# Microblogging and Lifestreaming in Libraries (The Tech SetÃ‚Â®)

*Robin Hastings*

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Microblogging and lifestreaming applications like Twitter, Tumblr, and Friend Feed are all around you and your users in everyday life. In 'Microblogging and Lifestreaming in Libraries', author Robin M. Hastings presents a practical primer to help any library transform these cutting-edge, budget-friendly services into highly effective professional tools. Written specifically for LIS professionals, Hastings' start-to-finish guide explores the ins and outs of the most popular microblogging applications, and covers everything from selection to implementation to evaluation. You'll find easy-to-follow technical tips for setting up feeds, linking to other sites and services, and searching, as well as best practices for community building, marketing, and promotion. Hastings provides a complete glossary for using important 'Twitter Lingo', as well as a guide to recommended print and web resources for further related reading. As you'll find with each of the other nine 'The Tech Set'Ã‚Â® guides, the discussion is accessible to the novice who wants to learn the technology and how to implement it, as well as the seasoned pro charged with translating 'best practice' examples to the local setting and quantifying the results.

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