

## BOOK REVIEW / CRITIQUE DE LIVRE

**Blogging and RSS: a Librarian's Guide.** 2nd ed. By Michael P. Sauers. Medford, N.J.: Information Today, Inc., 2010. 320 pages (soft cover). ISBN 978-1-57387-399-4. CAN\$33.44.

In this second edition of *Blogging and RSS: a Librarian's Guide*, Michael P. Sauers provides a clear and readable overview of blogging, RSS, and microblogging. The nine chapters of this guide include an introduction to blogs; notable blogs in the library blogosphere; short interviews with bloggers about why they blog and advice they have for new bloggers; the basics of creating a blog using the popular Blogger.com platform; an introduction to RSS; the use of Google Reader as a feed reader; notable feeds; information about how you can create your own feeds; and finally, microblogging with Twitter.

The chapters that deal specifically with Blogger.com, Google Reader, and Twitter (chapters 4, 6, and 9, respectively) will be most useful to the uninitiated as an accessible quick start or as a reference manual for navigating the functionalities of these highly popular tools. However, this second edition of *Blogging and RSS: a Librarian's Guide* is likely to be appreciated by a wider audience of librarians and library staff. Though the guide is pitched to a nontechnical audience, more knowledgeable readers may find Sauers' interviews with leading library bloggers, his recommended blogs and feeds, and his tips on creating feeds (chapter 8) useful and enjoyable reading.

Cogent examples, clearly laid out figures, a good glossary, and a substantial list of further reading augment Sauers' friendly and lucid text. While the author admits that we're long past the point where blogging and RSS are considered cutting edge, he sensibly reminds us, "Cool or not, blogging is still an amazing platform you can use to get information out to your patrons and get them to participate in a discussion about your library and the services you offer". In a similar vein, Sauers counters the usual criticisms of Twitter—"Why would I care what someone is doing every minute of the day?"—with aplomb, pointing out that Twitter can be an additional and valuable channel for sharing your library's story, and among other advantages, tweets are mobile friendly.

Perhaps it is out of the scope of a guide such as this; however, discussion or short profiles of some of the libraries or librarians most successfully using Twitter would have been valuable to a reader trying to move beyond simple technical know-how into a more thoughtful and disciplined practice of this mode of communication. Still, Sauers brings us a long way toward being able to start telling our story.

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