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Nota di contenuto	Cover; Building Communities : Social networking for academic libraries; Copyright; Dedication; Contents; List of figures; Acknowledgements; About the author; 1. The whats and whys of social networking for academic libraries; Background; Role on campus; Why social media for academic libraries?; Rewards of social media participation; 2. How to approach the implementation of social media technologies; Planning; Community-building; Survey of academic librarians using social media; 3. Case studies of academic libraries and social media networking; Libraries Analysis of the experiences shared in case studies4. First steps; Strategy for implementing social media; Skill set defined; Sample social media policies; 5. Make the connection: posting on social media; Just DO it; Basic Facebook how-to section; Basic Twitter How-to Section; 6. Evaluating the impact of social media in academic libraries; How to evaluate; What to evaluate and what tools to use; Mid-course adjustments; 7. Closing thoughts; Appendix 1: Survey questions; Appendix 2: Case study questions; Appendix 3: Tools and resources; Glossary; References; Bibliography; Index
Sommario/riassunto	Social media is here to stay. A robust social media campaign can provide academic libraries with a means to showcase library resources, highlight content and events, and attract students to sample what the

library has to offer. Building Communities is a handbook to implement social media technologies for academic libraries. It is a guide to planning and implementing a successful social media campaign and evaluating its impact. This title covers: the beginning of social networking in the academic context; how to implement use of social media technologies; and evaluating their use. The final sec

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