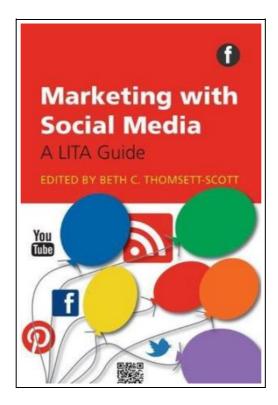
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Reviews

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MARKETING WITH SOCIAL MEDIA (PAPERBACK)



Facet Publishing, United Kingdom, 2013. Paperback. Condition: New. New ed.. Language: English. Brand New Book. This step-by-step guide will show you how to use social media to promote your library to, and engage in dialogue with, your users and potential users. Peppered with real-world examples, this how-to guide offers to-the-point advice for getting up to speed with the world of social media. Whether you are a novice ready to get serious about marketing with social media or a practitioner on the lookout for ways to improve existing efforts, this LITA guide will save you time and effort by evaluating the most popular and cutting-edge marketing technologies. Contributors from a variety of backgrounds showcase innovative and creative technologies and describe best practices for engaging library users across multiple platforms. The book: draws from a range of experiences, with examples from different library types and sizes; includes case studies of successful social media efforts using Facebook, wikis, video-sharing sites, Pinterest, Google+, Foursquare, blogs, Twitter, and QR codes; offers tips for maintaining a steady flow of content, coordinating with colleagues, planning for sustainability, and using built-in analytics for evaluation; features numerous screen shots and illustrations; and provides a resource list at the end of every chapter, allowing readers to dig deeper. Directed towards librarians and library administrators who are exploring their marketing strategies and are looking for a technology-based solution, this book will also be of value to library school students and others interested in using technologies to market libraries.



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