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Nota di contenuto	Contents; Introduction; Chapter 1: Getting a (Better) Grip on Social Media; Chapter 2: Getting Started; Chapter 3: Understanding Social Capital; Chapter 4: Strategies for Social Media Success; Chapter 5: Rethinking Status Updates; Chapter 6: Fine-Tuning Facebook; Chapter 7: Teens and Social Media; Chapter 8: Online Reputation Management; Chapter 9: What Can We Count?; Chapter 10: Social Media in the Long Term; Chapter 11: A Few Final Words; Bibliography; Index
Sommario/riassunto	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.