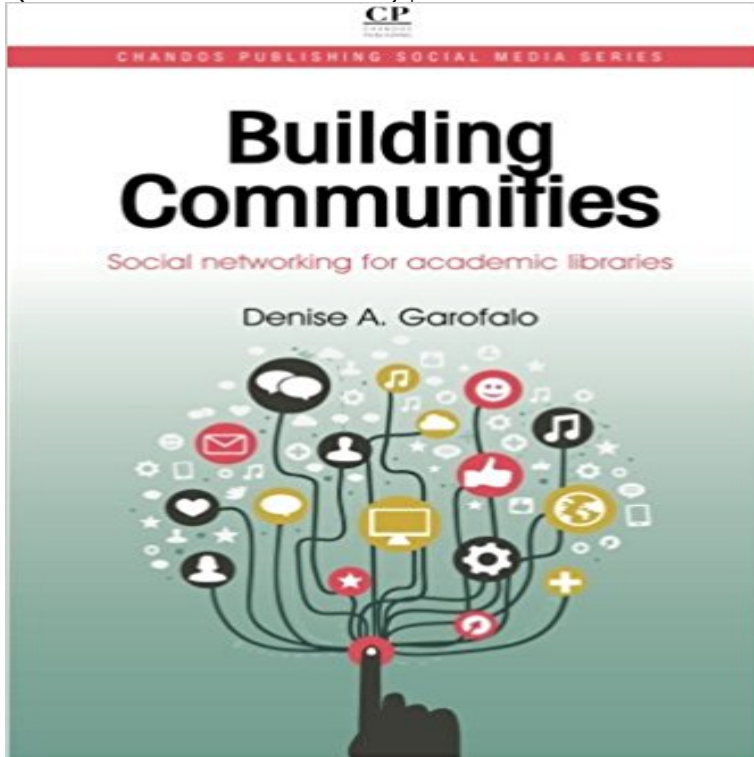


# Building Communities: Social Networking for Academic Libraries (Chandos Publishing Social Media Series)



Social media is here to stay. A robust social media campaign can provide academic libraries with a means to showcase library resources, highlight content and events, and attract students to sample what the library has to offer. Building Communities is a handbook to implement social media technologies for academic libraries. It is a guide to planning and implementing a successful social media campaign and evaluating its impact. This title covers: the beginning of social networking in the academic context; how to implement use of social media technologies; and evaluating their use. The final section considers the future and asks: Whats next?Provides information on how to plan, integrate, and assess the use of social media in academic librariesGives examples on the best social media technologies to implement in academic librariesDiscusses the skills and knowledge required in the academic library to launch a successful social media campaign

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