

In the

# news

Welcome to the January 2010 issue of *C&RL News*. As social media sites such as Facebook and Twitter move into the mainstream, more and more libraries are examining ways to integrate them into their communication plans. As with any technology or communication project, a little careful planning goes a long way towards successfully engaging your audience. Andy Burkhardt provides guidelines for developing, using, and marketing your “Social media” presence in this issue.

Despite the current trend towards online communication and community, face-to-face interactions still play a large part in our work lives. Miriam Rigby discusses using “Social networking 0.0” to cultivate community and connections on campus by creating fun, casual connections with colleagues. In this month’s scholarly communication feature, Gavin Baker provides advice in navigating campus politics for librarians working to

pass open access resolutions. But the tips he offers are easily expandable to any campus governance situation.

Making connections in your local community can also extend your library’s reach and impact. Thomas Steman and Susan Motin describe outreach efforts at St. Cloud State University to provide research assistance to K–12 students participating in “History Day.”

Make sure to take a look at all of the other great articles and columns in this month’s issue, including Internet resources on statistical sources for education and social sciences from the ACRL Education and Behavioral Sciences Section, tips on “Professional development (on a dime),” and a list of candidates for ACRL office in the upcoming ALA/ACRL elections.

Happy New Year, and thanks for reading the *News*!

—David Free, editor-in-chief  
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