

Strategic Planning for Social Media in Libraries (Facet Publications (All Titles as Published))



As we come to appreciate the opportunities that social media opens up, this practical guide, part of the award-winning TECH SET series, provides a scalable, step-by-step plan for creating and maintaining a successful library social media strategic plan. You'll find detailed tips and advice on strategizing for social media services in a way that guides employee decision-making, maximizes efficiency, creates positive patron outcomes, protects against legal repercussions, and builds opportunities for flexibility, change, and new social media platform testing. Author Sarah Steiner guides you through the key steps to build your strategic plan, including how to segment your audience, select a target audience, use focus groups and poll patrons, conduct a SWOT analysis to provide internal strength and support to your plan, and create a mission and vision plan for using social media.

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