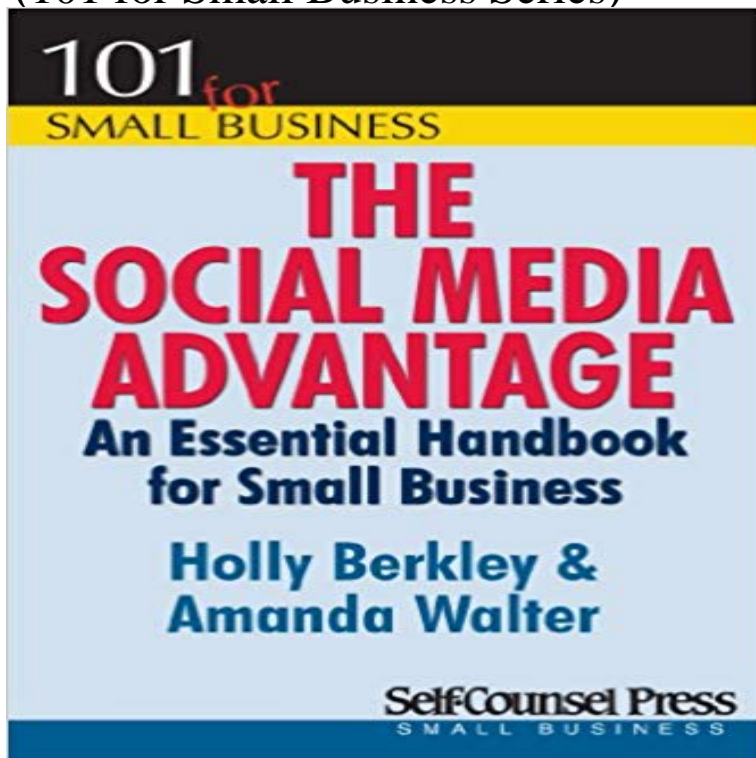


The Social Media Advantage: An Essential Handbook for Small Business (101 for Small Business Series)



So you've got a small business. But are you capitalizing on social media for the increased revenue possibilities, increased visibility, and good PR? In just a few short years, social media has become a worldwide phenomenon, where Facebook updates or tweets are mini press-releases read by thousands of people every day. What's the best way to handle your small business's social media presence? Your company can get in the game, using social media as a free public relations tool. The Social Media Advantage gives you the knowledge, skills, and confidence to develop an effective social media strategy that will help make your business a success!

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