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Nota di contenuto	Table of Contents; Chapter 1 - What Is a Digital Branch, Anyway?; The Purpose of This Report; The Digital Branch Defined; What's a Website?; Traditional Libraries; Building; Budget; Staff; Collection; Community; What Is a Digital Branch?; Real Staff; Real Collection; Real Building; Real Community; The Digital Branch Allows a Choice; What's Next?; Notes; Chapter 2 - Gathering Information; Hold Discussions; Start with the Leaders; Ask the Public Services Staff; Don't Forget the Patrons - Your Customers; Observing; Note; Chapter 3 - The Planning Process; Pull Your Information Together Gather a CommitteeGo Visit the Managers Again; Note; Chapter 4 - Building the Branch; First Decisions; Content Management System; What Do You Want Your CMS to Do?; CMS Options; Windows or Linux?; Next Up: Design; The Design Process; HTML Prototype; Seeking Feedback; Building: Getting Started; Time; Deadlines; Staff; Creating Content; Notes; Chapter 5 - What to Do Once Your Site Is Built; Focus on Staff; Continuous Writing; Job-Specific Training; Training and Coaching on Improvements; Touching Base; Modeling the Way; Creating a Style Guide; Continued Focus on Site Improvements

Chapter 6 - Creating Community at the Digital BranchWhat Is Digital Community?; Tools That Help Facilitate Digital Community; Blogs; IM and SMS Messaging; Twitter; Outposts - Content and Comments; Getting Participation at Your Digital Branch; Listening First; Creating Content; Being Real; Notes; Chapter 7 - Planning for the Next Phase; Current Updates; Building Outposts; Strategic Planning: Next Steps; No Dry Rot; Teaching/Training; Chapter 8 - Resources; Books on Building and Improving Websites; Blogs and Websites Relevant to this Report; Great List of Web Designers to Follow on Twitter
Content Management SystemsWikipedia List of Content Management Systems; Social Media Tools to Enhance your Digital Branch; Must-Have Social Networking Sites - Start with These; Other Useful Tools and Services; Selected Digital Branches

Sommario/riassunto	This issue of Library Technology Reports explores the idea of the digital branch-a library website that is a vital, functional resource for patrons and enhances the library's place within its community.
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2. Record Nr.	UNISALENTO991003175179707536
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