

## 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*

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***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*

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***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*

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**Public Libraries Going Green.** By Kathryn Miller. Chicago: ALA, 2010. 103 pages. Paper \$45 (ISBN: 978-0-838-91018-4).

Libraries, being professionally committed to advancing the public good, are in a unique position to model and promote sustainable, environmentally responsible practices. Miller describes strategies for making public libraries “green places” through sustainable building and maintenance, creating “green services” through improvements ranging from stocking copiers with post-consumer recycled paper to disposing of deselected materials creatively, and becoming “green teachers” through programs that encourage greater environmental awareness in patrons.

*Public Libraries Going Green* is written at an introductory level and will be most useful for librarians with limited prior experience with green practices. A light, conversational book, it can be either read in its entirety or mined for ideas on particular topics. While each individual topic is covered briefly, nearly all are supplemented with extensive references to additional resources for further information. The green ideas included range from simple, inexpensive changes in existing practices (switching to compact fluorescent light bulbs, integrating titles on sustainability into reading programs) to much more ambitious transformations in library practices, facilities, and expectations (aiming for LEED certification in designing new library buildings, encouraging publishers to use recycled paper in printing books and periodicals). Though the book is intended for public libraries, many of its topics, such as tips on reducing water and energy consumption, have relevance for other settings as well and would be of use to any librarian whose responsibilities include facility oversight.

*Public Libraries Going Green* is part of the *ALA Public Library Handbook Series* and, practicing its own advice, is printed on 100 percent postconsumer recycled paper. Recommended.—Molly Strothmann, *Social and Behavioral Sciences Librarian, University of Oklahoma, Norman, Oklahoma*

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**A Social Networking Primer for Librarians.** Cliff Landis. New York: Neal-Schuman, 2010. 107 pages. Paper \$55 (ISBN: 978-1-555-70704-0).

This book by Cliff Landis, author of several library journal publications on librarians’ use of social networking websites, discusses the appropriate and effective use of such sites to reach library users while protecting privacy and intellectual property. Landis starts with a discussion of online networking’s popularity as well as an explanation of social and governmental issues, such as the passage of the Deleting Online Predators Act. Much of Landis’s advice on planning, implementing, marketing, and evaluating libraries’ use of sites such as MySpace and Facebook would be just as applicable to general library website development. The marketing chapter is quite good, describing branding, marketing plans, and “push-and-pull” marketing. The book also methodically describes how to set up Facebook and MySpace accounts, as well as how to create applications for the sites. The latter can

get somewhat technical, but Landis provides good explanations of how to work with HTML.

But even with the book’s gentle pacing, the research that was put forth to write it, the companion wiki, and the podcast, its 88 black-and-white pages (not including the glossary, references, and index) are not worth the \$55 price tag. Many inexpensive alternative guides to social networking sites are available, such as Carolyn Abram and Leah Pearlman’s *Facebook for Dummies* (Wiley, 2010) and Hupfer, Maxson, and Williams’ *MySpace for Dummies* (Wiley, 2008), to say nothing of available online resources. Robyn M. Lupa’s *More than MySpace: Teens, Librarians, and Social Networking* (ABC-CLIO, 2009) presents the programming and instructional possibilities, as well as the privacy issues, of conventional social networking sites, blogs, RSS feeds, podcasts, and wikis. Lupa’s work is content-rich, and it costs only \$40. Most librarians setting up and using a Facebook or MySpace page, even in an isolated geographic area, could receive assistance from a colleague or an online source in lieu of Landis’ book. Much of the content on planning, marketing, and evaluating could be picked up from a good library website development book. This title is one of Neal-Schuman’s ten-volume \$550 Tech Set series. As with any series title, it might appear better if evaluated as part of the set rather than in isolation. This book’s content is valuable, though mostly unoriginal, and is available via other less expensive sources. *A Social Networking Primer for Librarians* is recommended only if it can be purchased at a deep discount.—Eric S. Petersen, *Business Librarian, Kansas City (Mo.) Public Library*

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**Technology Training in Libraries.** By Sarah Houghton-Jan. Tech Set Series New York: Neal-Schuman. 125 pages. Paper \$55 (ISBN: 978-1-555-70706-4).

Part of the Library and Information Technology Association Tech Set series, Sarah Houghton-Jan’s *Technology Training in Libraries* is a guidebook on staff development and technology training. As with all the books in the series, there is a companion wiki and author podcasts that provide more detailed information and up-to-date coverage. In its commitment to emerging technologies, the series even provides a Facebook page for more information on the books and their authors. But for this particular title, the goal is to outline the necessary steps for creating effective technology training programs.

Because technology is always changing, it can prove difficult to provide training that gives employees an appropriate technology skill set. The author contends that constant vigilance is required to be successful in technology training; although technology changes rapidly, technology training has not kept pace. “Few would argue against technology’s place in libraries. However, technology training has not managed to make its way into very many libraries, especially in a coordinated manner” (11). Houghton-Jan wishes to change this situation by establishing a step-by-step process for training staff on today’s emerging technologies, especially those that have a direct impact on libraries.

*Technology Training in Libraries* is written for all libraries