #AnatomicalSciencesCollection
- You can get links to relevant PubMed results based on the chapter the you're viewing #LWWHealthLibrary #AnatomicalSciencesCollection
- Take it on the go! The responsive design allows you to browse content on any device! #LWWHealthLibrary #AnatomicalSciencesCollection

- No internet? You can download chapters as PDF for easy viewing offline!  
#LWWHealthLibrary #AnatomicalSciencesCollection
- Grant's Atlas of Anatomy, 13e is available on #LWWHealthLibrary #AnatomicalSciencesCollection. Contact your librarian.
- Color Atlas & Text of Histology, 6e is available on #LWWHealthLibrary #AnatomicalSciencesCollection. Contact your librarian.
- Neuroanatomy:An Atlas of Structures, Sections, and Systems, 8e is on #LWWHealthLibrary #AnatomicalSciencesCollection. Contact your librarian.
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#### **5 Tips for Using Twitter for Librarians/Administrators**

1. If you are new to Twitter, or want to develop best practices, [Twitter's help guide](#) is extremely useful with videos, step-by-step guides, and more!
2. Don't forget your hashtags! Hashtags (i.e. #Hashtags) are how followers find you. Make sure to hashtag phrases that are relevant to you to help you gain followers.
3. Know your audience! Twitter analytics ([analytics.twitter.com](https://analytics.twitter.com)) can tell you who your followers are, what they're interested in, and what Tweets they're most engaged in.
4. Don't be afraid to interact with your followers. When you receive questions, answer them to show that you're listening. Retweet information that may be relevant to your library, or click the star to "favorite" someone who mentions you. Retweeting and clicking "favorites" are simple ways to show your audience that you are involved.
5. Consider Tweeting on the weekends. Eight percent of Twitter users access Twitter from their mobile phones. This means they can check Twitter whenever and wherever they want.

#### **Content for Facebook®, LinkedIn® or Webpages**

##### **Text you can post:**

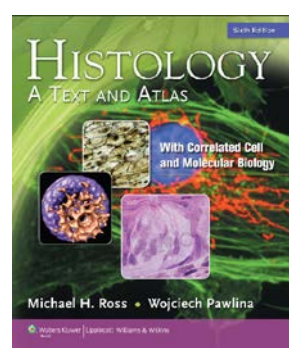
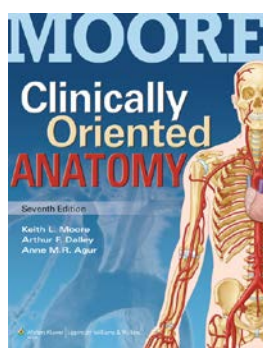
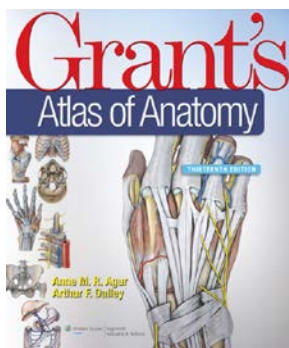
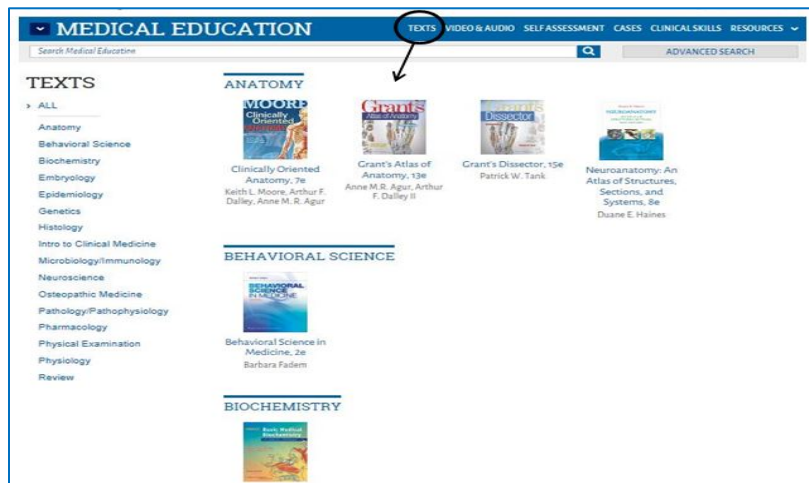
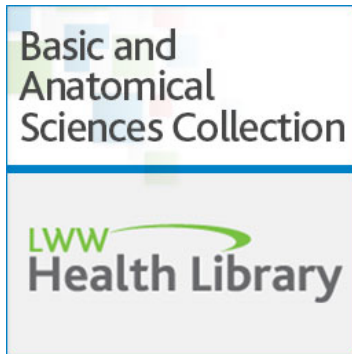
Did you know your institution offers access to leading anatomical texts and resources online?

The LWW Health Library portal provides access to clinical and educational content including electronic texts, procedural videos, images, case studies & quiz banks. Top texts in the Anatomical Sciences Collection include Grant's Atlas of Anatomy, Clinically Oriented Anatomy, Histology: A Text & Atlas and more.

Visit your Librarian or Administrator to learn more about LWW Health Library - Anatomical Sciences Collection, and to see what other resources your library has to offer!

Images that you can share: (right-click on the images to save)

## LWW Health Library Images



## **Additional Resources for You**

Looking for ways to drive usage and awareness to your other Wolters Kluwer anatomy and physiology products?

Extend your social media and marketing presence beyond LWW Health Library – Anatomical Sciences Collection by exploring other Anatomy & Physiology free marketing downloads available on the Wolters Kluwer's Virtual Anatomy Center [www.anatomical.com](http://www.anatomical.com) including portal buttons, posters, emails, social media kits and more!