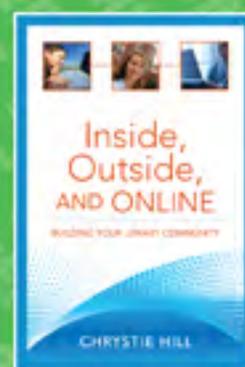
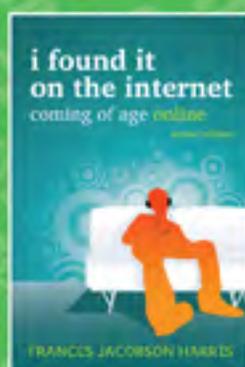
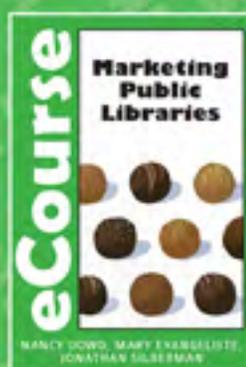
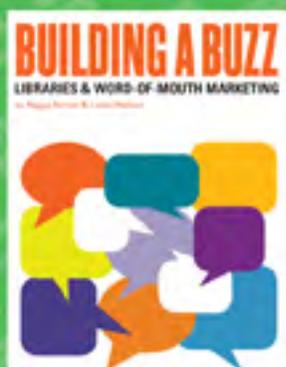


Facebook, Twitter, MySpace, LinkedIn: it's difficult enough to keep abreast of social media Web sites, let alone understand how they fit into today's library. This practical resource brings together current information on the topic in a concise format that's easy to digest. Laura Solomon is a librarian with more than a decade of experience in Web development, design, and technology. 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.

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