

of camaraderie and community they find at their weekly or monthly meetings.

This book is recommended for librarians interested in expanding their public speaking skills to larger audiences and for those who have limited experience with book clubs and author programming. For most public librarians, however, much of the advice presented here will be either common knowledge or inapplicable to their work.—*Teralee ElBasri, Librarian, North Courthouse Road Library, Richmond, Virginia*

The Librarian's Nitty-Gritty Guide to Content Marketing.

By Laura Solomon. Chicago: ALA, 2016. 128 p. Paper \$50 (ISBN 978-0-8389-1432-8).

The Librarian's Nitty-Gritty Guide to Content Marketing is a must-read for every librarian or library considering creating or revamping a marketing or social media plan. At a time when many librarians still consider simply posting a comment to their library's Facebook page or Twitter feed to be "advertising for a program," this guide provides excellent advice.

In the very first chapter, "Get over yourself," Solomon explains what is wrong with most libraries' online presence: the library has "prioritized the needs of itself over the needs of its users" (3). Solomon uses many examples that we are all probably familiar with: social media accounts that post nothing but event notifications, websites that haven't been updated in months, library RSS feeds or blogs with no engagement, and so forth. Many of us are aware that our marketing efforts are inadequate, yet we wonder why no one shows up at the events or clicks on the articles, or why patrons get lost on a website we thought was great. This first chapter explains it all.

Solomon then discusses why we should care about content marketing. Chapters address topics such as identifying audiences, planning not to fail, writing in a way that engages readers, avoiding common mistakes, and finally, determining whether you are actually succeeding. Packed with useful graphics, text boxes, and charts, this book explains just about everything we are doing wrong and how to fix it. One of the most fascinating diagrams is the comparison of promotion and marketing, a distinction that many libraries confuse. She explains that "content promotion is about the library, [while] content marketing is about the library's value to the patron" (21).

Complete with chapter notes, a thorough bibliography, and an index, this is a resource every library should use, no matter what stage they are at in their social media or website revamping plan. Solomon even includes a complete example of a digital strategy. Any struggling web development team or social media librarian is likely to benefit from reading through the examples and tailoring them to work at their own library.

A great read for any team, *The Librarian's Nitty-Gritty Guide to Content Marketing* is also highly recommended for librarians in charge of their own program promotion or even LibGuide material updates. With just a little more than one hundred pages of content itself, it's a quick read and a great resource.—*Lara Cummings, Instruction Librarian, Washington State University, Pullman, Washington*

Nonfiction in Motion: Connecting Preschoolers with Nonfiction Books through Movement. By Julie Dietzel-Glair. Chicago: ALA, 2016. 136 p. Paper \$57 (ISBN 0-8389-1468-7).

Nonfiction in Motion: Connecting Preschoolers with Nonfiction Books through Movement by Julie Dietzel-Glair is the author's companion volume to *Books in Motion: Connecting Preschoolers with Books through Art, Games, Movement, Music, Playacting, and Props* (ALA 2013). Dietzel-Glair has given librarians everywhere a unique and important storytime resource. With the increase of the use of nonfiction or information reading in the Common Core and other curriculum standards, it is important that librarians develop storytime customers' love for this type of material as well as for literature. Michael Sullivan has been reminding us for more than a decade that boys approach reading differently from girls, and this includes reading for information. Now it is time for us to use this knowledge to serve all the children in our storytimes. *Nonfiction in Motion* is the tool to get you started.

In a brief introduction, the author presents basic information about how to use the resource, including a short but invaluable section on how to incorporate the best practices of early literacy into storytime. Next are annotations for two hundred high-quality recent nonfiction titles that make up the rest of the book, divided into chapters by theme: animals, concepts, construction and "things that go," science, and "the world around us." Dietzel-Glair has provided a brief summary of each title as well as one or two movement, music, or art activities to enhance learning. For many books, three or four activities are listed, as if the author couldn't choose just one! The appendix, "Art Outlines," provides basic outline drawings of objects, such as trees and animals, that the author suggests using either as props or for extending the story activities. Also included is an index of books cited by title. The best tool is the Index of Storytime Subjects, which enables the librarian to open the book, look up a storytime theme, find a nonfiction book, and select one of the activities to plug into the storytime—all within a few minutes.

This is a must-purchase resource for any public or school library that hosts preschool storytimes. It is an invaluable resource for including nonfiction materials in storytime. This reviewer plans to showcase this book in her next storytime staff training.—*Jenny Foster Stenis, Coordinator, Readers Services, Pioneer Library System, Norman, Oklahoma*