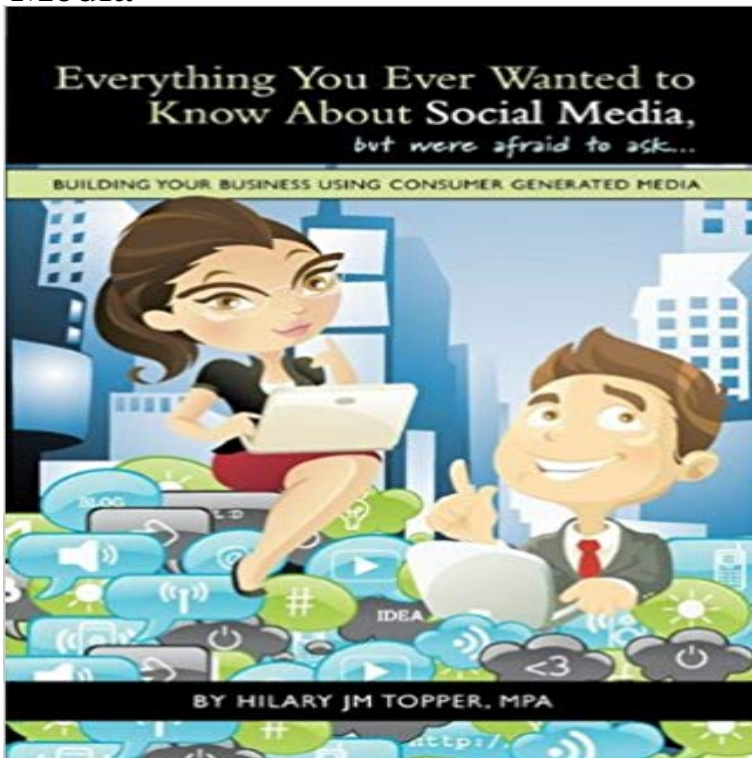


Everything You Ever Wanted to Know About Social Media, but were afraid to ask...: Building Your Business Using Consumer Generated Media



Social media is becoming the fastest way to communicate ideas and values. Are you using this ever-changing media to effectively communicate your messages? In *Everything You Ever Wanted to Know About Social Media, but were afraid to ask...*, author and public relations professional Hilary JM Topper, MPA provides an understanding of social media.

Designed for marketing professionals, small business owners, and non-profit organization executives, *Everything You Ever Wanted to Know About Social Media, but were afraid to ask...* is filled with detailed, how-to information on the sometimes complicated online world. Guiding readers through the importance of implementing social media tactics into their marketing mix to increase awareness and maintain visibility, this guide: Describes how to use social media sites, blogs, and microblogs Reviews more than a dozen social networking sites Provides an understanding of the importance of podcasts and video podcasts Discusses what it means to Go Viral Gives suggestions for handling crisis situations via the Web *Everything You Ever Wanted to Know About Social Media, but were afraid to ask...* highlights the power of consumer-generated media and how it can be used effectively to help grow your business.

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