
This book explores digital librarianship in academic libraries under three key themes: marketing and communication, support for academic practice and resource delivery. Each theme contains three essays prepared by academic librarians from around the world.

The first theme, marketing and communication, explores digital marketing and the potential of technology and social media in marketing library services and reaching clients. In particular outreach tools such as Twitter, Foursquare and Pinterest are explored for their ability to connect to users. Additionally, a major advantage of these tools is the ability for libraries to gain direct user feedback. The chapter on digital technology and shaping organisational change presents some interesting insights into and examples of how several academic libraries have made a successful transition to widespread digital technology use. The discussion points out that two key components of this transition have been (1) a focus on how students use technology and (2) being adaptable and responsive to the needs and expectations of students, researchers and academic staff.

The second theme, rethinking support for academic practice, examines Open Educational Resources (OER) and the role of librarians in learning and teaching skills to use OERs. Additionally, the chapter emphasises the importance of librarians having digital literacy skills and being able to tailor and teach these skills within academic libraries. This section also explores research data management, including developing institutional research data policies and practices.

The third theme, rethinking resource delivery, examines mobile libraries, resource recommendations and connecting international branch campus libraries. The chapter titled Mobilizing Your Library discusses the strategic approach to implementing a mobile library, using the University of Glasgow Library as an example. Here the strategic process included developing a vision, aims and work plan for implementing a mobile library accessible through smartphones and tablets. The chapter exploring user recommendations presents an interesting discussion of how libraries can introduce recommendations as part of library services. This discussion draws on research projects and examines a range of issues associated with implementing such a system.

This book offers an interesting and comprehensive discussion of digital librarianship within academic libraries. The topics within the broad themes are insightful and well supported by case studies and examples. This work will be of interest to academic librarians, particularly those involved in policy development in relation to research data management and digital technology.

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