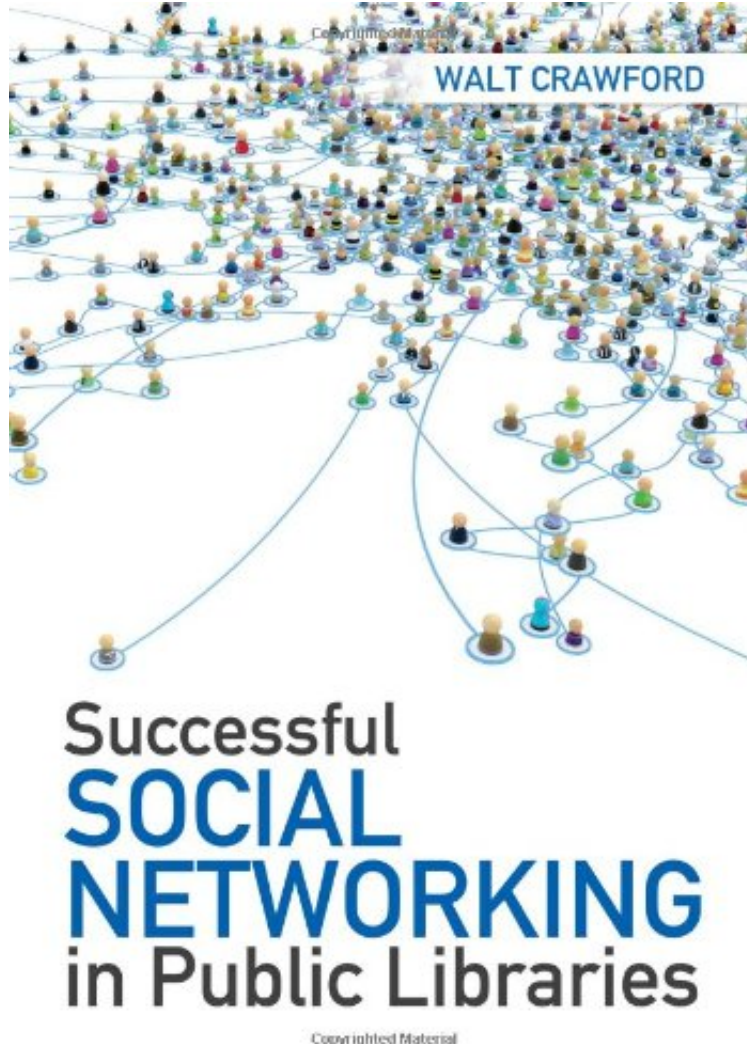


(Free download) Successful Social Networking in Public Libraries

Successful Social Networking in Public Libraries

Walt Crawford

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Walt Crawford : Successful Social Networking in Public Libraries before purchasing it in order to gauge whether or not it would be worth my time, and all praised Successful Social Networking in Public Libraries:

2 of 2 people found the following review helpful. Go by the description, not the titleBy HCLS LibrarianI should have read the description more carefully. From the title, I expected more suggestions and discussion starters on how to most effectively use our social media accounts. The actual content is very heavily weighted toward presentation of the author's survey of how public libraries were using Facebook and Twitter, with a lot of statistics and charts broken out by state and size of library. There are also a lot of excerpts from library Facebook feeds, which I did not find particularly helpful as they were grouped by library size, not by topic or style. If you want to know what public

libraries were doing on Facebook in 2011, this is your book. If you want to be challenged to think strategically about how to improve your social media presence, look elsewhere.

Most commentaries to date on library use of social networks such as Facebook and Twitter have focused on a handful of well-funded public libraries with high-profile employees. Now Crawford's book fills in the rest of the picture, offering for the first time an in-depth look at how a large variety of public libraries are using social networks. Examining nearly 6,000 libraries across the US, Crawford analyzes social network usage by libraries of many different sizes and funding levels, showing how many of them are active and effective in quite different ways. Offers many examples that will help other libraries establish or refine their own social networking activities. Presents several key questions that libraries should ask themselves, such as "Who do we want to reach?" and "What's the best way to interact with communities?" Gives libraries guidelines to set social networking goals and conduct ongoing evaluation. Includes illuminating comments from numerous librarians on the front lines of communication. Based on broad research, Crawford draws a vivid portrait that shows how a wide range of public libraries is conducting digital outreach and marketing through social networking.

From Booklist: Libraries every day are challenged to prove their worth to their communities if they want to keep their doors opened. Marketing has become pivotal to success, and social networking can be argued as one of the most cost-effective ways to promote and market a library's offerings. Although there are several social-networking sites available, Crawford focuses on Facebook and Twitter and how public libraries can use them effectively to reach out to their communities. Eight chapters cover looking at the big picture (as well as the small picture), figuring out strategies and using surveys to gauge results, as well as reviewing state-by-state snapshots of what other libraries are doing in the realm of social media. Though staff in libraries with an active social-media presence may not find much new here, those who are looking to improve upon their social-networking status or start from scratch will find much of use here. With 38 states represented and libraries of all sizes examined, the information and examples found here make a useful resource on libraries and social media. --Stephanie Charlefour "Each library is encouraged to define success on its own terms ... A useful reference tool for smaller libraries looking for easy-to-implement social media guidance." --Voice of Youth Advocates The examples show successful posts, loaded with humor, invitations, anecdotes, and questions. A chapter on state-by-state findings helps benchmarking among comparable-sized libraries. Crawford's survey helps answer questions such as: Should libraries devote staff time to social media activities? Can they sustain these activities and engage their communities effectively? Do their patrons expect to see them in these media channels? The survey viewed social media as actual engagement, something beyond simply another publication channel. Some best practice issues are raised, including how frequently to post, how to deal with spam, and how to pull the plug if it is just not working. The take-away lesson here is that libraries of all sizes can have vibrant and engaging social network presences." --Reference User Services Quarterly "Those who are looking to improve upon their social-networking status or start from scratch will find much of use here. With 38 states represented and libraries of all sizes examined, the information and examples found here make a useful resource on libraries and social media." --Booklist About the Author: Walt Crawford is an internationally recognized writer and speaker on libraries, technology, policy and media. Author of numerous books, articles, and columns, Crawford is also the creator, writer and publisher of *Cites Insights: Crawford at Large*, an ejournal on the intersections of libraries, policy, technology and media published monthly since 2001. He maintains a blog on these and other issues, *Walt at Random*.