

Contents

Foreword	v
<i>Laura Solomon</i>	
Introduction	ix
<i>Walt Crawford</i>	
1 Blogging for Readers	1
<i>Robin Hastings</i>	
2 The United Nations Library Is Seriously Social	13
<i>Angelinah C. Boniface</i>	
3 Visualizing Information with Pinterest	23
<i>Cynthia Dudenhoffer</i>	
4 Navigating the Virtual Horizon: Finding Our Way Using Social Media in Hospital Libraries	37
<i>Yongtao Lin and Kathryn M. E. Ranjit</i>	
5 Beyond the Teen Space: Reaching Teens through Social Media	53
<i>Laura A. Horn</i>	
6 The Library in the Social Network: Twitter at the Vancouver Public Library	65
<i>Kay Cahill</i>	

7	Successful Blogging Strategy and Design <i>Jason Paul Michel</i>	77
8	Social Catalogs: Implementing an Online Social Community as an Extension to Our Physical Libraries <i>Laurel Tarulli</i>	87
	Index	99
	About the Editors and Contributors	101