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ISBN	1-4422-4382-1
Descrizione fisica	1 online resource (127 p.)
Collana	Library technology essentials ; ; 9
Disciplina	302.30285
Soggetti	Libraries - Marketing Online social networks - Library applications
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	An introduction to mobile social marketing -- Getting started with mobile social marketing -- Tools and applications -- Library examples and case studies -- Step-by-step library projects for mobile social marketing -- Tips and tricks -- Future trends.
Sommario/riassunto	Learn how to encourage library patrons to create their own content and tag it with the library's location. Mobile Social Marketing in Libraries walks you through the process of planning, creating, and sharing mobile social marketing content for your library.