

Social Media for Communication and Instruction in Academic Libraries

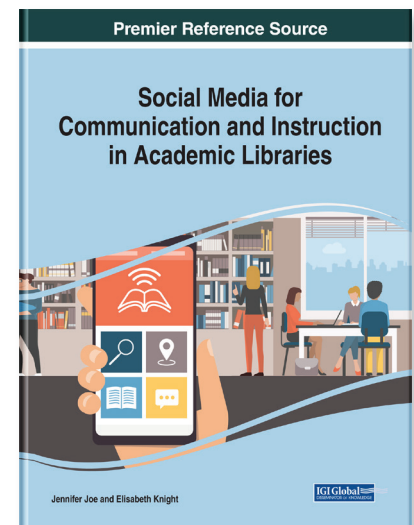
Part of the Advances in Library and Information Science Book Series

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Description:

The subject of the use of social media has renewed interest because of the impact that it had on the last U.S. presidential election and the impact that social media networks will have on subsequent elections. As guides in the information world, it is thus important that librarians be well versed in social media. This has called attention to the relevance and urgency of incorporating social media use into the academic library, both as a marketing tool and as an instruction tool.

Social Media for Communication and Instruction in Academic Libraries is an essential reference source that offers guidance in using social media in academic libraries and in instruction with a special emphasis on assessment and evidence-based practice. Featuring research on topics such as digital libraries, marketing, and web analytics, this book is ideally designed for librarians, administrators, educators, managers, information technology specialists, professionals, researchers, and students.



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Topics Covered:

- Digital Libraries
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