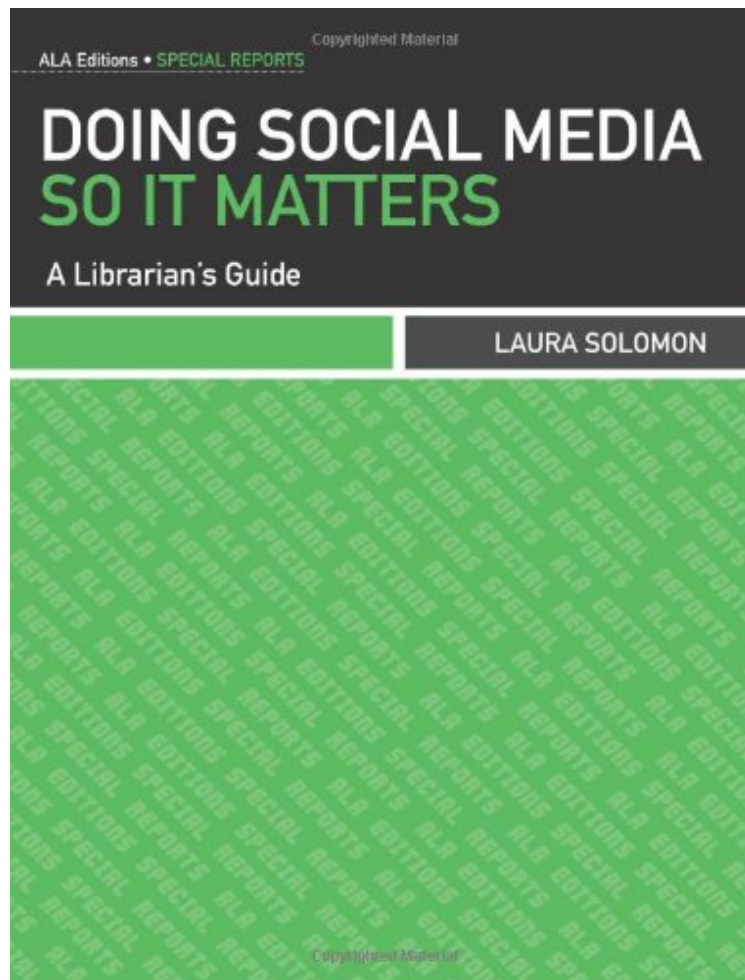


(Mobile book) Doing Social Media So It Matters: A Librarian's Guide (ALA Editions Special Reports)

Doing Social Media So It Matters: A Librarian's Guide (ALA Editions Special Reports)

Laura Solomon

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before purchasing it in order to gage whether or not it would be worth my time, and all praised Doing Social Media So It Matters: A Librarian's Guide (ALA Editions Special Reports):

0 of 0 people found the following review helpful. A must for LibrariansBy LibrarychicSolomon presents many useful tips in a down to earth way. She illustrates the use of social media tools to create a global library presence, whilst avoiding a marketing focus. Many useful comparison graphs and tables of social media tools are included. I particularly found the status update examples, both good and poor updates, enlightening. Throughout the book Solomon stresses the importance of engagement and conversation, being yourself, and continually revisiting your goals for the introduction of social media tools in the first place. The book provides chapter summaries with current

links, resources, and a comprehensive reference list and index. Sue Calder, New Zealand Librarian. 0 of 0 people found the following review helpful. Not just for libraries! By L. Schattman This is a fantastic book. It is short and written in clear, concise language - a very easy read. Don't hold its brevity against it - every paragraph is useful and worth reading! Although written for librarians (which I am), I believe it could be very useful to employees of any institution looking at social media. The author, Laura Solomon, starts with an explanation of what social media is all about, who uses it, and why it matters to libraries (and other institutions). Although she uses plenty of helpful examples from specific social media channels, such as Facebook and Twitter, she consistently explains the principles more broadly so that they can be applied to whatever the Next Big Thing happens to be. Solomon also discusses concrete strategies for making social media work, assessing our efforts, and deciding whether the effort has been worth it. She even addresses the question of how to pull the plug if, in the final analysis, the effort is not worth continuing. Solomon does not assume much prior knowledge of social media, so the book is perfect for those who have yet to take the plunge. However, there is also plenty to learn for anyone already involved in social media. It is a truly exceptional book! Highly recommended for anyone at a library or other institution who is (or wants to be) involved with their institution's social media. 0 of 0 people found the following review helpful. Better for those unfamiliar, considering social media By Kristine Cook As my rating reflects, this book was okay. It's best for those trying to talk themselves, other staff members, or administrators into using social media, especially if they're unfamiliar with it. If you already are using it and are desiring to enhance its effectiveness for your organization, it's probably best to look elsewhere. I did like how many aspects she touched on and found policy discussion the most helpful. Overall, even though this was just published in 2011, it felt dated already. This may be due to much of the data being nearly 3 and 4 years old, which is hardly the fault of the author. Social media changes so much that I imagine it is hard to write a book about it.

Facebook, Twitter, MySpace, LinkedIn: it's difficult enough to keep abreast of social media Web sites, let alone understand how they fit into today's library. This practical resource brings together current information on the topic in a concise format that's easy to digest. Laura Solomon is a librarian with more than a decade of experience in Web development, design, and technology, and her timely guide Provides context on the social media phenomenon Offers practical advice on how libraries can choose, use, and monitor these tools effectively Identifies additional resources and best practices Solomon has written a unique, to-the-point guidebook for those ready to jump into the deep end of the pool and commence or improve their library's tweeting, posting, and friending.

About the Author Laura Solomon is library services manager for the Ohio Public Information Network and former web applications supervisor for the Cleveland Public Library. She has been doing web development and design and conducting classes in public libraries and as an independent consultant for more than a decade. In 2009, the Ohio Library Council recognized her for her role in saving more than \$147 million of public library funding by utilizing her expertise in social media tools. She was tapped as one of Library Journal's Movers and Shakers for 2010. She earned her MLS from Kent State and was awarded her MCIW (Master Certified Internet Webmaster) in 2004.