



# The Librarian's Nitty-Gritty Guide to Social Media

*Laura Solomon*

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## **The Librarian's Nitty-Gritty Guide to Social Media** Laura Solomon

The vast array of social media options present a challenge to today's busy librarians: it's tough to keep current, let alone formulate a plan for using these tools effectively. Solomon, a librarian with extensive experience in web development, design, and technology, cuts to the chase with this invaluable guide to using social media in any kind of library. With a straightforward and pragmatic approach, she enlarges her best-selling ALA Editions Special Report on the topic and:

- Presents an overview of the social media world, providing context for services like Facebook, Twitter, and YouTube, and analyzes how adults' and teens' use of social media impacts the library
- Offers advice on easy ways to use these tools on a daily basis, with planning strategies for posting and scheduling
- Addresses the fine points of Facebook, comparing the various types of profiles and accounts
- Guides readers in the basics of crafting eye-catching status updates, and other social media best practices
- Shows how to manage and monitor accounts, including pointers on dealing with negative feedback

Including a bibliography of additional resources, Solomon's guide will empower libraries to use social media as a powerful tool for marketing, outreach, and advocacy.

## **The Librarian's Nitty-Gritty Guide to Social Media Details**

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## From Reader Review The Librarian's Nitty-Gritty Guide to Social Media for online ebook

### Allie says

This was published 3 years ago and it's already so outdated. Conceptually the information is sound, but it's all kind of common sense for library staff under 30. It's also information I figured out on my own when I was thrown into the world of library social media. This book was available then, but I don't think I would have needed it.

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### September Michaud says

Good resource for introducing library staff to social media. What I liked most is that rather than just showing an array of introductions to the various social media channels, this book takes into account the changing nature of website popularity, and focuses on creating quality posts and conversations despite what social website you choose to use.

There are helpful examples showing what makes a good post and what makes a bad post, and there is a lot of information about how to initiate and respond to conversations online. Remember that for libraries, social media is not simply about pushing a brand, but rather it offers a new way to facilitate knowledge and communication within a community (this one just happens to be digital).

Other helpful information:

- ways to gauge the effectiveness of your social media presence
- how to respond to negative feedback
- what to do when you run out of ideas

I do wish this book had more information about creating original content for libraries (videos/photos/blog posts), but I suppose I'll have to get that from another book.

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### Annie Allen says

To the point with examples of what not to do and what to do. This book has a heavy focus on the use of Facebook. If you are not looking to use Facebook to promote programming skip around and read the tips for social media in general.

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### Hava says

I ordered this book for our library and read through it in just a couple of days. I was surprised by how well written this book was! It's not an everyday occurrence to have a how-to book be so interesting that I don't want to put it down. I knew that our social media strategy for our library wasn't where it ought to be (hence me ordering the book) but I had no idea that it was completely and totally wrong. It's like the author had been spying on our Facebook account over the past six months and using every post we put up as an example of

what NOT to do. A little depressing how "off" we've been.

I will be passing this gem onto the rest of my staff and having everyone who has ANYTHING to do with social media read it. Can't recommend this book highly enough.

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### **Cynthia says**

This is a great no-nonsense discussion and guide for using social media in the library setting. Mostly geared toward the public library, but certainly there are things that are applicable to the school library as well.

My copy is scribbled on and highlighted and will be a valuable resource in a new district where I hope to bring the power of social media.

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### **Rachel says**

This book is fantastic. I found so much useful information that has really aided me in launching a Facebook page for the library I work at. From starting, to maintaining, to training others in the use, it's a great resource that should be tapped by librarians at any type of library.

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### **Meredith says**

Full of great information regarding organizing and running a social media strategy for a library. I would recommend it to any library!

After finishing the book, I've been very motivated to revamp our social media plan. This book gave me the tools and theory to evaluate, reorganize, and recreate our efforts. Gives a great example of how to set up your own social media schedule.

I think this book would also be helpful to those needing some tips for social media marketing because the advice given is not so specific to libraries that it wouldn't help other non-profits too.

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### **Robin says**

Key points:

Use social media to interact with patrons, not as another one-way (outgoing only) means of communication.

Figure out what you hope to accomplish by using these tools (connect patrons with resources previously unused; more patrons at programs, etc.)

Be gracious, responsive, engaging. Ask questions. Start conversations.

Google alerts is cool. I am surprised I didn't know about it before. <http://www.google.com/alerts>

Lots of good stuff in here for the absolute beginner on the topic of effective communication.

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### **Angie Shere says**

This book would probably get a higher rating from me in 2013. So my rating is partially based on the fact that this book already is outdated. At the the time it was written, teens were still into Facebook, not twitter. (this is pretty much reversed now) Surprisingly enough, this book talks about MySpace (does anyone use that anymore?) and predicts (incorrectly) that Twitter is not going to be a way to connect to teens. But the section on Facebook was great. Lots of useful tips on how the library can utilize social media and why it is something to invest our time and effort on. I recommend this as a good resource for librarians looking for information about Facebook. But like social media, things are always changing.

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### **Amanda [Novel Addiction] says**

Excellent resource for libraries just getting started with social media, or find themselves struggling. I had hoped this book would prove useful for my research, but alas - not. However, it was a fun and more importantly, useful read. I would recommend it to my own library.

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### **Tyler Kroon says**

Published back in 2012, so some of the content is a bit dated by now (MySpace is discussed more often than you'd expect), but overall contains some really good nuggets of information for library workers involved in their library's social media presence. I took several pages of notes, and will definitely be referring to them as I develop and carry out a social media plan for our library.

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### **Benjamin Kahn says**

A very strong overview of how a library can use social media to its advantage. Covers the do and the do nots, and gives a good amount of information about whether its worth a library getting into social media, what there expectations should be, and how to approach it. The chapter on teens and Facebook may be out-of-date now - I have tween and teen children and they tell me that they view Facebook for older people, younger people have moved on to Instagram and Snapchat. But such is the nature of a book like this. Definitely a lot of good tips and best practices.

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### **Christa says**

A must-have guide book for librarian's using social media. A more comprehensive version of the 2011 book Doing Social Media So it Matters by the same author. Solomon uses similar subject matter (almost identical) from this book, but with more detailed information. Excellent guide to help libraries get started with a social media plan, creatively socialize with their fans and use social media as an effective social networking tool in the community.

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## **Jennifer says**

All too frequently, social media guides intended for libraries are little more than extremely basic technical how-tos ("There is such a thing as Facebook. It has a News Feed! Here's how you click the button to post to that wacky News Feed.").

Solomon's book assumes you've probably at least seen a computer once in the last decade and focuses instead on the concepts that make social media marketing successful, exploring ways to build social capital and manage your online reputation. Even better, she seeds her chapters with specific (God bless you. Really.) examples of how people tend to do things on social media and how those same things can be done better. Best of all, this guide is actually readable - concise and funny, and featuring convenient end-of-section "bottom lines" which sum up the preceding ideas and will likely be a godsend to anyone who doesn't have the time to take full advantage of this book by reading it to cover to cover. (Which you should.)

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## **Mariamosh says**

Bra om än lite daterad guide (hon nämner flera gånger MySpace) till hur bibliotek(arier) kan arbeta med att connecta med sina låntagare på sociala medier. Tyngdpunkt/poäng på att bygga relationer med folk och inte bara för att öka bibliotekens marknadsföring. Många fina exempel, bra guide helt enkelt!

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