

Lorri Mon

Social Media and Library Services

Second Edition

Synthesis Lectures on Information Concepts, Retrieval, and Services

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ISSN 1947-945X ISSN 1947-9468 (electronic)
Synthesis Lectures on Information Concepts, Retrieval, and Services
ISBN 978-3-031-71746-8 ISBN 978-3-031-71747-5 (eBook)
<https://doi.org/10.1007/978-3-031-71747-5>

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Preface

Social media is a relative newcomer to the information technology field, with most of the sites that are commonly referred to in popular usage having launched since 2003; some popular sites such as Pinterest and Instagram launched as recently as 2010, Snapchat launched in 2011, and Discord in 2015. Because social sites themselves are such a recent development, the topic area for this book on *Social Media and Library Services* remains an area of rapid and ongoing change.

This lecture builds upon empirical research by the author and by others within the information science field to provide an overview of the developments and directions taken by libraries in providing services using social media, and the considerations that shape and influence decision-making for libraries in adapting services to social spaces. While it is not the intention here to provide an exhaustive listing of all social media implementations by libraries, coverage here provides a view of the depth and scope of library services in social sites, and includes as well perspectives on both opportunities and challenges for libraries in their continuing expansion into social media in the future.

Tallahassee, USA
July 2024

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