

SOURCES

children, a digitization project for community newspapers, a Day of the Children/Day of the Books celebration, and a town and gown lecture series.

Several project descriptions are particularly helpful because they give direction on how to plan, market, deliver, and assess a program. One chapter lists the characteristics, experiences, preferences, and interests of Boomers and describes how to plan and market services for them. Another chapter describes how libraries, vendors, agencies, and health providers collaborated on a regional Low-Vision Fair. The librarian describes the benefits of this event: "All participants—the attendees, the exhibitors, and the libraries—gain something, whether it's information, customers, clients, patrons, or a reputation for serving persons with limited sight" (99).

After the outreach project descriptions, the book concludes with an afterword, a list of contributors, and an index. This book is recommended for any librarian interested in pursuing outreach projects that extend the library's reach. It fills a gap in the literature by including examples of outreach from diverse types of libraries; other books on the topic focus on one type of library or one group of users.—*Margie Ruppel, Assistant Professor, Reference Librarian, Boise State University, Boise, Idaho*

Microblogging and Lifestreaming in Libraries. Robin M. Hastings. Tech Set Series. New York: Neal-Schuman, 2010. 105 pages. Paper \$55 (ISBN: 978-1-555-70707-1).

Part of the Library and Information Technology Association's Tech Set series, *Microblogging and Lifestreaming in Libraries* is a step-by-step guide for incorporating popular social media such as Twitter, FriendFeed, Tumblr, and others into the library outreach and communication arsenal. The book is well organized and takes the reader through the process of integrating these services into their library's outreach portfolio.

Detailed instructions are provided on how best to integrate microblogging and lifestreaming services into a library's established activities. The author explains how to use the services to create multiple avenues of access to the information the library provides, such as integrating library blog posts into Twitter and integrating the library's Twitter stream into its website.

Social media services are becoming part of people's daily lives, particularly for the younger generation, and microblogging and lifestreaming allow libraries to make their presence known among a community that is less likely to walk through the building doors. Hastings discusses marketing strategies and best practices not only for attracting users to the service, but also for using the service to establish the library as a vital part of the local online community.

Hastings' style is clear, and her instructions are easy to follow. Each chapter contains "info boxes" defining terms, providing related information, and itemizing key points. Specific instructions are often accompanied by screenshots illustrating the process. The only downside to the high level of detail is that parts of the book quickly will become obsolete

as the services discussed change their options and site designs or even disappear completely. The general discussion and best practices described, however, will continue to be relevant as long as the concepts remain current.

Hastings concludes with a discussion of assessment and a list of recommended print and electronic sources. In addition, a wiki is set up in conjunction with the book, with updates from the author and an area for readers to share their own experiences and tips. This book is highly recommended for any library planning to get involved in this new arena.—*Jenna Ryan, Reference Librarian, Louisiana State University, Baton Rouge, Louisiana*

Productivity for Librarians: How to Get More Done in Less Time. Samantha Hines. Cambridge: Chandos, 2010. 158 pages. Paper \$115 (ISBN: 978-1-843-34567-1).

Productivity, as defined and quantified over the last century, usually refers to how efficient (and effective) machinists, factory workers, and office workers are at their jobs. But what about librarians—can they, as professionals, improve their productivity at their jobs, no matter how different those jobs and tasks may be?

Samantha Hines has provided the library profession with a unique and long-overdue volume on how librarians can organize their work to improve their productivity. A caveat: Hines does not aim in her book to measure and quantify enhanced productivity in the "scientific management" style espoused by Frederick Taylor and other early efficiency experts. Rather, she provides for librarians a valuable and readable how-to manual of how to improve productivity. Hines first defines productivity from a librarian's point-of-view and then discusses, in two chapters, motivation and procrastination and their effects on productivity. Also found in these chapters are helpful self-paced exercises that will enable readers to confront any roadblocks to enhanced productivity.

Once these issues are addressed, the author thoroughly covers various aspects of time management, including how to use productivity systems (such as the ubiquitous to-do lists), how to manage and delegate productively, and how to maintain productivity. A unique addition to this book is Hines's well-written summations and critiques of several important and well-known productivity books, such as Stephen Covey's *The Seven Habits of Highly Effective People*. Each chapter concludes with a well-summarized review, as well as an exhaustive resource guide and bibliography.

Hines holds several different positions at University of Montana, Missoula: Distance Education Coordinator, Social Science Librarian, and Reference Desk Manager. Her experience "wearing multiple hats" clearly has helped inform her work on this book, which provides the profession with a well-researched and thorough resource that will aid librarians in managing their work time, as well as their professional time, effectively. Highly recommended for all librarians.—*Larry Cooperman, Librarian, Everglades University, Altamonte Springs, Florida*