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Web 2.0 Tools and Strategies for Archives and Local History Collections

Kate Theimer

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To connect with and successfully serve the growing generation of native Web 2.0 users, archivists and other professionals responsible for historical collections must learn how to accommodate their changing information needs and expectations. In this clearly written, jargon-free guide, Kate Theimer, highly regarded author of the prominent blog on archives and technology, demystifies essential Web 2.0 concepts, tools and buzzwords, and provides a thorough introduction to the ways in which they offer new ways to interact with traditional audiences and attract new ones. Theimer reviews the fundamental principles of important Web 2.0 tool. She includes plentiful examples of how archives around the world have been successfully using each one, and provides step-by-step tips on what you need to do to implement it in your own institution. There is guidance to help readers assess their current Web presence and evaluate how Web 2.0 tools can fit into an overall outreach plan. Advice for integration and implementation spans the gamut of Web 2.0 tools, including: blogs, podcasting, Wikis, Twitter, Facebook, Flickr, YouTube, Mashups, and Widgets. Theimer also includes screenshots and checklists to further clarify each topic, as well as Sidebar Q&A's with organizations that have successfully utilized Web 2.0 tools, including the Library of Congress, Florida State Archives, Seattle Municipal Archives and many more. There are also suggestions for developing metrics to evaluate the success of your implementation, as well as appendices that list additional Web resources. If your goals include connecting unique archival material with people interested today, this book is for you.

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