

# Get Connected: The Social Networking Toolkit for Business

*Starr Hall*

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## GET CONNECTED

The Social Networking Toolkit  
**FOR BUSINESS**

**Starr Hall**  
Chadd Rosenberg



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**Starr Hall : Get Connected: The Social Networking Toolkit for Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Get Connected: The Social Networking Toolkit for Business:

0 of 0 people found the following review helpful. Good book for basicsBy Richard A. RobertsKnew very little about social networking when I purchased this - was adequate for openers. Spoke to author on phone and she was very interested in enlisting me in her program for a significant number of dollars to learn more, however, I was so naive at that time, I wasn't spending money on anything I didn't understand better than just a read in her book. She was also

busy starting to expand her business at that time and I didn't know how much time I would get or attention for the money expected. Book was a good entry for basics however. 0 of 0 people found the following review helpful. Great for a starting point and as a reference. By T. Stephens This is a great book for someone that is just starting out using social media to market their business product or service and as a reference to use over and over. I have read it cover to cover and keep it on my desk for a quick and detailed reference whenever I am working on our social media campaign. Not only is it an easy read it is thorough and covers a lot of material. If you are only going to buy one social media how to book buy this one, if you are buying more than one social media book buy this one first. 0 of 0 people found the following review helpful. Get What You Need - Fast! By Linda Hardenstein Get Connected is a quick read chock full of everything you need to know about social networking, as well as how to go about it. I'd taken courses on how to use social media but it wasn't until I read this book that I was able to determine what sites were best for building my business and how to leverage them. In fact, I found the information in Get Connected so helpful it's won a permanent spot in my reference library.

This is Why Keep in contact with current clients Reach millions of potential clients Share your business news Be a voice in your industry Manage your company reputation Communicate with employees and partners Build your client list Boost your bottom line Now, Learn How Social media pros Starr Hall and Chadd Rosenberg take you behind the scenes of today's hottest social networks and help you uncover the best social sites for your business. Using simple steps and solutions, learn how to set up an attractive company profile, reach and engage your target market, develop stronger relationships with your current clientele, enhance your reputation, and become a recognized expert in your industry investing nothing more than minutes a day! ? Identify the best social-site matches for your business ? Brand your online profile using customizing features ? Develop content that increases your search engine exposure ? Practice proven techniques to engage and attract quality customers ? Use unique strategies to maintain and improve your company's reputation ? Incorporate social media marketing and advertising opportunities into future business plans Plus, gain social networking success tips, insights, and techniques

About the Author Starr Hall is the founder of 2 Point Media LLC , an international brand communications firm specializing in PR, social media, co-branding and licensing, which was recently acquired by a national award winning firm. She is currently CEO of Starr Hall Inc., an International Social Media and ePR Consulting/Training Firm. Chadd Rosenberg is a new media specialist and audio engineer. He the founder of New World of Media, a podcasting and music production company that focuses on using social media tools to create and distribute audio and video content for corporations around the world.