



Review

face2face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections

David Lee King. Medford, N.J.: Information today, Inc., 2012. 200 pp. ISBN: 978-091096-599-6. \$24.95.

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Let's get this out of the way: if your library is not on Facebook, it probably should be. Your patrons probably are. Maybe Twitter, too. But it's not enough just to be there: an organization seeking benefit from social media must listen, share, and communicate authentically. So says David Lee King in *face2face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections*. Good advice, and if you have ever found yourself wondering what a status update or hashtag is, King explains it for you. Don't need the explanation? You might find this volume a bit tedious. While *face2face* adds to the casual user's understanding of how to optimize social media for professional purpose, a condensed version might be in order for people who already know their way around the Web.

If you are reading this review, that probably includes you. David Lee King works in a public library and blogs about social media and emerging trends, but this book is not strictly for the library professional. King helpfully presents case studies that range from an individual blogger succeeding in connecting with readers to mega-retailer Target failing to authentically respond to online criticism. His core lessons, as well as many of his technical suggestions, apply just as broadly: Web 2.0 tools are, by definition, not

one-way modes of communication, so listen, actively solicit patron input, then listen some more. Communicate authentically and be transparent, avoid “corporate speak,” empower employees to appropriately let their personalities show, give fans glimpses behind the scenes, and share genuine enthusiasm for the product or service being offered. A point-by-point strategy for responding to online criticism is worth photocopying and posting in a place of prominence for anyone online on behalf of an organization (p. 137).

King also offers technical advice for creating a friendly presence online (use close-up shots of real people in profile photos and position them such that they face the content on the page), for “eavesdropping” on what patrons are saying online (use Google Alerts and save some key Twitter searches), and for measuring social media success (try Facebook Insights). Perhaps the most significant point: social media success takes real work and real time. When it comes to Twitter, for example, “Just having an account as a placeholder and occasionally sending out invites to an event won’t cut it.... You have to participate, or no one will follow you” (p. 120). This means incorporating the work of social media engagement into job descriptions and allotting time to complete it.

face2face is worth a look for anyone in a library marketing or patron engagement role, especially for those just getting started with social media or struggling to make Web 2.0 tools have an actual impact. For anyone who has spent time on blogs, Facebook, Twitter, Flickr, or YouTube - either socially or professionally - first read the chapter descriptions in King’s introduction and cherry-pick to suit your needs. Otherwise, it would be a fine addition to a public library small business collection.

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