

# Contents

<i>Acknowledgments</i>	xii
<i>Introduction: Why in the World Should You Care?</i>	xiii
1. Above All Else—People	1
2. What Social Media Does Best	5
3. Social Media Does Not Replace Marketing Strategy	8
4. Making Business Sense of Social Media	11
5. Social Media as Personal Power	12
6. Social Media for Your Career	18
7. Threading Some Trends Together	23
8. The Vital Importance of Your Network	28
9. Using Social Networking and Media Offline	31
10. Velocity, Flexibility, Economy	32
11. Snake Oil in Social Media	37
12. Who Cares?	43

[vi] Contents

13. Participation: The Key to Social Media	44
14. Social Media Is a Set, Not a Part	51
15. Media Is a Mix—Get Mixing	56
16. Social Media Starter Pack	59
17. Five Starter Moves for Introducing Social Media into Your Organization	67
18. Five Starter Moves: Should Blogging Go Next?	68
19. Five Starter Moves: Audio and Video	73
20. Five Starter Moves: LinkedIn, Facebook, and Twitter	76
21. A Sample Social Media Toolkit	78
22. Social Media and Social Network Starting Points	84
23. What <i>Friends</i> and <i>Seinfeld</i> Teach You about Growing Your Audience	94
24. Twitter Revisited	97
25. Case Study: For Those Who Pea on Social Media	103
26. Basic Business Blogging Suggestions	105
27. A Sample Blogging Work Flow	111
28. If You Intend to Blog Seriously	118
29. Performance and Your Audience: Blogging Tips	120

30. Some Tips to Fine-Tune Your Blog	122
31. How to Create Business from a Blog	127
32. 50 Blog Topics Marketers Could Write for Their Companies	132
33. Growing Your Audience: Some Basics	135
34. Be Effective in Meetings, and Use Social Media Tools	140
35. Programming for the Masses: Social Computing	144
36. Creatives and Your Secret Mission	147
37. Advice for Traditional and Local News Media	149
38. Social Networks Are Your Local Pubs	152
39. Facebook and the Social Graph: Who Benefits?	155
40. The Value of Networks	156
41. Five Things to Do at a Social Networking Meetup	162
42. Delivering Content Value to Market Your Product	164
43. The Community Play	165
44. The Power of Links	169
45. Authority, Ownership, and Mechanics	172
46. Enabling Peer Collaboration Using Social Networks	174

[VIII] *Contents*

47. 10 Ways to Make Your Next Conference Better	176
48. Who Is Secretly Pitching You?	178
49. The Sound of Content Ripping Free from Its Page	182
50. Social Media—Talk Is Cheap for Businesses	185
51. The Community Ecosystem	191
52. Social Media Starter Moves for Freelancers	194
53. Making a Business from Social Media	203
54. Make Your Blog Design Work for You	206
55. Social Media Starter Moves for Real Estate	211
56. How Do Realtors Demonstrate Community?	214
57. Social Media Starter Moves for Entertainers	216
58. Social Media Starter Moves for Entrepreneurs	219
59. Customer Service Needs New Channels . . . or Does It?	222
60. What I Want a Social Media Expert to Know	224
61. On Managing a Community	226

62. Make Your LinkedIn Profile Work for You	230
63. Develop a Strong Personal Brand Online: Part 1	233
64. Develop a Strong Personal Brand Online: Part 2	236
65. 100 Personal Branding Tactics Using Social Media	240
66. Blog Topics for Business-to-Business Customers	249
67. Starting a Social Media Strategy	253
68. Social Media Strategy: The Planning Stage	257
69. Social Media Strategy: Aligning Goals and Measurements	259
70. Writing E-mail That Gets Answered	263
71. Where I Learn Even More	267
72. What Do You Think People Want from Your Site	269
73. Musicians Play for Tips: The Importance of Comments	271
74. 50 Ways Marketers Can Use Social Media to Improve Their Marketing	273
75. Should Hotels Have Social Networks?	278
76. Essential Skills of a Community Manager	280
77. 50 Steps to Establishing a Consistent Social Media Practice	283

[x] *Contents*

78. How to Reach and Influence Prospects	288
79. How Content Marketing Will Shake the Tree	292
80. Write Your LinkedIn Profile for Your Future	293
81. Consider a Marketing Funnel	296
82. Content Networks and Storefronts	298
83. How to Do More with Less Time	302
84. Creating Honest Content Marketing	308
85. How I Do It	309
86. What I Want PR and Marketing Professionals to Know	313
87. Best Social Media Advice from chrisbrogan.com	315
Index	321

<http://www.bookshop.com>