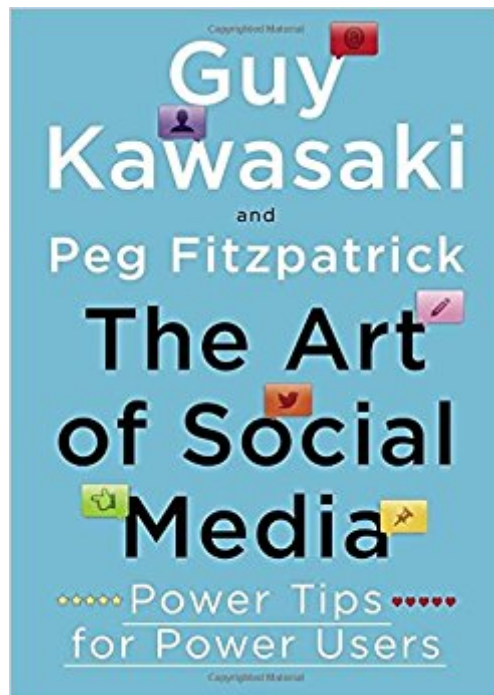


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The Art Of Social Media: Power Tips For Power Users



Synopsis

By now it's clear that whether you're promoting a business, a product, or yourself, social media is near the top of what determines your success or failure. And there are countless pundits, authors, and consultants eager to advise you. But there's no one quite like Guy Kawasaki, the legendary former chief evangelist for Apple and one of the pioneers of business blogging, tweeting, Facebooking, Tumblring, and much, much more. Now Guy has teamed up with Peg Fitzpatrick, who he says is the best social-media person he's ever met, to offer *The Art of Social Media* "the one essential guide you need to get the most bang for your time, effort, and money. With over one hundred practical tips, tricks, and insights, Guy and Peg present a bottom-up strategy to produce a focused, thorough, and compelling presence on the most popular social-media platforms. They guide you through steps to build your foundation, amass your digital assets, optimize your profile, attract more followers, and effectively integrate social media and blogging. For beginners overwhelmed by too many choices as well as seasoned professionals eager to improve their game, *The Art of Social Media* is full of tactics that have been proven to work in the real world. Or as Guy puts it, "great stuff, no fluff."

Book Information

Hardcover: 208 pages

Publisher: Portfolio (December 4, 2014)

Language: English

ISBN-10: 1591848075

ISBN-13: 978-1591848073

Product Dimensions: 5.2 x 0.8 x 7.3 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (433 customer reviews)

Best Sellers Rank: #12,995 in Books (See Top 100 in Books) #10 in Books > Computers & Technology > Business Technology > Social Media for Business #15 in Books > Computers & Technology > Internet & Social Media > Social Media #30 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing

Customer Reviews

Guy Kawasaki is a very busy person. He is constantly searching for shareable content, beefing up blog posts, timing tweets and experimenting with online services (especially new ones) that will help him do more with all the above. He recommends using every tool and function social media sites

provide, otherwise you will look like an amateur. He says you can (and should) repeat posts, and if people unfollow you, they weren't right for you anyway. He says if you're not annoying, you're not using social media to its fullest. His book is a super fast, jam packed tour of his social media life. It has more than a hundred links to pages that expand what he writes about (so it's best to buy the e-book because they're not spelled out in print). It is a very userfriendly manual. It is also very singleminded. It recommends you give your life to reposting other people's findings, written and photographic, and keep up the pace indefinitely. That will give you credibility and followers. It's basically a business. You brand yourself and constantly hype your presence, without also hyping your talents and accomplishments, goals and desires (That would be crass). Ultimately, it seems enormously shallow, robotic and numbing, as all social media has been criticized as both being and promoting. But not to him. Kawasaki is as usual, forthright and effervescent. He fears no critics and lives the bold life he recommends. He tells it straight and hard, and you have to take it, because he's living proof it works. He is that exception we give license to. Possibly the wisest among the many wise things in The Art of Social Media, is that "social media guru" is any oxymoron, because nobody really knows how social media works, including the authors.

In all practicality, it is difficult to find a book that properly addresses a solid social media strategy. Many try to be either all-encompassing or too narrow for everyday use. This book is laid out along 12 chapters and follows a very logical order. Beginning with what your social media footprint should look like to the intricacies of differences between the platforms. Guy offers a plethora of information, in a neatly organized fashion. There is no shortage of advice though, throughout these chapters, there are a whopping 123 different tips for improving your social media presence. Although mainly a technical book, the author does have his fun, and makes the whole book more readable by spats of comedy. | Guy seems to have enough experience with trolls that he tends to refer to them as orifices. | Let's take a look at some of the great and not so great aspects of this book. Pros:- Netiquette is observed in many chapters, and is explained for the social networks in question- Best practice is provided everywhere in this book- Where best practice is a grey area, Guy fills in with his personal experience- Lots and lots of links. It's not uncommon to find up to 6 links per page (this is what makes the digital version superior)- The section on events is very informational and can be used as a checklist when setting up your own event. It even includes a subsection on how to run your own Google+ Hangouts on Air • seems to be scratching the surface of how social media will evolve in the near future.

People like me usually make a dive for a good new book from a known author, and when one of my all-time favorites, Guy Kawasaki, wrote another one (with Peg Fitzpatrick) you can bet I was among the earliest to pre-order a copy. Lo and behold, when the print version of the book landed at my doorstep in India, just two days after launch via "Hurricane Shipping", it was so heavily underlined that I knew I just had to visit all the hyperlinks in the book that Guy intended me to. So I went back to and ordered an additional electronic version just to be able to get all the juice I could out of the book. I must say, Guy never lets me down. I've bought everything he has written and there is such an "it's-easy-to-do-it-but-you've-got-to-move-and-get-it-done" approach in all of his books (remember "What the Plus"?) that I was expecting nothing less than a step-by-step, process-savvy and tactical/ practical guide to the social media, and that's exactly what this book was about. There is also a lot of Guy's dry humour everywhere in the book, so even if he means it to be a very methodical book about how to use the social media to further your business, he does not get all officious about it. Page 54 of the printed book is my most well-thumbed page. That's the place where he gives a table of how often you have to ideally make postings to all of the social sites, and I must say I was a bit gobsmacked at first seeing that one has to put such truckloads of variegated content into the mouth of the "social monster" to get anywhere near rocking status with it. But then if you go and see Guy's Google Plus page and see the number of followers there (6.

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