

Contents

Foreword		ix
Introduction		xi
How to Use this Book		xv
Acknowledgments		xvii
PART I	WHAT	1
	What Firms Need to Know about Social Media	1
CHAPTER 1	Defining and Understanding “Social Media”	3
CHAPTER 2	Social Media Policies and Guidelines: Rules of Engagement	27
CHAPTER 3	Comparing Today’s Most Popular Social Media	51
PART II	WHY	61
	The “Why” behind Using Social Media	61
CHAPTER 4	Finding Business Purpose in Social Media	63
CHAPTER 5	Strategy Begins with “Who”	81
CHAPTER 6	Integrated Marketing Tactics	93
CHAPTER 7	Case Studies and Examples	117
		vii

PART III	HOW	157
	How to Set up and Use the Tools	157
CHAPTER 8	LinkedIn	159
CHAPTER 9	Twitter	185
CHAPTER 10	Facebook	207
CHAPTER 11	Self-Publishing with Blogs	229
PART IV	TIPS	263
	Tips to Being Effective Online	263
CHAPTER 12	Writing for the Web	265
CHAPTER 13	Social Media Etiquette	287
CHAPTER 14	Best Practices	295
Notes		317
Glossary		325
About the Author		335
Index		339