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Adding Value to Libraries, Archives, and Museums Joseph R. Matthews, 2016-03-28 This book explains the concept of adding value and shows staff at libraries and other organizations why they need to take steps now to ensure they are adding new value to their communities whether it be a local town or neighborhood a faculty and student body or a school. Value is at the core of every organization's purpose. Without value organizations die. Libraries as well as museums, archives and galleries have traditionally added value to their communities through their collections and services but yesterday's collections and services are no longer enough. In order to remain sustainable today's libraries, archives, museums and galleries must explore new ways to add value that resonate in the lives of their customers. This unique book explains how addressing the 5 C's of adding value content, context, connection, collaboration, and community enables organizations to find new ways to invigorate their services, better serve their communities and thrive today and tomorrow. It addresses adding value in the context of other key topics such as crowdsourcing, embedded librarianship, makerspaces, self publishing and repurposing spaces. Filled with charts, tables, screenshots and other visual representation, this is a useful and provocative guide that anyone interested in vesting in the successful future of libraries, archives and museums needs to read.

Marketing and Social Media Lorri Mon, Christie Koontz, 2020-12-07 Marketing and Social Media A Guide for Libraries, Archives and Museums Second Edition is a much needed guide to marketing for libraries, archives and museum professionals in the social media age. This book serves as both an introductory textbook and as a guide for working professionals interested in developing well planned, evidence based marketing campaigns. Chapters cover coordinating efforts with the organization's mission goals and objectives, how to do a SWOT analysis and environmental scanning, the use of existing data as well as issues in collecting additional data, how to identify and involve stakeholders, a 4 step marketing model, considerations of price placement, product and promotion, market research, understanding customer groups and market segmentation, marketing mix strategy and evaluation, promotional activities, channel selection, social media marketing activities, content marketing, social media policies, guidelines, crisis communication and evidence based assessment. Discussion of social media and examples of social media marketing activities are included throughout the book as well as case study examples of marketing and social media campaigns in libraries, archives and museums. This second edition further includes a new final chapter offering step by step guidance for brand new social media managers on how to get started from their first day on the job with social media marketing management, assessment, strategic planning and content calendar planning activities in addition to working with colleagues and managers to integrate social media into work activities across the organization. For educators this text includes elements which can be developed into classroom or workshop assignments which include pull quotes highlighting important concepts in each chapter, key terms, discussion questions, illustrative case study examples from archives, libraries and museums and an annotated bibliography for further reading.

[Social Media and Library Services](#) Lorri Mon, 2022-05-31

The rise of social media technologies has created new ways to seek and share information for millions of users worldwide but also has presented new challenges for libraries in meeting users where they are within social spaces. From social networking sites such as Facebook and Google and microblogging platforms such as Twitter and Tumblr to the image and video sites of YouTube, Flickr, Instagram and to geotagging sites such as Foursquare, libraries have responded by establishing footholds within a variety of social media platforms and seeking new ways of engaging with online users in social spaces. Libraries are also responding to new social review sites such as Yelp and TripAdvisor, awareness sites including StumbleUpon, Pinterest, Goodreads and Reddit, and social question and answer Q&A sites such as Yahoo Answers, sites which engage social media users in functions similar to traditional library content curation, readers advisory, information and referral and reference services. Establishing a social media presence extends the library's physical manifestation into virtual space and increases the library's visibility, reach and impact. However, beyond simply establishing a social presence for the library, a greater challenge is building effective and engaging social media sites that successfully adapt a library's visibility, voice and presence to the unique contexts, audiences and cultures within diverse social media sites. This lecture examines the research and theory on social media and libraries, providing an overview of what is known and what is not yet known about libraries and social media. Chapter 1 focuses on the social media environments within which libraries are establishing a presence, including how social media sites differ from each other yet work together within a social ecosystem. Chapter 2 examines how libraries are engaging with users across a variety of social media platforms and the extent to which libraries are involved in using these different social media platforms, as well as the activities of libraries in presenting a social self, sharing information and interacting with users via social media. Chapter 3 explores metrics and measures for assessing the impact of the library's activity in social media sites. The book concludes with Chapter 4 on evolving directions for libraries and social media, including potential implications of new and emerging technologies for libraries in social spaces.

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Preface

The Social Media Environment

Libraries and Social Media

Assessing Social Media Sites and Services

Evolving Directions in Social Libraries

Bibliography

Author Biography

Books and Maps Phillips Ward-Price, Toronto, 1981 *Books and Maps*
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Maps on File, 1994

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