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Nota di contenuto	Making social media worth it : planning and implementation for a small institution / Kaela Casey, Laura Worden -- Library spaces : inspiration and collaboration / Susan Van Alstyne -- Events and extravaganzas at Cunningham Memorial Library / Karen Evans -- Librarians as event coordinators : building partnerships and engagement through user-centered programs / Joe Clark -- Digital engagement in delivering library services : a case study from the State Library of New South Wales / Kathryn Barwick, Mylee Joseph -- From idea to Instagram : how an academic library marketing committee created a character for the YouTube generation / Joyce Garczynski, Laksamee Putnam, Lisa Woznicki -- Promoting digital library services through workshops / Tracy C. Bergstrom, Alexander Papson -- It's the end of the world as we know it, or is it? : looking beyond the new librarianship paradigm / Rebecca Parker, Dana McKay -- Embedded librarians : case studies from Loyola University New Orleans / Teri Gallaway, Elizabeth Kelly, Brian Sullivan, Malia Willey -- Democratizing digital : the Highway 89 Digital Collection and the promise of inclusive online collaboration / Brad Cole, Clint Pumphrey, Liz Woolcott.

Volume 7 of the series Creating the 21st-Century Academic Library is focused on new approaches and initiatives in marketing the academic library, as well as the importance of outreach through partnerships and collaborations both internal and external to the library.
