

Reviews

Indigenous Perspectives in Word and Image: National Curriculum Support for the Study of Aboriginal Language and Literature

Helleman, Babs & Gibson-Langford, Linda (2013)

Sydney, NSW:BF Helleman

ISBN 978-0-9775343-6-4

Available at www.helleman.com.au



As Head of English at King's School, Sydney, Babs Helleman has always felt that the inclusion of multicultural and Aboriginal Australian texts in English coursework is 'vital to the shaping of [her students'] world view'. With Linda Gibson-Langford as a collaborative colleague, she has designed this book as a specific response to the New South Wales syllabus requirements of the Australian National Curriculum (English). Their purpose is to promote the incorporation of Australian Aboriginal texts into English course work so that other teachers and students might experience the contribution of Black Australian perspectives to Australian literature, as it is studied across Stages 4 to 6 (Years 7 to 12) of the National Curriculum. Their choice for this project focuses on the works of four prominent cultural artists: poet and political activist, Oodgeroo; playwright and poet, Jack Davis; novelist and teacher, Kim Scott; painter and storyteller, Dadina Georgina Brown. The extraordinary lives and talent of these contributors, as represented in selected texts analysed by Helleman, provide a rich source of inspiration and issue-based discussion.

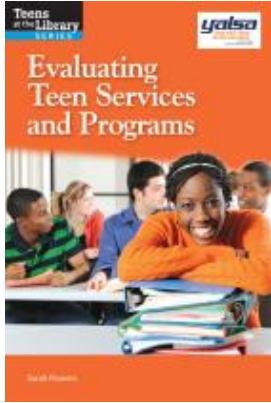
The book is organised in six parts. Part One, as an opening book-end rationale, outlines the requirements of the National Curriculum for English, identifying exactly where and how the selected texts align with stipulated curriculum outcomes. The following Parts (Two to Five) are separately dedicated to the work of the contributing authors and artist, whose biographical backgrounds are contextualised with appropriate socio/political/economic/geographic/historic perspectives. Each selected text/image is subject to close scrutiny with Helleman modelling techniques for analysis. Part Six: Creative Writing provides the closing book end by bringing the reader /teacher back to the English Curriculum objectives and outcomes and offering illustrative examples of different genres to address issue-based writing tasks. Assessment rubrics appropriate to Year levels are also included.

The generous application of coded colour windows and text for questions, comments, reflections and suggested web sites add an interactive dimension to every page of this book. It is literally packed with helpful advice and suggestions. Helleman's heartfelt enthusiasm for her calling underpins this generous, albeit symptomatically teacher-like, offering to both teachers and students engaging with the National Curriculum for English. The book is self-published and can be obtained direct from Babs Helleman at The King's School, Sydney or by visiting her website (see above) where sample pages may be viewed.

*Reviewed by Dr Susan Boyce
Member of the Synergy Board*

Evaluating Teen Library Services and Programs

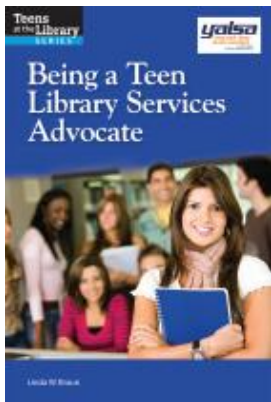
Sarah Flowers (2012)
Chicago, Neal Schuman (Imprint of ALA)
119 pages, Paperback.
Series: Teens at the Library
ISBN 978-1-55570-793-4
Available at www.neal-schuman.com



and

Being a Teen Library Services Advocate

Linda W. Braun (2012)
Chicago, Neal Schumann (Imprint of ALA)
108 pages, Paperback.
Series: Teens at the Library
ISBN 978-1-55570-7795-8
Available at www.neal-schuman.com



The Young Adult Library Services Association (YALSA) is the fourth-largest division of the American Library Association. Although its orientation is specifically directed to Young Adult Services in Public Libraries, school librarians will find their publications equally relevant. The titles reviewed here are part of the Teens at the Library Series. At this point, however, it is important to note that the series is not so much about teens and young adults as

it is about strengthening and building 'the capacity of libraries and librarians to engage, serve and empower teens and young adults'. Although YALSA recognises the unique diversity of today's teenagers and the broad range of their developmental needs in relation to library services, the driving purpose of the series is to promote the professional competency and effectiveness of YA specialist librarians by assisting them to achieve the Association's mission in relation to information and communication technologies as well as the promotion of literacies and literature.

Through her administrative career in public library systems, and her experience in using data to analyse library programs, Sarah Flowers was well placed to assist YALSA with the updating and revision of their Competencies for Librarians Serving Youth and the creation of the Teen Services Evaluation Tool. Now, in this book, *Evaluating Teen Services and Programs*, she successfully achieves her goal of demystifying the process of collecting and analysing data to 'show how it can lead to meaningful evaluation of library programs and services'. Linda Braun's writing of *Being a Teen Library Services Advocate* follows her Presidency of YALSA in 2009 during which she defined the art of advocacy as having the courage to speak out on behalf of teen services and also as the need to involve all members of the library, staff as well as teen clients, as advocates for library services. Braun's approach in this project is to start from scratch. She has designed the book as a guide for newcomers to the art of advocacy by laying out a complete plan of action. True to her call for courage, she confronts the politics of 'no-lobbying' restrictions by differentiating between the intention to 'influence' legislators and the intention to 'educate' and 'instruct' about the value of teen services in the community.

Both of the books reviewed here do indeed qualify to meet the high standards of YALSA's objectives. As practical guides, they draw from personal and professional experience to offer a comprehensive range of proficient tools and techniques: evaluating policies; implementing strategies; gauging the value of services; rating competencies; generating data as evidence of outcomes; marketing advocacy; and finally, realistic self-assessment. Text is tightly organised in short, informative chapters; information is concise yet conversational; ample visual graphics depict a variety of aids for communicating data and information. The authors' approach, along with that of series editor, Michelle Gorman, reflects their enthusiasm and professional rigor, as well as the consummate expertise, they bring to this specialist field of librarianship. Flowers and Braun have much to offer, to both newcomers in the field and to experienced practitioners: valuable, baseline planning tools for the former and useful refresher checkpoints for the latter. I believe this series is worthy of recommendation to all those involved in teen/young adult library services (public libraries and school libraries), to library directors and library training schools

Reviewed by Dr Susan Boyce
Member of the Synergy Board

Jump-Start Your Career as a Digital Librarian: a LITA Guide

Monson, Jane D. (Editor) (2013)
Chicago, IL: American Library Association (ALA)
235 pages
ISBN 978-1-55570-877-1
Available from: www.alastore.ala.org



The recent explosion of information has given rise to digital librarianship. 'So You Want to Be a Digital Librarian – What Does That Mean?' is the opening question in this recently published book. The first chapter defines what it means to be a digital librarian, discusses the mindset, resources and specific challenges of the role as well as the connections and differences digital librarianship has with more traditional librarianship.

The twenty-one contributors to *Jump-Start Your Career as a Digital Librarian: a LITA Guide* are all involved in digital library development. As libraries increasingly offer more content and services online, librarians from all areas are seeing their roles shift towards digital librarianship. Activities include: scanning, software management, content selection, web design, publicity, outreach, usability testing, technical troubleshooting, presenting and publishing.

Future trends are: digital curation and preservation, designing and managing user-generated content and greater interactivity, new metadata standards, mass digitisation and aggregation of content, new interfaces (3D, surface computing, mobile devices) and the semantic web. Such opportunities require collaboration and the development of partnerships so that many initiatives and the creative delivery of digital content can progress. Work with linked data or semantic web technologies will increase the access to rich, unique digital research content and improve user experiences in the digital environment.

Chapter 2 offers practical tips on how to approach graduate school in LIS as a starting digital librarian, such as, choice of coursework, connecting with colleagues and how to have a head start on being an indispensable digital expert. Chapter 3 provides avenues for researching digital librarianship career opportunities. Vocational aspects of this text examine the transferable skills from other areas of librarianship and necessary adjustments for employees wishing to make a career shift. The focus is on building a successful and meaningful career in digital librarianship by continuing education, public speaking, participation in professional organisations and creating additional opportunities.

Later chapters illustrate key technology concepts and managing digital projects (digitising collections for online access; developing digital repositories or migrating library website content to a content management system). It is important to understand metadata, as well as its principles, standards and best practices. The book examines, in two comprehensive chapters, metadata for developing digital collections. There is a section on communication and publishing in an academic environment, copyright and licensing together with team collaboration on digital projects. Methods are outlined to improve collaboration at all levels in digital projects.

Finally, a chapter on preserving digital content refers to the organisation, security, curation and digital stewardship of online information. A framework for successful digital preservation is included alongside future risks, challenges and opportunities. A useful glossary of terms, one paragraph about each contributor and an index complete this book.

I found *Jump-Start Your Career as a Digital Librarian: a LITA Guide* to be thorough and well organised. Moreover, I learned much by reading it. I highly recommend this text to all members of the profession.

Reviewed by Dr. Robin Zeidler
Director of Library Services, Parncutt Library
The Nigel Peck Centre for Learning and Leadership
Melbourne Grammar School

The Transformed Library: E-books, Expertise, and Evolution

Woodward, Jeanette (2013)
Chicago, IL: American Library Association (ALA)
131 pages
ISBN 978-0-83891-164-8
Available from: www.alastore.ala.org



The *Transformed Library: E-books, Expertise, and Evolution* provides a balanced assessment of the future of libraries and information professionals in the digital age. Jeanette Woodward's predictions, concerning the future of libraries begins with a short analysis of technology trends in the last thirty years and a discussion of emerging technologies. If libraries are to flourish this century, e-book circulation will need to be a high priority, with libraries fulfilling the role of digital media hubs. The rapid growth in e-book sales indicates future trends.

The author outlines various issues, such as, publishing and distribution of e-books together with threats, for example, outsourcing or contracting out library services and functions to commercial businesses. There is a section on staff less libraries which have security cameras, self-checkouts and automated RFID processing of materials. At 'libraries-a-go-go' in the San Francisco Bay area customers can make selections using a touch screen and their books are delivered by a robotic arm. Various small US libraries are experimenting with staff-less facilities, or a library presence without a 'full-function library', or range of services. The contention is that libraries must withstand such threats by remaining highly relevant with significant online transformations, social networking or the library in cyberspace.

A way to remain relevant is to revitalise and redesign libraries as popular places to be or information hubs to meet a variety of human needs. Similarly, the author questions the appropriateness of traditional LIS training for a changing job market in the midst of a US recession, whereas archival services are having a resurgence in popularity and demand. Economic recession, however, has had a destabilising effect on libraries, particularly public libraries since many US and UK libraries are targeted for closure. There is a chapter on survival strategies for academic libraries to include the information commons and the importance of cloud computing. Academic library staff must to be fully trained to meet the demands of the 21st century by regular upgrade of qualifications and up-to-date technical and information skills.

The final chapter explores survival strategies for school libraries in a tough US environment where the 2013 federal budget does not include funding for school libraries and eliminates \$US28.6 million that was earmarked for literacy programs. In the US, fewer school libraries exist with fewer staff serving more students. It is difficult to predict whether the end of the US recession will signal any resurgence in school libraries.

Nevertheless, the author gives examples of exemplary libraries where IT and library services work seamlessly together and staff are fully involved in the educational process. Careful planning further ensures that the library is comfortable and a place where people want to be. The library's website, social networking pages and savvy library media specialists are important channels of communication with the school community. The conclusion emphasises the need for LIS specialists to analyse trends, in whichever community is relevant and respond accordingly, in mission statements and goals.

This well written and presented book sums up the trends in library management of e-books and electronic media in various contexts including predominantly US public, academic and school libraries. Woodward provides a frank, thorough evaluation of the roles libraries need to have today and in the future, as community hubs of digital innovation, led by skilful and versatile LIS professionals.

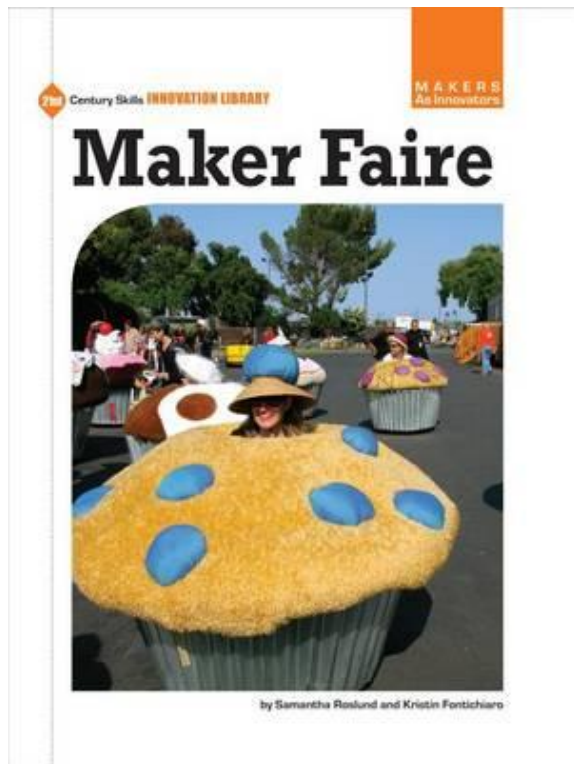
***Reviewed by Dr Robin Zeidler
Director of Library Services, Parncutt Library
The Nigel Peck Centre for Learning and leadership
Melbourne Grammar School***

Maker Faire/Raspberry Pi/Understanding and Creating Infographics

Three pdfs, of 32 pages each and written by Kristin Fontichiaro and others for 2014 publication, are reviewed below.

Maker Faire

Roslund, Samantha and Fontichiaro, Kristin (2014)
Ann Arbor, Michigan: Cherry Lake Publishing
Series: Makers as Innovators



A Maker Faire is a modern version of market days and fairs held through history where wares are displayed and exhibited. A Maker Faire is part exhibition, part learning workshop and part celebration. Imagination is valued and prized above all, in these hubs of innovation.

The first recent Maker Faire was held in California in 2006 with many held in other US cities since then. All Maker Faires have two aspects in common: makers or inventors together with an audience of people who enjoy seeing what makers and innovators create.

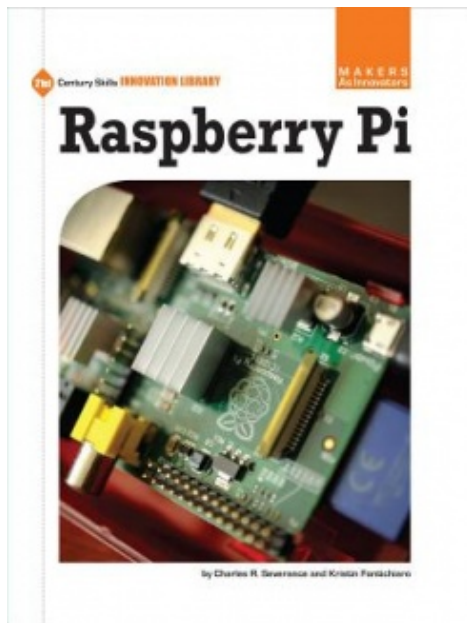
Anyone can become a creator and belong to this diverse group of inventors which includes architects, welders, performers, carpenters, stitchers, potters and electrical wizards. Inventors can work together or alone but they do need to showcase their projects or share them with others. Attributes of viewers alternatively are curiosity, respect, support and a positive attitude to the exhibits. Many activities are hands-on which may require a signed consent form before children can participate.

A Maker Faire can turn into a fieldtrip or an opportunity to act as a volunteer in many different capacities. The point of exhibiting at a Maker Faire is to share with the community, interact and learn from one another. The text encourages readers to organise and host their own Maker Faire at school, neighbourhood or hobby group.

The final chapter outlines how to plan the event see <http://makerfaire.com/mini/>. A glossary and a find out more section and index complete this clearly presented short book which is very practical with great photos.

Raspberry Pi

Severance, Charles R and Fontichiaro, Kristin (2014)
Ann Arbor, Michigan: Cherry Lake Publishing
Series: Makers as Innovators



A Raspberry Pi computer has the soldering, ports and circuit board on display rather than hidden. In March 2012 the initial batch of 10,000 Raspberry Pis (termed RasPis) sold in less than 24 hours. These RasPis had their beginnings in Cambridge, UK at the Raspberry Pi Foundation from where each powerful, small and lightweight Raspberry Pi could be shipped in a small padded envelope.

Chapter 2 examines how to set up or program a Raspberry Pi, which costs only \$US35 with no case or accessories. The Raspberry Pi kit is explained as is the need for a screen, keyboard and mouse with USB connections, all of which can be recycled from an old desktop computer. The Raspberry Pi was designed for the Linux operating system, which needs to be installed on an SD card. Steps for installing the operating system using a free program called BerryBoot www.berryterminal.com/doku.php/berryboot are outlined. BerryBoot is a simple way to get Raspberry Pi up and running. There is a video to step the user through the process.

Chapter 4 refers to programming, for example, Raspberry Pi programming to control robotic devices and to write Python programs, including Hello World. This is a particularly clear outline, with simple instructions in programming. Readers gain knowledge on how the insides of computer devices work. At this stage, however adults are the main purchasers of Raspberry Pis, for a variety of purposes, including powering a designer boat to cross the Atlantic Ocean and at the London Zoo for tracking wildlife.

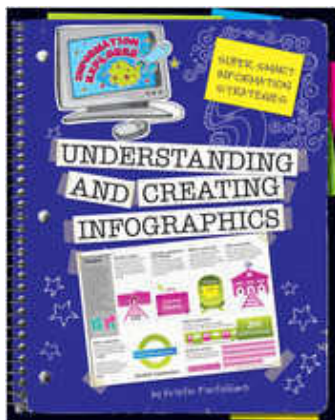
A clear glossary, more information page, index and about the author section complete this terrific, clear information packed little book.

Understanding and Creating Infographics

Fontichiaro, Kristin (2014)

Ann Arbor, Michigan: Cherry Lake Publishing

Series: Makers as Innovators



An infographic is a document that combines words, numbers and images to explain something in an appealing visual way. This five-chaptered book on infographics has many graphics and images. As a result, it is most attractive visually, especially to primary school audiences.

The five short chapters are four to six pages each under the headings: What is an Infographic?, Reading Infographics, Gathering Information, Organizing Your Content, and finally, Designing Your Infographic. A glossary, find out more list, index and section about the author complete the last three pages. Each page has excellent images and captions to support the clear, practical text on infographics.

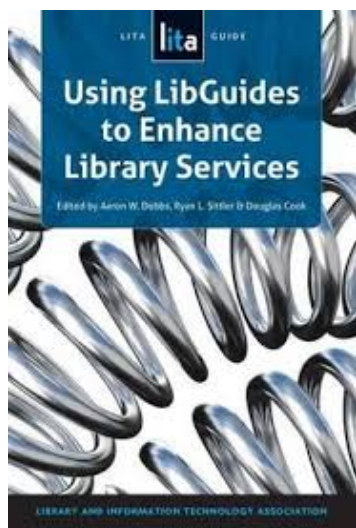
Kristin Fontichiaro emphasises the need to know about source and purpose of any infographic, the importance of copyright and Creative Commons licences. Well-designed, well-researched infographics allow students to communicate clearly and accurately the subjects they have studied. The author outlines research techniques for collecting, storing, organising and analysing topic information. A storyboard is a visual outline of the main parts of the finished project. For primary school classes, both yellow sticky notes and the LATCH principle (location, alphabet, time, category and hierarchy) assist with the organisation of information.

This is a great, 32 page book which is presented with clarity and exceptional images. It is tightly focused on producing infographics in a most logical, clearly explained and practical manner.

Reviewed by Dr. Robin Zeidler
Director of Library Services, Parncutt Library
The Nigel Peck Centre for Learning and Leadership
Melbourne Grammar School

Using LibGuides to Enhance Library Services

Dobbs, Aaron W., Sittler, Ryan L. and Cook Douglas (Editors) (2013)
Chicago, IL.: American Library Association (ALA)
307 pages, paperback
ISBN 9781555708801
Available at alastore.ala.org



At the beginning of this review it is only fair to declare that I am a big fan of LibGuides as a platform for library curation and information dissemination. At the school where I work, we have been using LibGuides to create our library presence for around 10 months; you can see our work at our [Genazzano College LibGuides page](#). I have found the LibGuides format very intuitive and easy and was interested to see how a text might support my use of the platform.

The book is arranged in five parts, with 14 chapters across all parts. It also includes a relatively detailed index and a section outlining the backgrounds of the editors and contributors.

The five parts are titled:

- Part one: A Brief Introduction to Libraries and the Internet
- Part two: Administering and Maintaining LibGuides – for System Librarians
- Part three: Creating LibGuides – for Guide Creators
- Part four: Making Better use of LibGuides
- Part five: Technological and Pedagogical Exemplars from Academic, K-12, Public, and Special Libraries

All three editors of the book, and the majority of contributors, are University librarians of varying types. This is understandable, as the editors rightly point out in their introduction, given that the majority of users of LibGuides are tertiary institutions. Consequently, throughout the various chapters, there are aspects of Libguides explored by the authors that are not intended for schools – in particular descriptions of sections of the program and add-ons that are used only in a tertiary environment.

Despite this emphasis, the book does offer a great deal for school users. Part five contains four examples of excellent high school libraries, highlighting the particular reasons why each is an exemplar. The book is clearly constructed to take you from beginning to end covering arguments about what LibGuides can offer to an institution seeking to implement a powerful organisational platform, right through to step-by-step information on how to create a guide. As well as this, aesthetic considerations – design, colour, etc, are explored comprehensively, highlighting for the reader issues of layout and its effect on the end user. How the platform can be used to convey information, as a marketing tool and in education, are all considered, as well as how to modify guides for use on smartphones and other small screens. How to fully utilise the statistics that can be collected from the LibGuides package is also discussed.

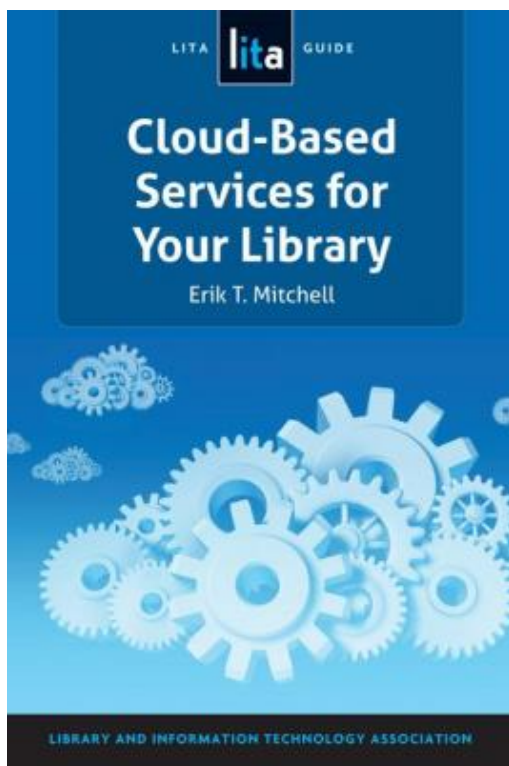
This book is a useful extension to any exploration of LibGuides. I found much of what it offered reinforced what I had already learnt by experimenting with the program as I created our first guides. It was affirming to find the experts in the book discussing design features I had explored, and outlining ways the guides could be used that I had already considered. At the same time, the various chapters added to my knowledge, throwing up approaches and functions I had not yet considered and showing me more about the importance of layout and colour than I had at first recognised.

Whilst this book does not replace the need to explore and play with the program to learn how it really works, it does offer additional support and information that is both useful and enlightening. Reading the book once you are on the journey of creating a LibGuides platform will make you feel part of a world-wide community working to create avenues to information for their patrons. This is both affirming and inspiring. The book is a helpful tool that can extend the possibilities of how effective one might be in implementing and creating a wonderful LibGuides platform. Reading it before you begin may help you to avoid pitfalls, learning from the experience of others. Reading it once you have begun will add to what you know and inspire greater effort.

Reviewed by Dr Susan La Marca
Editor – Synergy
Head of Library Services
Genazzano FCJ College

Cloud-Based Services for Your Library: A LITA Guide

Mitchell, Erik T. (2013)
Chicago: ALA Techsource
ISBN 9781555708788
\$65.00
161pages.
<http://www.alastore.ala.org/detail.aspx?ID=4218>



Libraries are at the crossroads in IT adoption. Material formats, collection management, purchasing models and client expectations relating to resource access are forcing librarians to rethink the adequacy of their current Library Management System (LMS) to do the job. Reliance on outdated library management systems has been a handicap for libraries for some time. Momentum is growing in the trend to cloud computing as libraries turn to software as a service solution.

In *Cloud-Based Services for Your Library*, author Erik T. Mitchell simplifies the complex topic of cloud computing by addressing technical and organisational issues. He explains the options available to library decision makers and IT departments and assists with understanding. Mitchell is an assistant professor at the College of Information Studies at the University of Maryland with first-hand experience migrating the IT infrastructure of Wake Forest University, Z Smith Reynolds Library.

Historically, libraries have used propriety library management systems, locally installed and maintained. Nevertheless, new cloud-based options enter the market at a time when staff and cost restructures are minimising budgets and jeopardising a library's ability to provide high quality services. Cloud-based services are increasingly being adopted as a preferred model.

While acclaiming the new model and indicating that it is a preferred future, Mitchell cautions libraries turning to outsourced and hosted solutions, of the need to be prepared to evaluate the technological foundation of those services. He stresses that a firm understanding of the basic function of cloud-based platforms is crucial in making an informed decision.

By emphasising technical terms with chapter titles, Mitchell brings them to the attention of the reader. The book is arranged into six basic chapters:

1. Cloud Computing and Virtualization in Libraries
2. The Landscape of Cloud Computing and Virtualization Adoption
3. Selecting and Implementing Solutions
4. Software as a Service and Platform as a Service
5. Infrastructure as Service
6. Best Practice and Recommendations.

One of Mitchell's goals is to 'give librarians the tools they need to assess and compare cloud, virtualised, and nonvirtualised IT environments' to assist them in making well-informed system selection decisions. Technical computer language cannot be avoided. From the outset, Mitchell explains the difference between private and public cloud computing and virtualised services. He defines terms such as Software as a Service (SaaS), Platform as a

Service (PaaS), and Infrastructure as a Service (IaaS). This is important knowledge in the evaluation process if one is to understand the dialogue of library vendors.

When considering the range from small school libraries to large public systems, it's not surprising that the author concludes, there is no 'one-size-fits-all' solution. Various cloud-based services such as, OCLC Worldshare, Koha, Evergreen and Libguides are cited as examples throughout the text, however, they are not detailed. Tools such as a cost evaluation template and issues to consider namely, data security, long term user agreements and the legal implications of your data being stored in another country, are all valuable checkpoints for the reader.

Cloud-Based Services for Your Library is a technical text. It is, however, essential reading for any library manager considering the implementation of a system that will take a library into the future. A 'conclusion' paragraph in each chapter assists the reader in forming an overview of the often complex content and establishing understanding. Also includes comprehensive index and chapter references for further investigation.

Recommended for library managers and IT personnel involved in the provision of library management services.

Reviewed by Camilla Elliott
Head of Library/eLearning Coordinator
Mazenod College, Mulgrave
Chair of SLAV Professional Development Committee
Synergy Board Member
Twitter @camillaelliott

The Librarian's Nitty-Gritty Guide to Social Media

Solomon, Laura (2013)
Chicago, IL.: American Library Association (ALA)
224 pages, paperback
ISBN 978-0838911600
Cost \$52.00
Available at alastore.ala.org



Laura Solomon writes in the introduction of *The Librarian's Nitty-Gritty Guide to Social Media* that "this book is my attempt not only to answer common questions libraries have about using social media but also to explain and demonstrate how libraries can be doing social media more effectively". Solomon thoroughly realises this ambition in her detailed examination of social media in her publication. She successfully details methods to navigate the social media world and provides the rationale of why libraries should be involved in social media in the first place.

Laura Solomon brings her extensive experience in this field to this informative publication. Her expertise as Library Services Manager for the Ohio Public Information Network and former web applications supervisor for the Cleveland Public Library have positioned her to be well-placed to provide advice on utilising social media effectively in our libraries. She has broad experience in web development and design and conducted classes in public libraries and as an independent consultant for more than a decade. In 2009, the Ohio Library Council recognised her for her role in saving more than \$147 million of public library funding by utilising her expertise in Web 2.0 and social media tools. Furthermore, she has previously published on this topic in 2010 with the successful title, *Doing Social Media So It Matters: A Librarian's Guide*. She was also recognised in 2010 as one of *Library Journal's* 'Movers and Shakers'. She obtained her Master of Library Science from Kent State and was awarded her MCIW (Master Certified Internet Webmaster) in 2004.

In *The Librarian's Nitty-Gritty Guide to Social Media*, Solomon argues that utilising social media effectively is all about making connections - social media can be an enabler in directly engaging and connecting library patrons. Teacher-librarians and librarians often envision the role of the library as a community centre. Social media allows them to put this philosophy directly into practice.

Solomon, however, provides the following warning for teacher-librarians, librarians and libraries "expect to interact with people in social media or risk becoming irrelevant". Solomon argues that accepting the idea of constant change may be hard for some library staff who historically act to preserve information but she emphasises in order to be successful in online communities, library specialists need to accept the fast pace of change and be prepared to move with it.

There is a vast array of social media options available which present a challenge to today's busy teacher-librarians and librarians so remaining current is a challenge, let alone developing approaches to utilising these tools effectively. Solomon utilises her extensive experience in web development, design and technology and presents a straight-forward approach in this very accessible and succinct guide to using social media in libraries. Solomon has written extensively on this topic previously in her successful title, *Doing Social Media So It Matters: A Librarian's Guide* published in 2010.

In her new book, *The Librarian's Nitty Gritty Guide to Social Media*, Solomon -

- Provides an understanding social capital and strategies for social media success
- Presents an overview of the social media world, in particular outlining the contexts for services like Facebook, Twitter, and YouTube, and analyses how young people and adults use of social media impacts the library
- Proposes strategies and advice on easy approaches to utilise use these tools on a daily basis
- Discusses and compares the range of profiles and accounts available in Facebook the fine points of Facebook
- Outlines methods for social media best practice such as crafting eye-catching status updates
- Emphasises the importance of managing and monitoring feedback, including pointers on dealing with online reputation management and negative criticism
- Describes analytics with social media – what can be counted to measure success?
- Emphasises the view that social media is, above all, a long term strategy for libraries

Solomon's informative guide includes a bibliography of additional resources and will empower libraries to use social media as an influential tool for marketing, advocacy and outreach. This text is an excellent addition to the library professional's toolkit and I recommend this guide as a valuable reference for both novice and experienced practitioners to understand the possibilities of developing a social media presence for their library.

Reviewed by Di Ruffles

Teacher-librarian

The Nigel Peck Centre for Learning and Leadership

Melbourne Grammar School

Member of the Synergy Board