



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

Christie Koontz, Lorri Mon

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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. 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 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.

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