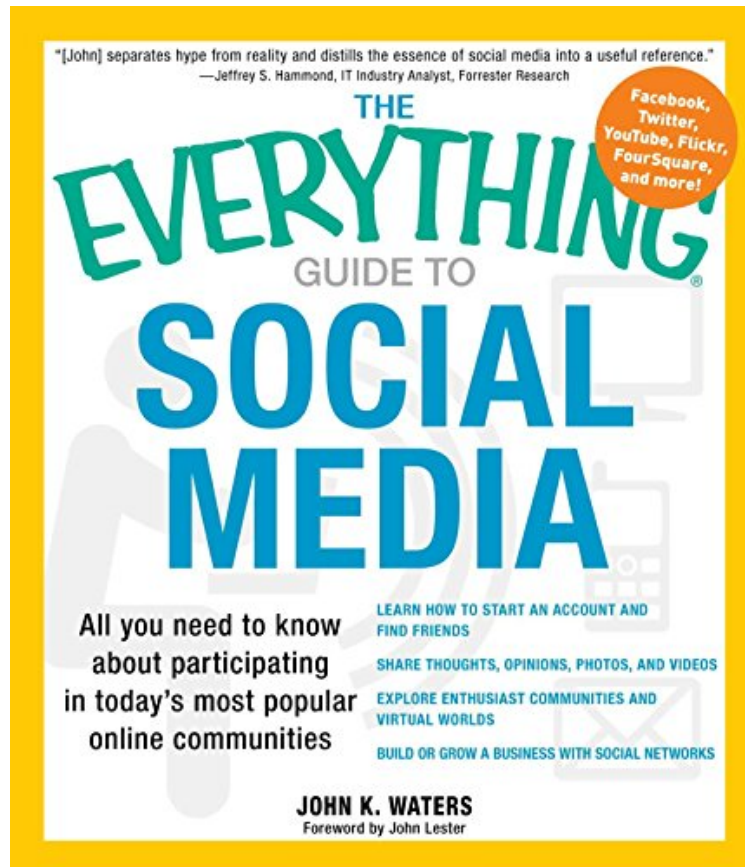


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John K. Waters

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John K. Waters : The Everything Guide to Social Media: All you need to know about participating in today's most popular online communities (Everythingreg;) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Everything Guide to Social Media: All you need to know about participating in today's most popular online communities (Everythingreg;):

3 of 4 people found the following review helpful. Introductory Social Media, But Not MarketingBy Jason L. McDonaldThis book is an excellent introduction to Social Media for newbies. As someone who teaches Social Media Classes, both online and in San Francisco, I approached this book looking for help for my students on Social Media Marketing.It has one only one chapter on that topic, so my first reaction was not positive. But I gave the book a 'second chance,' so to speak, and my jaded instructor eyes wandered thru its pages. It captivated me with little nuggets of new insights on the 'history' of various social media (e.g., Facebook, Friendster, and LinkedIn) as well as tips and

tricks for each one. Its focus is more for the general, novice user. But, as such, it is a great complement to other books on Social Media Marketing per se. The book also has a strong focus on the "International" aspects of Social Media, explaining - for example - how and why Friendster remains popular abroad even as its popularity has faded in the USA. If you are a marketer (especially an older one), new to Social Media, this book alone is not sufficient. But when purchased with other Social Media MARKETING books, it is an effective soup-to-nuts complement. I am always looking for comments, feedback and connections - so Google 'Jason McDonald SEO' to connect with me and share your ideas about the emerging Social Media world of marketing. 0 of 1 people found the following review helpful. Easy Read Terrific Resource By KwikwitdWaters combines a reporter's accuracy with his own light touch to deliver a snapshot-in-time of the ever expanding social media universe. Informative and often witty, this book is a bit of history and byte of how-to for business owners, parents, computer / cell phone users, and consumers. Know anyone like that? Thought so. Now go get the book.

The ultimate user's guide to Facebook, Twitter, Flickr, and more! Don't know a tweet from a tweep? Wondering how to get a Second Life? Curious about creating a Facebook profile? Join the social media movement! With The Everything Guide to Social Media, you'll master the lingo, tools, and techniques you need to use all forms of social media. Written in friendly, non-technical language by acclaimed reporter John K. Waters, this highly accessible handbook covers the full range of social media services, including: Messaging and communication (Blogger, Twitter) Communities and social groups (Facebook, MySpace, Friendster) Location-based social networking (Foursquare) News and tagging (Digg, StumbleUpon) Collaboration and cooperation (Wikipedia, Wikispaces) Photos and video sharing (Flickr, YouTube) Opinion and reviews (Yelp, Epinions) With this guide, you'll become comfortable with social media--and learn how to expand your presence online. With a special section on leveraging the power of social networks to build or grow a business, this up-to-the-minute guide is everything you need to walk the talk online--one wiki at a time!

About the Author John K Waters has been covering the high-tech beat from Silicon Valley and the San Francisco Bay Area for nearly 20 years. He has written extensively about social media for a number of print and online publications, and he currently serves as Editor-at-Large for Application Development Trends. He is the author of several books, including The Everything Computer Book, Blobitecture, John Chambers and the Cisco Way, and Diablo: The Official Strategy Guide. John Lester is an expert in online communities and market development using social networks and virtual worlds. He worked at Linden Lab, the creators of the virtual world Second Life, where he led the development of the education market and evangelized the use of virtual worlds for learning, simulation, and entertainment. John currently works to help organizations create and cultivate successful online communities using innovative technologies.