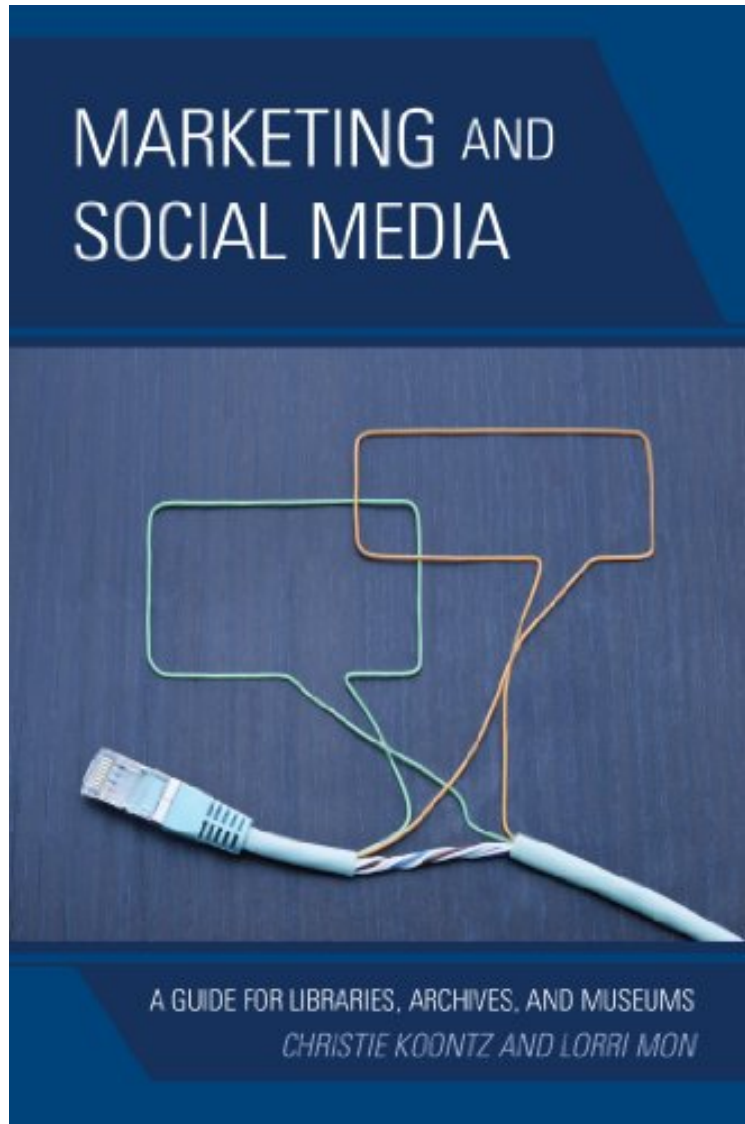


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# Marketing and Social Media: A Guide for Libraries, Archives, and Museums

*Christie Koontz, Lorri Mon*

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**Christie Koontz, Lorri Mon : Marketing and Social Media: A Guide for Libraries, Archives, and Museums** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing and Social Media: A Guide for Libraries, Archives, and Museums:

0 of 0 people found the following review helpful. DullBy BookBuyer2One of the dullest books I have encountered during college. I felt it unnecessary for students who are already familiar with social media.0 of 0 people found the following review helpful. One StarBy Elaine ManciniSo disappointed. Very slow hoing and not much insight.0 of 1

people found the following review helpful. Great textbookBy alykittclear and effective analysis of the new frontier of social media

Marketing and Social Media: A Guide for Libraries, Archives, and Museums is a much-needed guide to marketing for libraries, archives, and museum professionals in the social media age. This book is both an introductory textbook and a guide for working professionals who want to go beyond mere promotion to developing a planned and deliberately managed marketing campaign. Beginning with mission, goals, and objectives, readers will review the components of both the internal and external environments which must be understood to plan an objective campaign. Chapter coverage includes how to do a SWOT analysis, identify and involve stakeholders, a 4-step marketing model, market research, market segmentation, market mix strategy, and evaluation are all covered. Each chapter includes explanatory topical content designed to build a framework of marketing and social media management understanding including discussion questions (which can be developed into classroom or workshop assignments and key terms. Illustrative and brief case study examples from all three institution types are embedded in chapters as relevant.

This handy reference introduces users to the critical concepts associated with applying marketing and social-media campaigns employed in the retail world to nonprofit organizations. The book employs a coherent structure and lucid prose, and no aspect of the process is taken for granted as readers are introduced to critical steps such as performing environmental scans; conducting a strengths, weaknesses, opportunities, and threats (SWOT) analysis; identifying stakeholders; and conducting a marketing campaign. Also included are a number of case studies offering illustrative models of the techniques described throughout the book. Each chapter is concluded by a useful summary, discussion questions, and key terms, additions that make this a great resource for both the classroom and the engaged professional.No aspect of the process is left unexplored, with an additional annotated bibliography included, allowing for expanded research on nearly any aspect of the process. Highly recommended for students and practitioners alike. (Booklist)This book contains a wealth of information and advice. . . .If your nonprofit is as serious about social media as it is about its other strategic initiatives, then this is the book for you. (Marketing Library Services)Useful to those completely new to marketing or those looking for new ideas, tips and rigorous methodologies, Marketing and Social Media: A Guide For Libraries, Archives, and Museums works well to provide an expansive overview of all aspects of developing and delivering a marketing strategy. The book is particularly useful to educators as it looks at marketing from a holistic perspective highlighting the importance of understanding your audience's needs and catering to them at every turn, which is surely a sentiment at the heart of engaging informal education. (Roots Education )Many libraries, archives and museums dabble in social media, dipping their toes in the water to test the environment. However, many others have had a range of successful outcomes arising from a bigger commitment to social media. If your library is serious about using social media as a marketing tool, I highly recommend Marketing and Social Media: A Guide for Libraries, Archives and Museums as the first tool you will need. (Australian Library Journal)[B]y combining the two topics of marketing and social media, this book promises to offer archivists (alongside librarians and museum professionals) a systematic framework and a range of useful, practical tools to improve current knowledge about users, and subsequently to design services which better meet customer needs. . . .I would urge any archivist to familiarize themselves with the concepts and tools it covers. (Archives and Records: The Journal of the Archives and Records Association)Koontz and Mon thoroughly and clearly detail the marketing process for libraries, archives and museums. The social media component makes this text unique. Social media is effectively inserted into the traditional marketing framework, offering a helpful structure for approaching this new platform. The straightforward presentation and current subject matter will make this a go-to text for LIS instructors, students and practitioners! (Nicole Stroud, Director, Ozark Foothills Literacy Project)This book really puts the "marketing" into "social media marketing." Authors Christie Koontz and Lorri Mon beautifully blend explanations of what marketing really is with instructions on how to do it well in social media. Unless you're already a serious marketing expert, you need this book. (Kathy Dempsey, Editor, Marketing Library Services newsletter)A fount of practical advice firmly grounded in the relevant theories and literature, Marketing and Social Media offers practitioners and students a comprehensive strategy guide to implementing customer-centered planning and outreach in the social networking era. Drawing upon decades of experience in research and practice, Koontz and Mon have crafted a must-read text that merges their collective expertise into a powerful and insightful guide for anyone establishing, managing, or implementing social media marketing practices in libraries, archives, and museums. (Paul F. Marty, Professor, School of Information, Florida State University)Marketing can be a powerful tool, when understood. It starts with the customer and potential customer, not program publicity, public relations and advertising. Add a well-sculpted mission, careful strategy and engaging new social media, and you have a winnermdash;just like this book. (Ken Haycock, Research Professor of Management and Organization Director of Graduate Programs in Library and Information Management, University of Southern California)About the AuthorChristie Koontz is a faculty member at the School of Library and Information Studies at Florida State University. She has taught nonprofit marketing for twenty years, serving on state, national and international association marketing committeesLorri Mon is associate professor at

Florida State University's iSchool. She teaches and conducts research on social media and emerging digital technologies in libraries, nonprofits, education and e-government.