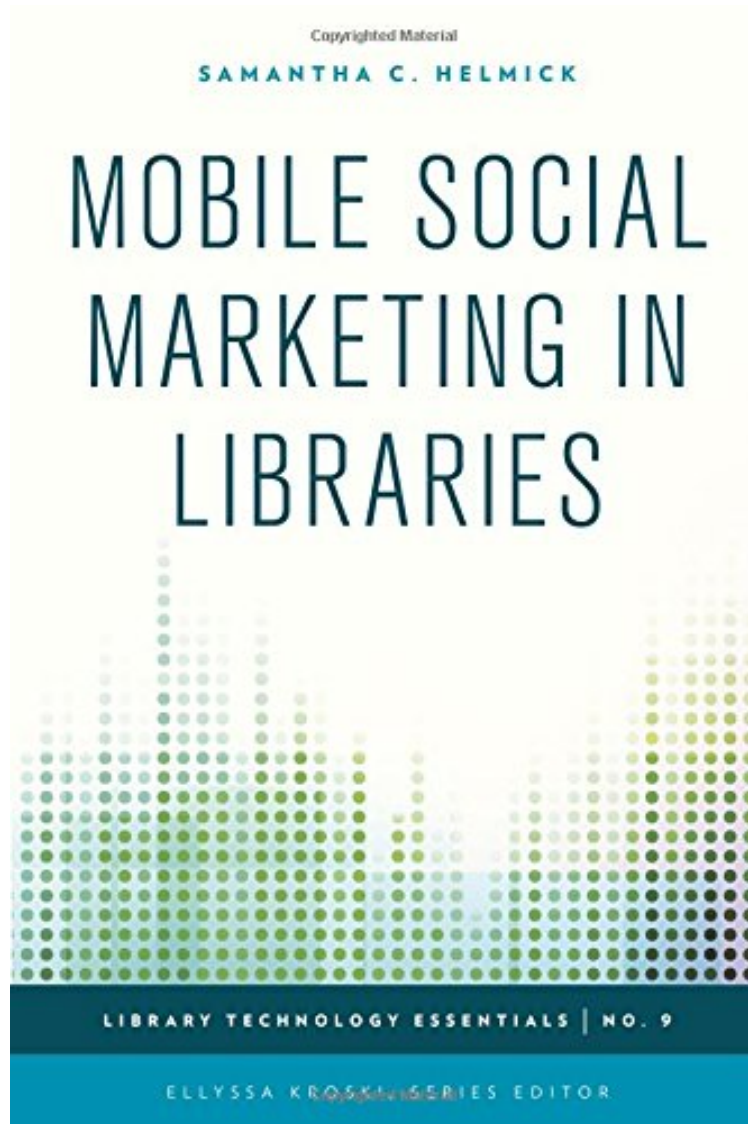


[Mobile book] Mobile Social Marketing in Libraries (Library Technology Essentials)

## Mobile Social Marketing in Libraries (Library Technology Essentials)

*Samantha C. Helmick*

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**Samantha C. Helmick : Mobile Social Marketing in Libraries (Library Technology Essentials)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mobile Social Marketing in Libraries (Library Technology Essentials):

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.

The seven chapters cover an introduction to mobile social marketing; getting started; tools and applications; library examples and case studies; step-by-step library projects; tips and tricks; and future trends. I think it's fair to say that although this appears to be aimed more at novice social media users than experienced users, the latter will certainly pick up some ideas and fresh ways of looking at ways of working. The chapter *Library Examples and Case Studies* showcases public libraries and museums from the UK and USA which use a variety of different social media tools from Vine to Tumblr, Twitter and Instagram. The *Step-by-Step Library Projects for Mobile Social Marketing* will be very useful for those unfamiliar with Tumblr, Snapchat, Instagram, Vine, Twitter or Facebook, going into detail about what the tool offers and how to set up and use them for different circumstances. It's difficult to choose a chapter which is the most interesting; certainly the *Tips and Tricks* chapter has some useful tidbits, such as using photos, animated graphics and videos to 'intrigue and inspire'. (Multimedia Information Technology) I enthusiastically recommend the *Library Technology Essentials* series. Many libraries will want to invest in the entire set as a professional development resource since they will inevitably face some degree of involvement with each of the volume topics. Library technologists will want one of these books at their side as they launch new projects or initiatives. Ellyssa Kroski has shepherded a collection that makes an important contribution to the professional practice of library technology. (Marshall Breeding, Independent Consultant, Speaker, and Author; editor *Library Technology Guide* editor, *Computers in Libraries* columnist, and *Smart Libraries Newsletter* editor) Snapchat, a new photo and video sharing mobile app logs over 400 million messages every day. Instagram, a similar mobile app boasts over 130 million users. And the 6-second video-making app Vine has skyrocketed to 40 million users within its first year. Discover how you can leverage the popularity of these new mobile social applications for your library by joining these social networks and creating engaging content. 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. About the Author Samantha Helmick is a User Experience and Outreach pundit committed to libraries in their endeavors to adapt tech trends, facilitate resources and invigorate staff who serve users where they exist throughout the community. Samantha is an author, editor and international speaker. She received her Masters in Library and Information Science and Masters of Community Informatics from the University of Illinois at Champaign-Urbana. As a proud winner of the Iowa Library Association's Quality Time Award, she serves at the Burlington Public Library in Burlington, Iowa, as Public Relations Manager and Twitter guru.