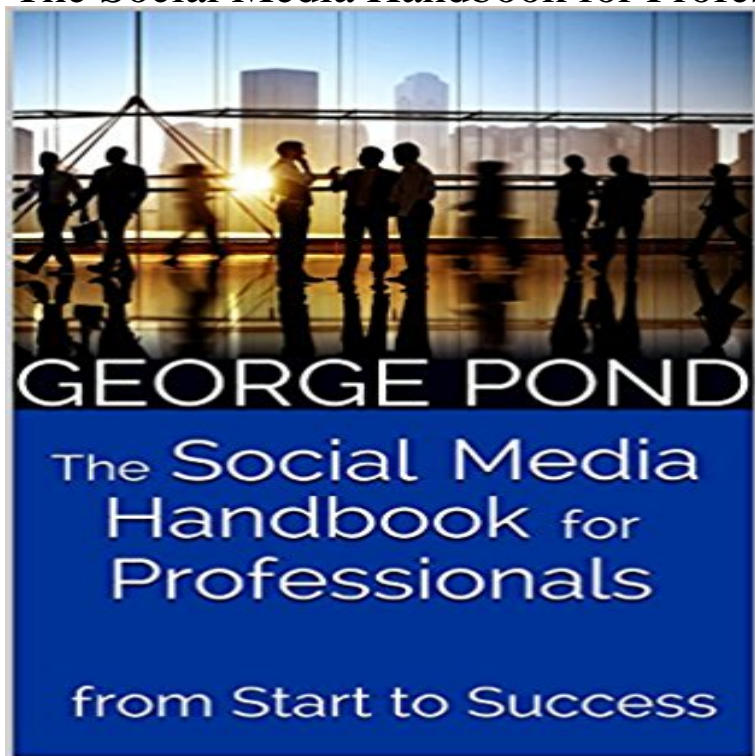


# The Social Media Handbook for Professionals: from Start to Success



Social media marketing is as simple as sharing and as powerful as reaching the right person. Learn to blog, tweet, pin, and engage. Build an online community that knows and needs your specific skills. When opportunity knocks, you will be the first to hear. George Ponds start-to-success handbook draws from dozens of footnoted online sources. Get a background in blogging. Explore six free social media services in detail. Quizzes in each chapter confirm your learning at each step. A library of more than 30 forms and charts guide your planning and outreach. One form outlines an elevator speech. Other distill that outline into a career brand. Your career brand expresses the one-of-a-kind identity that you market through social media. Career success depends who and what you know. Introduce yourself through blog post or a write a thoughtful comment. When your online community knows your career brand, you become their right-fit candidate. Social media marketing can match you to the job you want in the career you want.

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