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THE TECH SET

Ellyssa Kroski, Series Editor

#1

Next-Gen Library Catalogs

Marshall Breeding



Neal-Schuman Publishers, Inc.
New York London

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FOREWORD

Welcome to volume 1 of The Tech Set.

Next-Gen Library Catalogs is an all-in-one passport to today's cutting-edge library catalogs that incorporate social features and encourage patron participation. The authority on library automation trends and technology, Marshall Breeding gives a complete overview of what options libraries have available to them for adding 2.0 features such as personalization, patron ratings and reviews, faceted navigation, and related resources recommendations to their catalogs. This exceptional practical volume walks the reader through how to integrate a discovery interface with the ILS, including how to extract ILS data, integrate article-level content, establish real-time interactions, and more.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

I envisioned a series of books that would offer accessible, practical information and would encapsulate the spirit of a 23 Things program but go a step further—to teach librarians not only how to use these programs as individual users but also how to plan and implement particular types of library services using them. I thought it was important to discuss the entire life cycle of these initiatives, including everything from what it takes to plan, strategize, and gain buy-in, to how to develop and implement, to how to market and measure the success of

these projects. I also wanted them to incorporate a broad range of project ideas and instructions.

Each of the ten books in The Tech Set series was written with this format in mind. Throughout the series, the “Implementation” chapters, chock-full of detailed project instructions, will be of major interest to all readers. These chapters start off with a basic “recipe” for how to effectively use the technology in a library, and then build on that foundation to offer more and more advanced project ideas. I believe that readers of all levels of expertise will find something useful here as the proposed projects and initiatives run the gamut from the basic to the cutting-edge.

I have had the pleasure of hearing Marshall Breeding speak at numerous library conferences and have consulted his prolific writings on library automation many times. Marshall is one of those professionals who can encapsulate his decades of experience and expertise in a way that is completely accessible to his audience. And that is exactly what he has achieved with *Next-Gen Library Catalogs*, a comprehensible guidebook to today’s social catalogs. If you want to learn what’s involved with adopting this type of technology in your library, this is a must-read resource.

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Ellyssa Kroski is an Information Services Technologist at Barnard College as well as a writer, educator, and international conference speaker. She is an adjunct faculty member at Long Island University, Pratt Institute, and San Jose State University where she teaches LIS students about emerging technologies. Her book *Web 2.0 for Librarians and Information Professionals* was published in February 2008, and she is the creator and Series Editor for The Tech Set 10-volume book series. She blogs at iLibrarian and writes a column called “Stacking the Tech” for *Library Journal’s* Academic Newswire.



PREFACE

In an age when most people usually begin and end every search with Google, the conventional online library catalog seems just about as obsolete a concept as its predecessor, the card catalog. To stay relevant, today's libraries need to offer an Internet search presence that blends Web 2.0 technologies with library-centered content, one that enables users to quickly reach the rich multimedia collections found within both digital and physical collections.

Next-gen library catalogs do just that. They connect users with books, videos, articles, photographs, and other library content via new Web 2.0 discovery interface services.

► ORGANIZATION AND AUDIENCE

Because many librarians (like most library users) have never encountered a real next-gen catalog, *Next-Gen Library Catalogs* has been designed to be readable by nontechnical staff members, systems librarians, network and computer administrators, and other technical staff, all who will benefit from its description of the many uses. Library administrators in all types of settings will find information here that can enable them to make more informed decisions regarding new products for their library. Staff working in settings with higher proportions of digital content will find useful information on how to manage a complex collection. Public and school libraries that have implemented a next-gen catalog already enjoy increasing levels of circulation, benefiting from information that will help them manage their growing electronic resources collections.

In the pages that follow, Chapter 1 sets the stage, looking at why libraries need to adopt Web-based discovery interfaces and proactively

keep abreast of new search technologies. Chapter 2 then details what's different about this new genre of interfaces. Chapter 3 covers implementation of new next-gen catalog services and features a quick tour of emerging products.

Once a library chooses and implements a new interface to its collection, it's time to market it. Chapter 4 provides details on marketing to the public and on winning the support of fellow staff members. Chapter 5 covers next-gen catalog best practices and provides tips for maximum usefulness; Chapter 6 looks at Web analytics and other reporting tools for measuring not only the interface's activity level but also its use patterns across the total collection.

After reading *Next-Gen Library Catalogs*, staff members from the technical services to the reference departments should have new ideas about how to use this exciting new interface in day-to-day services. These new tools can—with the same amount of resource investment—allow every library to provide users with the most efficient access possible to the total spectrum of the library's physical and digital resources.

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THE TECH SET

Ellyssa Kroski, Series Editor

#2

Mobile Technology and Libraries

Jason Griffey



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New York London

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FOREWORD

Welcome to volume 2 of The Tech Set.

Today's library patrons are untethered and free of the limitations of the desktop computer; they are accessing information from a variety of devices, including cell phones, PDAs, laptops, and e-book readers. In *Mobile Technology and Libraries*, author Jason Griffey explains how to provide cutting-edge mobile library services to patrons everywhere. This top-notch primer provides a comprehensive view of the mobile Web landscape and outlines how to establish a mobile Web presence for your library. Whether you are hoping to create portable instructional resources, offer on-the-go library tours, create a mobile Web site and catalog, or offer SMS text reference and notifications, you will find out how in this guidebook.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

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Jason Griffey has been writing and speaking about Web 2.0 and mobile technologies in libraries for many years and has served as the Chair of BIGWIG, the social software interest group of LITA, since 2005. I knew that Jason would excel at writing a practical guide to mobile technology for librarians and he didn’t disappoint—in fact just the opposite. Jason put together a first-rate guide to all-things mobile for librarians. Get ready to *wow!* patrons with your mobile offerings after reading this book.

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Ellyssa Kroski is an Information Services Technologist at Barnard College as well as a writer, educator, and international conference speaker. She is an adjunct faculty member at Long Island University, Pratt Institute, and San Jose State University where she teaches LIS students about emerging technologies. Her book *Web 2.0 for Librarians and Information Professionals* was published in February 2008, and she is the creator and Series Editor for The Tech Set 10-volume book series. She blogs at iLibrarian and writes a column called “Stacking the Tech” for *Library Journal*’s Academic Newswire.



PREFACE

Today, worldwide mobile telephone subscriptions are at 3.3 billion—equivalent to half the global population.¹ In over 50 countries, cell phone penetration (the number of cell phones per person) has climbed above 100 percent, and by 2010, 90 percent of the world's population will have access to a cell phone signal.² These statistics are irrefutable evidence of a major shift in the way that people everywhere interact with information. They also foretell the next real paradigm shift in ways people—and libraries—will gather, use, and share information.

As phones become more data-capable, fewer people need a computer to connect with their infosphere. Instead, they use a cell phone as their primary interface for surfing the Web, listening to music, watching television, reading books, and communicating with friends. The mobile phone has become, over the past ten years, one of the major interfaces people use to access and share information. Librarians need to be aware of these changes, peer forward, and prepare for the future of library mobile interaction.

► ORGANIZATION AND AUDIENCE

Mobile Technology and Libraries is designed to help librarians develop a mobile library Web site, use Short Message Services (SMS) communication, and reach library patrons in a new and exciting way. This book is aimed not only at librarians just beginning to step foot into the mobile environment but also speaks to the various functional parts of the library, demonstrating places in public services that mobile technology is applicable, as well as providing the

recipe (including code samples and other technical information) for the production of services used by information technology librarians. At the conclusion of this book, librarians of all types will be able to launch their libraries into the mobile realm.

Chapter 1 begins with an introduction of mobile technology in libraries and a discussion of the major and minor platforms, cell phone types, and other mobile-related services. Chapter 2 covers everything you need to plan for integrating mobile technology into your library's services, including which situations are appropriate for mobile technology use and the different services available. Chapter 3 covers how to implement a mobile technology plan. Chapter 4 covers mobile services marketing techniques. Chapter 5 covers general best practices, while Chapter 6 covers measuring the success of your library's mobile services and how to build off your successes.

Mobile Technology and Libraries is designed to help put librarians in all types of settings ahead of the technology curve and integrate the mobile movement into their everyday services.

▶ NOTES

1. Reuters. Available: www.reuters.com/article/technologyNews/idUSL2917209520071129 (accessed November 18, 2009).
2. GSM Association. 2006. "Universal Access Report." Available: www.gsmworld.com/documents/universal_access_full_report.pdf (accessed November 18, 2009).

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THE TECH SET

Ellyssa Kroski, Series Editor

#3

Microblogging and Lifestreaming in Libraries

Robin M. Hastings



Neal-Schuman Publishers, Inc.
New York London

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FOREWORD

Welcome to volume 3 of The Tech Set.

Microblogging and Lifestreaming in Libraries is a start-to-finish passport to using such services as Twitter, Friendfeed, and Tumblr to engage and communicate with library patrons. Veteran micro-blogger Robin Hastings leads readers through how to use these cutting-edge social media applications to keep patrons updated, market the library, and build community. This comprehensive field guide covers everything from how to feed blog posts into Twitter, feed tweets into a Web site, and utilize Twitter for library events, to ways to incorporate these tools into your organization's marketing strategy.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

I envisioned a series of books that would offer accessible, practical information and would encapsulate the spirit of a 23 Things program but go a step further—to teach librarians not only how to use these programs as individual users but also how to plan and implement particular types of library services using them. I thought it was important to discuss the entire life cycle of these initiatives, including everything from what it takes to plan, strategize, and gain

buy-in, to how to develop and implement, to how to market and measure the success of these projects. I also wanted them to incorporate a broad range of project ideas and instructions.

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I had the chance to interview Robin Hastings in spring 2008 about the innovative ways she was using Twitter at the Missouri River Regional Library. During the process I learned that Robin is one of those people who just “gets it”—she is incredibly savvy about the latest social media technology and can translate that knowledge into concrete strategies for using those tools in libraries. If you’re contemplating a microblogging or lifestreaming initiative in your library, you’ll want to consult this book.

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PREFACE

What are you doing *right* now? This is the fundamental question that drives microblogging and lifestreaming Web 2.0 applications. The most advanced libraries in the world are utilizing Web instant notification services to communicate with patrons, staff, and other libraries about news that is happening now. Staying informed with up-to-the-second information allows for maximum efficiency and streamlined productivity, goals for libraries navigating today's Web 2.0 universe.

Simply put, *Microblogging and Lifestreaming in Libraries* begins by defining the characteristics of microblogging and lifestreaming applications, followed by ways for all librarians to plan and implement them at your libraries. The purpose of microblogging (micro-Web-logging) is instant communication via short written messages or blogs, which are then posted publicly on the Web, sent through an Instant Message (IM) service, sent to a desktop application or e-mail, and/or texted to your cell phone. The true power of this form of communication comes from the ability to send your message through one or all of these outlets at the same time, allowing for maximum visibility. With microblogging, if your library needs to quickly get out the message that it will be closed because of a water main break, everyone, everywhere, will know. Lifestreaming applications (also referred to as "social aggregators") combine status updates (microblogs from various applications) into one interface. Lifestreaming applications not only allow you to view all of your social activities in one spot and with one interface, but they also allow you to follow and view other users and their updates from the services they share on the aggregator's site.

Libraries use Twitter and other microblogging applications like Tumblr and lifestreaming applications like FriendFeed every day to reach out to their patrons, donors, and elected officials to get information and advocacy materials out fast. Other libraries use it to get the word out about just how great they are! Still others use it to announce library programs and special events or just to converse with patrons in an incredibly cost-effective way.

▶ ORGANIZATION AND AUDIENCE

Twitter, Plurk, Identi.ca, and Yammer are all Web 2.0 applications that enable users to communicate with each other in a short, concise way. For those who are unfamiliar with these services, the first chapters that follow explain what they do, how to set up an account, and then how to use them. Subsequent chapters cover how to integrate your microblogging and other social networking services (such as Facebook) into one lifestreaming interface.

Chapter 1 introduces today's current microblogging and lifestreaming applications and helps you determine which are right for your library. Chapter 2 assists you in setting up a plan for implementing the appropriate applications, including how to convince resistant staff and how to create new user accounts. Chapter 3 describes the step-by-step process for implementing your plans. Chapter 4 discusses marketing and ways to get the word out. Chapter 5 highlights microblogging and lifestreaming best practices, and Chapter 6 covers how to measure and quantify the success of your implementation efforts. A "Recommended Resources" chapter provides excellent supplemental information for those still wanting to learn more about these technologies.

To those that haven't used them, these services seem trivial for library applications. Many people, when first presented with the idea of Twitter—or any other microblogging or lifestreaming application—feel that it is silly and not appropriate for professional work applications. *Microblogging and Lifestreaming in Libraries* will guide you on how to communicate the tremendous potential of these services for enhancing user services and then outline the

most effective and professional way to put your library at the forefront of library Web 2.0 communication.

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THE TECH SET

Ellyssa Kroski, Series Editor

#4

Library Videos and Webcasts

Thomas Sean Casserley Robinson



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FOREWORD

Welcome to volume 4 of The Tech Set.

Library Videos and Webcasts is a one-stop manual for how to create knock-out videos for your library from marketing shorts to new service announcements, library tours, author interviews, instructional screencasts, and more. Library video guru Sean Robinson takes you by the hand and walks you through how to do everything from building your own microphone stand to planning a shooting sequence. This book is jam-packed with project ideas, video techniques such as using dollies during filming and employing different camera angles, and post-production guidance for video and audio compression. Each project discussed reflects the fact that this outstanding book was written specifically with the librarian in mind, including filming patron-created content, producing a video annual report, and even how to save money by creating your own lighting kits and equipment.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

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After watching the Allen County Public Library’s award-winning *Library Zombies* video at the 2008 InfoTubey Awards, I knew that Sean Robinson needed to write down everything he knew about video production for the rest of us. And that’s exactly what he did in *Library Videos and Webcasts*—far exceeding my expectations in the process. If you want to learn all there is to know about how to create exciting, innovative videos for your library from start to finish, this is the book for you.

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PREFACE

Through today's video technology, there is a new way to communicate with your patrons 24 hours a day, 7 days a week, whenever and wherever they are. It may sound intimidating, but this book is written to show you, step by step, just how easy it is for your library or institution to create and use this new technology.

Equipment costs have fallen and video software has advanced to the point that expert knowledge is not necessary to produce high-quality videos. Libraries are creating everything from videos for advertising new services to book reviews created by their teen patrons. Libraries are filming weekly video blogs informing patrons about upcoming programs and are offering short instructional videos ranging from such topics as how to pay library fines and bills online to using new Web technologies.

Online video is a simple means to communicate directly with your patrons. Whenever or wherever they are, they can see what your library looks like, thinks like, and has planned. And they can learn how to use your services at their convenience. This allows you to say it once but be heard many times. It enables your patrons to become self-sufficient and reduces the staff time needed to explain services and events. In these economic times, being able to add services to your library while freeing up staff to handle additional responsibilities makes this very attractive and practical.

► ORGANIZATION AND AUDIENCE

Library Videos and Webcasts will lead readers step by step through the video creation process. Chapter 1 begins with video and Webcast basics, such as identifying and gathering everything you will need to get

started, including funding. Chapter 2, “Planning,” covers getting buy-in from staff and the ABCs of looking for ideas and inspiration and preparing to create a video. Chapter 3, “Implementation,” covers how to create a basic video, including basic and advanced quality techniques, along with how to create a collection of library videos geared toward a variety of specific subjects, such as marketing, service announcements, video tours, interviews, annual reports, and instructional screencasts.

And let’s not forget marketing! Chapter 4 covers how to get the word out, how to develop a brand, and how to use video hosting services such as YouTube and other social networks. Chapter 5, “Best Practices,” features a list of inspiring and creative library videos as well as practical tips and advice, and thoughts on the creative process. Finally, Chapter 6 explains how to measure the success of library video implementation by tracking views and usage of your videos with popular and, often, free Web metric tools.

Library Videos and Webcasts takes a comprehensive look at videos, not only the production process, but also the planning and creative aspects. It is primarily for librarians; however, anyone who wants to learn anything, from an introduction, to making a video, to animation and advanced filming and editing techniques will find this book helpful. People completely new to this technology will be provided with enough guidance to feel confident that they can make a high-quality video, while those who may already have knowledge in video technology will be inspired to incorporate more creative techniques and ideas.

I wrote *Library Videos and Webcasts* to show you how easy and inexpensive it can be to start creating your own videos to inform your staff and library patrons. I hope that, after reading this book, you are as inspired to create videos as I continue to be.

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THE TECH SET

Ellyssa Kroski, Series Editor

#5

Wikis for Libraries

Lauren Pressley



Neal-Schuman Publishers, Inc.
New York London

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100 William St., Suite 2004
New York, NY 10038

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For more information on THE TECH SET series and the individual titles, visit **www.neal-schuman.com/techset**.



FOREWORD

Welcome to volume 5 of The Tech Set.

Wikis for Libraries is a comprehensive guide to harnessing the power of the wiki as a collaboration tool, content management solution, and reference resource. Readers will learn how to leverage the potential of wikis to create internal knowledge bases and intranets within their organizations, facilitate collaboration among diverse team members, design library instruction tools, support special events, and create valuable online resources. Author Lauren Pressley deftly conveys the process of how to create a wiki and transform it into a “living” resource that will continue to evolve with your organization. Everything from planning and choosing a software product to extending your wiki through widgets can be found in this all-in-one manual.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today’s cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don’t know where to start.

I envisioned a series of books that would offer accessible, practical information and would encapsulate the spirit of a 23 Things program but go a step further—to teach librarians not only how to use these programs as individual users but also how to plan and implement particular types of library services using them. I thought it

was important to discuss the entire life cycle of these initiatives, including everything from what it takes to plan, strategize, and gain buy-in, to how to develop and implement, to how to market and measure the success of these projects. I also wanted them to incorporate a broad range of project ideas and instructions.

Each of the ten books in The Tech Set series was written with this format in mind. Throughout the series, the “Implementation” chapters, chock-full of detailed project instructions, will be of major interest to all readers. These chapters start off with a basic “recipe” for how to effectively use the technology in a library, and then build on that foundation to offer more and more advanced project ideas. I believe that readers of all levels of expertise will find something useful here as the proposed projects and initiatives run the gamut from the basic to the cutting-edge.

There’s a reason Lauren Pressley was named a Library Journal Mover and Shaker in 2009—she’s a creative innovator who “walks the walk.” And her knowledge and experience shine through in *Wikis for Libraries*, which leads readers through the entire process of creating and using one of these social media tools. Library wiki enthusiasts will want to keep this volume at hand for both ideas and techniques.

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PREFACE

In an age when libraries must provide users with up-to-the-minute information, wikis are a powerful tool for collaboration and communication. If you're stuck wondering "What is a wiki?", then you are already behind in providing the latest in Web 2.0 customer service. Wikis are at the forefront of ways in which libraries are communicating with staff, patrons, and other libraries.

Wikis are nothing more than really easy-to-edit Web sites. In fact, many Web sites run on wiki software, though the average user would not identify them as a wiki because using the software doesn't mean they have to look like Wikipedia. The wiki's strength is that a user can change the content displayed on the page just by clicking an "edit" button on that page. Even those who tend to resist technology can learn to edit a wiki page. This is a radical shift from the early days of the Internet, when only coders and computer experts had the ability to alter content on the Web. Today anyone can do it. Wiki Web sites make use of various levels of access and privacy, allowing one person, a select group of people, or everyone to contribute to or edit an organization's Web site without needing to know HTML or how to FTP to the Web site server. Wikis using a WYSIWYG editor are so easy to use that everyone in your organization can participate, and the simplicity of the technology means staff can use their time for more creative purposes.

Wikis for Libraries walks you through the step-by-step process of implementing library wikis, from the initial stages of planning through to marketing, and then measuring their overall effectiveness. Every library operates under a different set of circumstances with varying financial and technical resources, and this book dis-

cusses the various options, from free and simple-to-use solutions to solutions that require extra financial and technical resources, so that all librarians can take advantage of this versatile and valuable tool.

► ORGANIZATION AND AUDIENCE

This book can be read from start to finish or used as a reference to quickly find solutions to specific problems, depending on your background and experience with wikis. If you are just getting started, you will probably want to turn to Chapter 1 to get background information about wikis. If you are already using a wiki in your workplace, you may want to turn to the sections on marketing, best practices, and assessment.

Chapter 1 introduces wikis, highlights their benefits for library service, and provides screenshots to demonstrate features all wikis have in common. Chapter 2 explains the different types of wikis that libraries implement, steps for planning a wiki, and types of software needed to run a wiki. Chapter 3 unveils a step-by-step process you can use to quickly launch a basic wiki. It also covers locally hosted versus vendor hosted wikis, as well as internal versus external use of wikis in libraries. Chapter 4 discusses how to market your wiki, from programming to social media. Chapter 5 showcases best library practices, and Chapter 6 details the metrics of how to assess the usefulness of your wiki in meeting your community's information needs.

As you may have deduced by its name, Wikipedia is a wiki. However, Wikipedia is just one example of an active wiki. Because most people will be familiar with Wikipedia, I use this site for illustrative purposes throughout this book. Please realize that other wikis exist, and there is a good chance that you regularly visit wiki-based Web sites without even realizing it.

Wikis for Libraries is designed for all information professionals. Whether you work in an academic library, a school media center, a public library, or a special library, the pages that follow are aimed at you and your services. Library staff in public services and youth services and those in behind-the-scenes technical support roles

can all find ways to use wikis for better communication, awareness, and information service.

I hope after reading this book you will use wikis for content management, reference information, and collaboration. With a little creativity, and following the steps in this book, you can establish a wiki that will help you bring your library to the forefront of Web communication.

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THE TECH SET

Ellyssa Kroski, Series Editor

#6

Technology Training in Libraries

Sarah Houghton-Jan



Neal-Schuman Publishers, Inc.
New York London

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For more information on THE TECH SET series and the individual titles, visit **www.neal-schuman.com/techset**.



FOREWORD

Welcome to volume 6 of The Tech Set.

Emerging technologies enable libraries to create innovative new services which leverage the technology that patrons are currently using. But in order for libraries to remain relevant in this information age, librarians must be knowledgeable about these cutting-edge tools and trends. *Technology Training in Libraries* is an essential resource that outlines the steps to creating effective training programs from simple lunchtime brown bags to formal 23 Things courses, technology petting zoos, and peer trainer programs. Tech trainer extraordinaire Sarah Houghton-Jan guides readers through the complete process from how to pace courses, address different learning styles, and deal with difficult learners to ways to communicate expectations from library management. The author is mindful of limited library budgets and provides the most cost-effective strategies for achieving a culture of learning at your library.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

I envisioned a series of books that would offer accessible, practical information and would encapsulate the spirit of a 23 Things

program but go a step further—to teach librarians not only how to use these programs as individual users but also how to plan and implement particular types of library services using them. I thought it was important to discuss the entire life cycle of these initiatives, including everything from what it takes to plan, strategize, and gain buy-in, to how to develop and implement, to how to market and measure the success of these projects. I also wanted them to incorporate a broad range of project ideas and instructions.

Each of the ten books in The Tech Set series was written with this format in mind. Throughout the series, the “Implementation” chapters, chock-full of detailed project instructions, will be of major interest to all readers. These chapters start off with a basic “recipe” for how to effectively use the technology in a library, and then build on that foundation to offer more and more advanced project ideas. I believe that readers of all levels of expertise will find something useful here as the proposed projects and initiatives run the gamut from the basic to the cutting-edge.

I have been reading and learning from Sarah’s insightful LibrarianinBlack blog for years and have been inspired by her presentations at numerous library events. And I cheered along with everyone else in the field when she was named a 2009 Library Journal Mover and Shaker. When I identified that the series needed a book on how to train staff on all of these new and innovative technologies, I knew right away that Sarah was the person to write it. She has been an authority on staff tech training in the library field for many years and this is evident in her exceptional book *Technology Training in Libraries*. Sarah went above and beyond the parameters that I outlined for this title and produced *the* go-to resource for developing tech training programs in libraries.

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PREFACE

Libraries have become the technology epicenter of many communities—providing both free access to technology such as the Web and free access to technology training workshops and skill-building resources. Libraries are often the only bridge spanning the digital divide.

Yet, community members often know more about the technology used in libraries than library staff do. Technology training is an important issue that many library administrators face, yet fail to adequately address.

As a technology trainer, I often hear stories of what can happen when a library staff is poorly trained. With the ever-increasing presence of Web 2.0, I believe it is necessary that all libraries implement a comprehensive technology training program. Unfortunately, with budgets being cut and with many in the library world fearful of the unforeseen staffing and funding demands, providing adequate and ongoing technology training for library staff may seem an impossibility.

ORGANIZATION AND AUDIENCE

I wrote *Technology Training in Libraries* to supply librarians with the tools they need to provide the most effective and dollar-conscious technology training for their colleagues. The pages that follow feature answers to commonly asked technology training questions, pertinent information about the latest library technologies, and

inspiring case studies that show how providing staff training facilitates the best possible technology-centered customer service.

While the responsibility for “keeping up” with technology has traditionally been placed on the individual library employee, libraries—if they want to remain relevant—should assume responsibility for training staff in technology. For example, if the library introduces a new technology to staff or to the public, the library has the responsibility to create a technology training atmosphere that gives library employees the time and resources they need to learn about it, play with it, poke it, punch it, or even break it if necessary.

Chapter 1 covers the various types of technology training in libraries, including determining what training is needed. Chapter 2 details the approaches for creating a technology skills list for different library positions and how to use those lists to create successful technology training programs. Chapter 3 provides straightforward how-to approaches to integrate several types of popular technology training programs: basic training, lunchtime brown bags, peer training, train-the-trainer programs, the “23 Things” model, technology petting zoos, and the utilization of online training sources.

Chapter 4 covers the best ways to market a technology training program to supporters and skeptics, alike. Chapter 5 covers technology training best practices: whether working with different learning styles, dealing with difficult learners, or conquering training location issues. Chapter 6 defines ways to measure the success of a technology training program, and provided at the end is a list of recommended resources on various features of technology training, which provides excellent supplemental materials.

This book is designed as a one-stop source for technology trainers, human resource coordinators, library managers, and technology-minded staff. It is hoped you will find the information in this book invaluable when providing technology training services for other non-technology-minded employees. Fostering a thriving learning culture is fulfilling for the trainer and will greatly further the library’s mission and services.

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THE TECH SET

Ellyssa Kroski, Series Editor

#7

A Social Networking Primer for Librarians

Cliff Landis



Neal-Schuman Publishers, Inc.
New York London

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FOREWORD

Welcome to volume 7 of The Tech Set.

The coffeehouses and student centers of generations past have been replaced by today's online social networks. *A Social Networking Primer for Librarians* explains how to use today's most popular social networking Web sites to reach out to library patrons, promote your library, and build community. Social networking specialist Cliff Landis has written a stellar handbook that illustrates how to create an effective library presence within these extensive communities from project ideas, planning, and buy-in to marketing and best practices. The nuts-and-bolts of creating library pages, installing and building library applications such as catalog search boxes, creating and managing events and promotions, and using Facebook for library instruction are all outlined.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

I envisioned a series of books that would offer accessible, practical information and would encapsulate the spirit of a 23 Things program but go a step further—to teach librarians not only how to use these programs as individual users but also how to plan and im-

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After listening to Cliff Landis present a talk on Facebook Apps & Libraries at the Computers in Libraries 2008 conference, I realized that the library field had a new rising star. Cliff brings his expansive knowledge and expertise to *A Social Networking Primer for Librarians*, in which he guides readers through all aspects of creating a social networking presence on behalf of their library. If you have questions about anything from proper friending etiquette to ways to blend the personal with the professional within online communities, this is the book for you.

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PREFACE

Social network sites enable libraries to pull themselves out of the dark ages of the pre-Internet era and inject themselves into the current information environment. They provide libraries with a new, exciting form of communication for reaching users and nonusers.

But, as with any innovation, fear of the unknown has fueled some libraries' resistance to change. This resistance has been compounded by debates over the usefulness and safety of social network sites such as Facebook and MySpace. Many librarians question whether spending valuable time and energy starting and maintaining such sites are worth it. Equally, many librarians don't yet understand social network sites well enough to make fully informed decisions about their potential usefulness.

A Social Networking Primer for Librarians is designed to provide a basic understanding of the tools and techniques that are available to strengthen the library–user connection. Aimed at all types and sizes of libraries, it also covers the policies and privacy applications of social network sites so that readers can make informed decisions about how to best reach their users while at the same time protecting the library's and its users' privacy and intellectual property.

ORGANIZATION AND AUDIENCE

This book is organized so that readers with absolutely no previous online social networking experience can develop and maintain a social network site for their library. Chapter 1 introduces the world of social network sites, and Chapter 2 provides the tools for deciding which site to choose and how to get buy-in from administrators and coworkers. Chapter 3 covers MySpace and Facebook, from

how to set up an account and navigate the site, all the way through using the sites to organize events. Readers can choose to focus on one or the other (based on which users the reader is trying to reach) or on both. Finally, advanced techniques, such as methods for creating and managing applications, for librarians with advanced skills in online social networking are included so that librarians can explore the full potential of social networking technologies.

Marketing techniques are given in Chapter 4, which provides step-by-step instructions on how to craft a winning marketing campaign using social network sites, while Best Practices are provided in Chapter 5, which includes scholarly references and research studies, as well as examples from individual libraries that are successfully using social network sites to reach library users (and potential users) in new and innovative ways. Simple methods of assessment and measurement are provided in Chapter 6, and a Glossary and Recommended Resources are also included.

A Social Networking Primer for Librarians is an excellent resource for librarians who want to increase their library's online presence, strengthen the library–patron connection through online social networks, and improve communication to boost usage.

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THE TECH SET

Ellyssa Kroski, Series Editor

#8

Library Camps and Unconferences

Steve Lawson



Neal-Schuman Publishers, Inc.
New York London

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FOREWORD

Welcome to volume 8 of The Tech Set.

Libraries are embracing a new trend toward participant-driven conferences where sessions are created on-the-fly, topics are discussed spur-of-the-moment, and ideas are free to flourish. *Library Camps and Unconferences* is a one-stop reference manual identifying what it takes to produce one of these informal, yet highly effective participatory events. Author Steve Lawson guides readers through the planning stage, including setting up an event wiki and finding sponsors, and leads them through marketing and implementation, including library camp design and facilitation. Readers will learn about the unconference model from a practical perspective through such topics as creating the day's schedule, encouraging breakout sessions, troubleshooting problems, and configuring rooms.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

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Each of the ten books in The Tech Set series was written with this format in mind. Throughout the series, the “Implementation” chapters, chock-full of detailed project instructions, will be of major interest to all readers. These chapters start off with a basic “recipe” for how to effectively use the technology in a library, and then build on that foundation to offer more and more advanced project ideas. I believe that readers of all levels of expertise will find something useful here as the proposed projects and initiatives run the gamut from the basic to the cutting-edge.

I have had the pleasure of hearing Steve Lawson speak at several library events and have been an avid reader of his “See Also...” blog for years. When I found out that he would be co-organizing “Library Camp of the West” in 2008 I knew it would be a resounding success. Steve took that firsthand experience and filled this outstanding book with nuggets of wisdom for achieving every detail of an unconference event. Librarians who are contemplating an informal event of any kind will find Steve’s book an all-in-one resource.

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Ellyssa Kroski is an Information Services Technologist at Barnard College as well as a writer, educator, and international conference speaker. She is an adjunct faculty member at Long Island University, Pratt Institute, and San Jose State University where she teaches LIS students about emerging technologies. Her book *Web 2.0 for Librarians and Information Professionals* was published in February 2008, and she is the creator and Series Editor for The Tech Set 10-volume book series. She blogs at iLibrarian and writes a column called “Stacking the Tech” for *Library Journal’s Academic Newswire*.



PREFACE

Attending a large professional library conference is almost always expensive and time-consuming. Professional conferences can also be, for the lack of a better word, boring. Plenary discussions, paper presentations, keynote speakers—all can seem calculated and mundane. And to tell the truth, not all sessions or meetings prove to be intellectually valuable. The real opportunity for idea exchange takes place during the interactions among people in small groups or one-on-one in hallways, at lunch, or sitting in the hotel lounge.

A “library camp” and an “unconference” are two words for the same idea: they can be thought of as a professional conference that consists entirely of hallway conversations and barroom banter. A library camp is simply an opportunity for library people to get together to talk about libraries—an opportunity that shares many of the characteristics of a large official gathering like the American Library Association Annual Meeting but without the formalities. Library camps blur the distinction between conference “speakers” and “attendees”; they provide a forum where everyone has something to share and everyone has something to learn.

Library camps are typically fee-free for attendees, but they represent freedom in another, more important way by unchaining attendees from committee meetings, from agendas and speaking schedules arranged months in advance, and from huge conference centers and hotels. If you are interested in putting together a library camp, your task is to create an environment that encourages freedom. You will need to provide enough structure so that people know when and where to show up and infrastructure in the

form of meeting rooms and perhaps wireless Internet access. You also have to perform something of a balancing act, as the whole point of the “un” in “unconference” is that there isn’t too much structure. Your job is to provide the canvas: the entire group will create the painting.

► ORGANIZATION AND AUDIENCE

Library Camps and Unconferences is designed to walk all librarians through the process of setting up an unconference, from finding a venue and setting a date, through lining up sponsors and goodies for attendees, to executing the actual day of the event and beyond. In many ways, setting up a library camp is easy. A space of sufficient size and a roomful of librarians ready to exchange ideas are all you need. But going from ideas to reality takes a significant amount of planning and forethought. I draw on examples from my own experience in organizing the Library Camp of the West—an unconference held in Denver in October 2008 for about 100 librarians—and from similar experiences of librarians who have organized or attended library camps across the United States, Canada, and Australia.

Chapter 1 covers the history of library camps and of unconferences in general. It goes over planning considerations, as well as validating any assumptions you may have about unconferences. Chapter 2 covers the most basic requirements for a library camp: a space, a time, and people to plan the event. Technology isn’t always at the core of an unconference, but this chapter details how to use Web-based social software, from wikis to instant messaging, to help plan and execute your event. Chapter 3 covers planning the day’s schedule as a group. It gives you some ideas on what to expect in the smaller group discussions or breakout sessions and contains advice for how to handle implementation and things that can go wrong. Chapter 4 discusses proper marketing techniques, so the people who are most likely to be interested in the event find out about it. Chapter 5 covers library camp best practices, and Chapter 6 covers ways to measure the success of your library camp.

Library camps and unconferences are supposed to be fun, and while it takes work to organize one, providing a thought-provoking, productive, and friendly atmosphere for librarians in your area can be fun, too. *Library Camps and Unconferences* will help you bring your vision of organizing a library camp to life.

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THE TECH SET

Ellyssa Kroski, Series Editor

#9

Gaming in Libraries

Kelly Nicole Czarnecki



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New York London

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At **techset.wetpaint.com** you'll be able to go far beyond the printed pages you're now holding and:

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For more information on THE TECH SET series and the individual titles, visit **www.neal-schuman.com/techset**.



FOREWORD

Welcome to volume 9 of The Tech Set.

From modern board and card games to computer and online diversions to console entertainment, gaming is big in libraries. In *Gaming in Libraries*, author Kelly Czarnecki instructs readers about the ins and outs of setting up an innovative gaming program in your library that will have patrons of all types eager to participate. This comprehensive guide reveals how to host events such as a *Guitar Hero* fest, a *Magic: The Gathering* tournament, and a board game event and steps readers through the process of planning and implementing an appropriate program for their library. Readers will also garner game collection development tips, circulation best practices, and practical advice for facilitating tournaments. Whether you're planning a gaming program to introduce students to library resources or to host an anime fest, this is the ultimate field guide.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

I envisioned a series of books that would offer accessible, practical information and would encapsulate the spirit of a 23 Things program but go a step further—to teach librarians not only how to

use these programs as individual users but also how to plan and implement particular types of library services using them. I thought it was important to discuss the entire life cycle of these initiatives, including everything from what it takes to plan, strategize, and gain buy-in, to how to develop and implement, to how to market and measure the success of these projects. I also wanted them to incorporate a broad range of project ideas and instructions.

Each of the ten books in The Tech Set series was written with this format in mind. Throughout the series, the “Implementation” chapters, chock-full of detailed project instructions, will be of major interest to all readers. These chapters start off with a basic “recipe” for how to effectively use the technology in a library and then build on that foundation to offer more and more advanced project ideas. I believe that readers of all levels of expertise will find something useful here as the proposed projects and initiatives run the gamut from the basic to the cutting-edge.

Kelly Czarnecki has been writing and speaking about gaming in libraries for years. After reading her “Gaming Life” column in *School Library Journal*, I knew that Kelly would excel at writing a gaming book specifically geared toward librarians. And she did. If you’re thinking about implementing a gaming program in your library, this is a must-read resource.

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Ellyssa Kroski is an Information Services Technologist at Barnard College as well as a writer, educator, and international conference speaker. She is an adjunct faculty member at Long Island University, Pratt Institute, and San Jose State University where she teaches LIS students about emerging technologies. Her book *Web 2.0 for Librarians and Information Professionals* was published in February 2008, and she is the creator and Series Editor for The Tech Set 10-volume book series. She blogs at iLibrarian and writes a column called “Stacking the Tech” for *Library Journal’s Academic Newswire*.



PREFACE

Many people think video games like *Grand Theft Auto* promote violent behavior in children. Other critics believe video games are a major cause of obesity. Some librarians haven't introduced gaming in their libraries because they believe video games are incompatible with the library's mission and they fear gaming will encourage disruptive behavior. This negativity about gaming has caused both schools and libraries to miss tremendous opportunities to foster literacy development, new avenues for socialization, and increased library usage.

Even gaming's critics will agree with two assertions:

- ▶ Children, teens, and adults love to play games whether it is checkers, chess, card games, or video games.
- ▶ Gaming is not just a passing fad.

Because we know these two things, it makes sense to learn how to use gaming effectively to attract people to the library and all its riches. Toward this end, *Gaming in Libraries* introduces the latest in gaming technology.

To succeed at any game, gamers must engage search strategies and critical thinking skills. Gaming provides a combination of face-to-face and digital interaction that opens up social connections that were previously never possible. Gaming has evolved into a global social activity, with online play among libraries. It has also gone mobile, scaling down with an ever-increasing number of games available for handheld devices. According to a report by the Entertainment Software Association (www.thesa.com/facts/pdfs/

ESA_EF_2009.pdf), the average age of a gamer is 35. Because gaming has a great ability to bring people from all walks of life together and through different mediums, video games offer much to academic, public, and school libraries of all sizes.

► ORGANIZATION AND AUDIENCE

Gaming in Libraries is designed to be a practical, step-by-step guide for all librarians wanting to develop gaming tournaments and circulating games collection and to bring gaming programs to the library. Chapter 1 provides a basic introduction to the latest in gaming platforms, consoles, and devices libraries can utilize in developing gaming programs. Chapter 2 covers things to consider when planning a gaming program, including costs and funding, getting buy-in from staff, and developing a game space. Chapter 3 covers how to implement different gaming programs, such as a monthly video game tournament, a board game event, and hosting a Guitar Hero Fest. Chapter 4 covers how to market a new gaming program, while Chapter 5 discusses gaming best practices. Chapter 6 looks at different ways you can measure the success of your gaming program. A resources section covering emerging trends and additional material on gaming in libraries is included at the end of the book.

Gaming in Libraries provides librarians with the skills necessary to develop a gaming program that fosters critical thinking skills, new ways of socialization, and literacy. If you're new to gaming, read this book, but don't hesitate to put it down and try the games that interest you. You'll learn something and even enjoy it.

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THE TECH SET

Ellyssa Kroski, Series Editor

#10

Effective Blogging for Libraries

Connie Crosby



Neal-Schuman Publishers, Inc.
New York London

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100 William St., Suite 2004
New York, NY 10038

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FOREWORD

Welcome to volume 10 of The Tech Set.

Nowadays it seems as if everyone has a blog—but not all of them are successful. *Effective Blogging for Libraries* is a complete how-to handbook that provides practical tips and best practices for creating a winning library blog and informs readers about everything from blog posting techniques, to strategies for encouraging comments and dealing with negative feedback, to effective tagging. The book tackles approaches to blog marketing, managing staff bloggers, usability guidelines, and a variety of assessment methods. Author Connie Crosby delivers invaluable advice and recommendations for developing engaging blog content, establishing your library's brand, and gaining (and keeping!) readership.

The idea for The Tech Set book series developed because I perceived a need for a set of practical guidebooks for using today's cutting-edge technologies specifically within libraries. When I give talks and teach courses, what I hear most from librarians who are interested in implementing these new tools in their organizations are questions on how exactly to go about doing it. A lot has been written about the benefits of these new 2.0 social media tools, and at this point librarians are intrigued but they oftentimes don't know where to start.

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Connie Crosby has been speaking and writing about emerging technology in libraries for many years and has been blogging since 2004. I knew that if anyone in the field could offer sage advice about the practicalities of creating a sensational library blog it was Connie. If you’ve been struggling with where to go next with your library blog or are just considering launching a blog initiative, this is a book you won’t want to miss.

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PREFACE

Blogs allow people to communicate with each other over the Internet at any time. The intended readership can range from a single person sitting home alone to a large class full of students or a community dispersed geographically around the world.

Writing a blog (originally known as a “Web log”) is easy. With a little bit of training, anyone can put a blog together. This simplicity is also a major setback. The Internet is overloaded with blogs from anyone, spanning a spectrum from current fashion trends to blogs about the daily activities of the neighbor’s cat. As blogging and the “blogosphere” reaches its tenth year, bloggers are finding it more and more difficult to get noticed and maintain readership—readers are just too overloaded with content.

Effective Blogging for Libraries is a one-stop resource that will provide you with the techniques necessary to start and maintain a successful library blog using the most effective, current best practices. You will learn how to choose the best blogging templates to attract and keep readers, while effectively broadcasting your message to your target audience in the most far-reaching way. Importantly, this book not only covers what works, it also discusses things that don’t work: questionnaire responses from over 125 different libraries from around the world about their blogging experiences will set you on the right track toward creating the perfect blog . . . and avoiding common pitfalls. You will also find information on all the supplementary Internet programs and services that will boost your blog’s readership.

► ORGANIZATION AND AUDIENCE

Chapter 1 covers blogging basics, including a discussion on purpose and strategy and discovering audience types and needs. We will look at

using the blog to contribute to your library's image, reputation, and overall brand; fostering a sense of community with your blog; and integrating blogs into an existing PR agenda. We will also look at the wisdom on risks and rewards that came out of the blogging libraries questionnaire.

Chapter 2 gets you started on planning your blogging initiative. Here I advocate a team approach where possible, provide ideas on involving staff, discuss implementing a comment policy, and finally review the choices available for selecting blogging platforms (software).

Chapter 3, the real heart of the book, is the practical section you will hopefully refer to again and again in your daily blogging. Not only does it provide information on how to implement a new blog, including considerations in design, layout, and navigation, gaining readership and keeping it, and launching the blog, but also plenty of tips and tricks for finding and creating content, even when you have run out of ideas.

Chapter 4 covers marketing techniques for getting the word out about your new blog, including traditional and newer social media techniques for marketing, as well as a few of the old "analog" methods that of course still work.

Chapter 5 covers blogging best practices, with a particular focus on the lessons in effective and ineffective blogging practices that emerged from the blogging libraries questionnaire.

Finally, Chapter 6 covers ways to analyze and measure the success of your blog, with discussion of which measures are most important and how to track the conversations you initiate.

The book concludes with a helpful glossary and a list of recommended resources packed with suggested readings plus helpful blogs and other Web sites to inspire you.

I have given you many library blog examples throughout the book to introduce you to the spectrum of possibilities. If you would like to see more, I encourage you to also visit the book's companion wiki.

Effective Blogging for Libraries will help you create a blog that is effective and useful. This book was written for everyone who has to work on a blog, no matter the type of library. Administrators will learn how blogging fits into their library's infrastructure, while those tasked with creating the blog will find useful and practical implementation guidance and tips. You may read the book from cover to cover or jump around as needed. Soon, you will be formulating your own best practices and realizing the maximum potential benefit that blogging has to offer. I wish everyone as wonderful an experience blogging as I have had!