



Teaching Social Media: The Can-Do Guide

Liz Kirchoff

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Librarians who want to begin, expand, or improve their programs on teaching social media to adults and teens will find this guide invaluable.

- Shows librarians how to get started with a social media program and enlist support from administration and other staff
- Offers step-by-step instructions for planning and teaching a program built around seven specific, popular social media applications?Twitter, Facebook, LinkedIn, Yelp, Google+, Foursquare, and Pinterest?as well as tips for teaching other programs, such as Instagram and Tumblr
- Provides guidelines on customizing class topics and format to meet community needs
- Shows how to avoid pitfalls and how to deal with problems when they do arise
- Includes easily adaptable, time-saving handouts for each class

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