

## Book Review: Marketing with Social Media

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There are undoubtedly many books on using social media technologies to market a service but few that cover several technologies in one guide. This step-by-step guide introduces different technologies and shows the reader how to make use of them to market a library service.

The social media technologies covered include Facebook, wikis, video-sharing sites, Pinterest, Google+, Foursquare, blogs, QR codes and Twitter. It is unlikely that any library will want or need to use all of these tools and this guide equips the readers with the knowledge to select the ones that will work best in their library's context and meet their user needs.

Contributions come from 17 US-based academics and librarians. Each chapter includes an introduction, describes features of the technology and ushers the readers through the implementation process. There are numerous screenshots and case studies, advice on best practice as well as tips on evaluating, assessing and using statistics.

The authors make no assumptions about the level of the readers' social media knowledge. For example, the chapter on Twitter describes creating an account, choosing the library user name, icon and profile, developing a marketing plan, finding, following and tweeting, Twitter vocabulary and how to use hashtags. For readers who wish to go beyond these functions there is also an explanation of social media management systems (TweetDeck and HootSuite). The chapter gives sufficient information not only to start marketing your library on Twitter but also to sustain the marketing campaign and establish Twitter presence and identity.

This work makes it clear that whichever social media platform is chosen as a marketing tool, it is important for libraries to provide a regular content stream and follow the accepted frequency of updates for a given social media tool. Stagnant, out of date content on any social media forum can discourage the users from engaging with a library. It is recommended that, for example, Twitter accounts for libraries should be updated at least once a day. There are, of course, various tools for managing and monitoring accounts on social media platforms and some of these are mentioned throughout the book.

It is worth noting that good, old-fashioned marketing principles still apply - consistent branding, meaningful account names and profiles and relevant messaging. There is a possibility that libraries may confuse or even alienate the customers by utilising multiple marketing tools so the need for recognisable branding is essential.

This guide demonstrates how social media technologies have made it possible for any library to market itself with little or no cost - all that is needed is an interest in social media marketing and the motivation to get started. This guide is certainly a very good starting point.