

Contents at a Glance

<i>Introduction</i>	1
<i>Book I: The Social Media Mix.....</i>	7
Chapter 1: Making the Business Case for Social Media	9
Chapter 2: Plotting Your Social Media Marketing Strategy	33
Chapter 3: Managing Your Cybersocial Campaign	57
Chapter 4: Joining the Conversation	83
<i>Book II: Cybersocial Tools</i>	99
Chapter 1: Discovering Helpful Tech Tools.....	101
Chapter 2: Leveraging Search Engine Optimization (SEO) for Social Media	135
Chapter 3: Using Social Bookmarks and Social News	183
<i>Book III: Blogs, Podcasts, and Vlogs</i>	207
Chapter 1: Developing Your Strategic Mix	209
Chapter 2: Building Your Blog.....	223
Chapter 3: Creating a Podcast.....	257
Chapter 4: Producing Your Videocast.....	281
Chapter 5: Measuring Blogging, Podcasting, and Vlogging Metrics	301
<i>Book IV: Twitter</i>	315
Chapter 1: Getting to Know Twitter	317
Chapter 2: Communing with Like-Minded People	335
Chapter 3: Twitter Applications and Other Delights.....	359
Chapter 4: Using Twitter with Other Social Media Marketing	371
Chapter 5: Measuring Twitter Metrics	383
<i>Book V: Facebook</i>	393
Chapter 1: Getting to Know Facebook.....	395
Chapter 2: Getting Around on Facebook	417
Chapter 3: Using Facebook Features	437
Chapter 4: Analyzing Facebook Metrics	469

Book VI: LinkedIn.....	477
Chapter 1: Getting Started with LinkedIn	479
Chapter 2: LinkedIn Nuts and Bolts.....	499
Chapter 3: Maximizing LinkedIn.....	519
Chapter 4: Measuring Your Results.....	545
Book VII: Other Social Media Marketing Sites.....	551
Chapter 1: Weighing the Business Benefits of Minor Social Sites	553
Chapter 2: Ning.....	565
Chapter 3: MySpace.....	591
Chapter 4: Flickr.....	615
Chapter 5: Maximizing Stratified Social Communities	643
Book VIII: Measuring Your Results; Building on Your Success	657
Chapter 1: Delving into Data.....	659
Chapter 2: Comparing Metrics from Different Marketing Techniques	681
Chapter 3: Tallying the Bottom Line	701
Chapter 4: Making Decisions by the Numbers.....	719
Chapter 5: Multiplying Your Impact	733
Chapter 6: Staying Ahead of the Curve	759
Index	787