ABOUT THE AUTHORS

Paul Gillin is an award-winning technology journalist who caught the social media bug in 2005 and has never looked back. He advises marketers and business executives on how to optimize their use of social media, search, and other online channels. His clients have included the Walt Disney Company; Turner Broadcasting; Mars, Inc.; Volvo; Qualcomm; and Corning. He is a popular speaker who is known for his ability to simplify complex concepts using plain talk, anecdotes, and humor.

This is Paul's fourth book about online communities. His other works are *The New Influencers* (2007), *Secrets of Social Media Marketing* (2008), and *The Joy of Geocaching* (2010), which he co-authored with his wife, Dana.

Paul was previously founding editor of online publisher Tech Target and editor-in-chief of the technology weekly *Computerworld*. He is a regular contributor to *BtoB* magazine and the author of two blogs: PaulGillin.com and NewspaperDeathWatch.com. He is also a popular media commentator who has been quoted in hundreds of news and radio reports since the early 1990s.

Paul is also a senior research fellow at the Society for New Communications Research and co-chair of the social media cluster for the Massachusetts Technology Leadership Council. He holds Red Sox season tickets and can often be found scuba diving during his all-too-infrequent tropical getaways. E-mail him at paul@gillin.com or follow @pgillin on Twitter.

Eric Schwartzman is a strategic corporate communications, public affairs, and public relations consultant whose clients have included AARP, Boeing, Cirque du Soleil, Johnson & Johnson, Lucasfilm, MGM Grand Casinos & Resorts, NORAD, Southern California Edison, the U.S. Department of State, the United States Marine Corps, and the Pussycat Dolls.

He helps assists with strategic communication strategy, policies, media audits, pilot programs, and training. He is a frequenter speaker at professional conferences and the creator of the SocialMediaBoot Camp.com training seminar. His award-winning podcast "On the Record . . . Online" (@ontherecord) about technology's impact on corporate communications has delivered more than 250 interviews with major figures in journalism and communications.

Eric started his career as a business-to-business marketer in entertainment and interactive gaming. He is the founder of iPressroom, an online newsroom software as a service provider, which was acquired in 2009 by private investors. E-mail him at eric@ericschwartzman .com or find him on Twitter at @ericschwartzman.