

Top 5 To Do's to Get the Most Out of HeinOnline

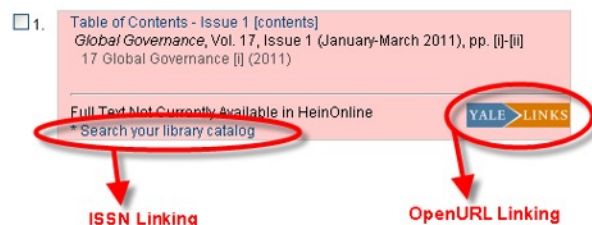
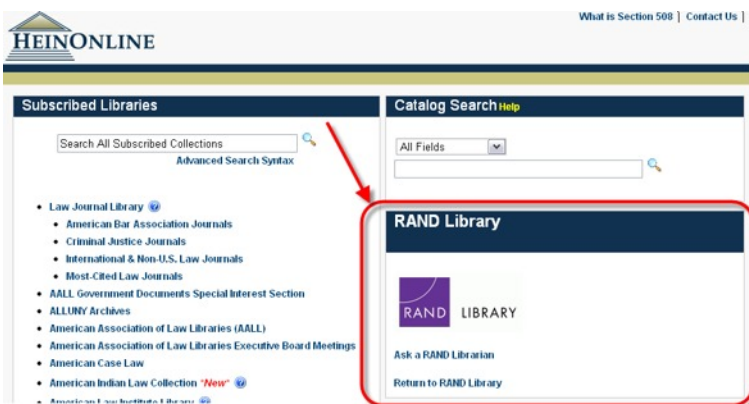


Capture the Value

AALL 2012

1. Brand Your HeinOnline Account

- Branding allows you to communicate to your users that the resource is being provided or made available to them by your organization or university
- Branding is primarily displayed on the HeinOnline welcome page, but also integrated into search results
- From the welcome page:
 - Display your organizations name; you indicate what it will say such as “Sponsored by [name]” or “Provided by [name]”
 - Display your logo which links to a destination of your choosing
 - 2 custom links can be added, each linking to the destination of your choosing
 - Examples include a link to your help desk, wiki, intranet, library guides, or library catalog
- Set up ISSN linking to link to your local library catalog
 - For content that is indexed in HeinOnline but not yet available in full-text, you can allow your users to link directly to the title within your local library catalog through an ISSN lookup
 - You would provide us with the URL that you use to lookup by ISSN in your local library catalog
 - If enabled, when a user sees a result from their search results that is shaded red (indicating the full-text is not available in HeinOnline), a link that says “Search Your Library Catalog” will appear allowing the user to link to your local catalog to see if the content is available elsewhere in your library
- Set up OpenURL linking to link users directly to the article within a resource available at your library



2. Create a MyHein Account to Begin Storing Your Personal Research

- MyHein is a personal research tool that allows you to bookmark, store, and organize your personal research
- Save and organize bookmarks using tags
- Save and organize search queries using tags
- Add notes to saved bookmarks or search queries
- Email links to bookmarks or search queries that you have saved
- Create eTOC/title alerts
 - We add and update content in HeinOnline on a monthly basis
 - You can create an eTOC alert to be notified when new content has been added to titles of interest (you must create an alert for each title that you want to be notified about)
 - Once an alert has been created, you will receive an email every time the title(s) you selected is updated
 - The email will include an electronic table of contents for that title, which will include a direct link to each article referenced in the table of contents
- Export journal articles to Refworks, Endnote or CSV
- Every HeinOnline user can create their own personal account

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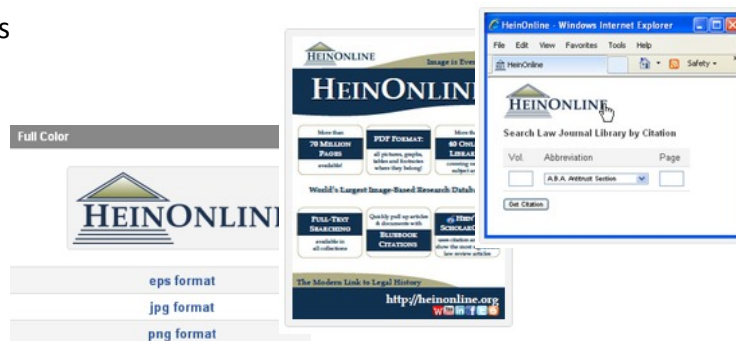


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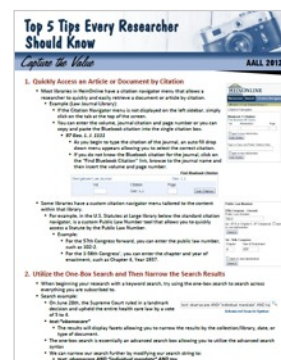
3. Utilize the Librarian's Corner to Promote the Use of HeinOnline in Your Library

- Available at home.heinonline.org/library-corner
- Contains promotional materials and digital files of our logos that you can download and use to promote the use of HeinOnline
- Tools & resources available include:
 - Downloadable full-color and black/white logos
 - Our Brand Identity Guidelines (PDF)
 - Downloadable posters
 - Graphic banners for your web needs
 - Law Journal Library citation widget
 - Law Journal Library search widget
 - Press release announcements
 - Description of HeinOnline
 - Description of HeinOnline libraries



4. Review our Top 5 Tips for Using HeinOnline and Get to Know Them

- Use the **citation navigator** tool to quickly access an article or document by citation
- Utilize the **one-box search** to search for key terms, then narrow your search results using facets
- Learn the **four key techniques** to make the most of searching:
 - Proximity searching
 - Boosting
 - Root expanders
 - Boolean operators - AND, OR, NOT
- Learn how to **conduct a subject search** using proximity searching
- Use **Hein's ScholarCheck** to view and link to cited material



5. Get Connected with HeinOnline

- Stay up to date with all the new content we are adding, new libraries, enhancements, and changes being made by connecting with HeinOnline through:
 - Email newsletters - you choose your preferences:
 - Monthly HeinOnline Newsletter which covers everything new and updated in HeinOnline during the month
 - Special promotions
 - Help and training
 - New enhancements and features
 - News products and services
 - World Constitutions Illustrated Monthly Newsletter which covers everything new and updated in the World Constitutions Illustrated collection during the month
 - Fan us on Facebook - facebook.com/HeinOnline
 - Follow us on Twitter - twitter.com/HeinOnline
 - Read our Blog - home.heinonline.org/blog
 - Watch us on YouTube - youtube.com/HeinOnline08

