



Using Social Media in Libraries: Best Practices (Best Practices in Library Services)

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Since there's no point in Twittering if no one acts on your tweets and there's no point in having a Facebook page with a million "likes" if library use doesn't increase, you'll welcome the eight best practices presented here because they will help your library both actually do social media in a way that matters and do it well.

The successful strategies presented here range from the Vancouver Public Library's innovative use of Twitter to the United Nations Library's adoption of a social media policy to the Farmington, Connecticut Public Library's fantastic work using social media to reach teens who weren't using the library. Other libraries highlight their ventures into media including blogs, Pinterest, and social catalogs.

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