



The Social Media Survival Guide: Strategies, Tactics, and Tools for Succeeding in the Social Web

By Deltina Hay

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A completely revised and updated version of Hay's earlier 5-star rated "A Survival Guide to Social Media and Web 2.0 Optimization," this new edition, retitled "The Social Media Survival Guide," incorporates the latest developments in social media. This no-nonsense guide details the nuts and bolts of the open-source internet by using real-world examples with dozens of screen shots for each subject. The companion CD provides links to resources, and directories of social websites in addition to forms and worksheets designed to map social media strategies. This practical, hands-on introduction to social media tools such as Facebook, YouTube, and Twitter helps grow brand recognition, improve and expand sales, and increase profits for business owners, professionals, musicians, and artists alike.

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Editorial Review

Review

"The most authoritative, comprehensive, and technically accurate guide I have ever seen to social networking, bar none." —Bob Bly, "America's Top Copywriter," and author of more than 70 classic marketing books

"I could easily see some young self-starters using this book and . . . to carve out a niche. After reading this book, I can honestly say that I learned a lot." —ElevateDifference.com

"Of interest to do-it-yourselfers, small business owners, independent professionals . . . this nicely-presented, well-written, informative, useful, worthwhile, and significant book is an absolute must-read. . . . Very highly recommended for many large public, academic, and special libraries." —Librarian's Review of Books.com (April 17, 2011)

"A quick, practical, hands-on introduction to the nuts-and-bolts of using social media tools to grow your brand, improve sales, and increase profits . . . designed for small businesses owners, entrepreneurs, and independent professionals." —Brian Rice, www.business2community.com

"This book delivers on what it promises . . . gives clear guidance and detail on the key aspects of social media strategy. Enjoyable to read and a must for anyone wishing to develop an integrated web presence . . . thoroughly recommended." —*Journal of Consumer Marketing* (August 2012)

"A guide for businesses to make the most of today's social media craze . . . simplifies the daunting task of learning it all from scratch. *The Social Media Survival Guide* is a must for any novice." —*Midwest Book Review Library Bookwatch* (June 1, 2011)

"Outlines a plan to strategically develop and grow a strong, successful presence on the social Web. This well-organized work will be useful to anyone interested in harnessing the power of the social Web. Recommended." —*Choice* (November 1, 2011)

"Provides a step-by-step guide to creating and implementing a social media strategy for promoting a career or a small business. . . . Provided [me with] ideas on how I could better use [social media] tools." —*Technical Communication* (May 2012)

About the Author

Deltina Hay is the principal owner of Dalton Publishing, an independent press, and Social Media Power, a

social media consulting and Web 2.0 development firm. She is the founder of www.PlumbSocial.com, an innovative Web 2.0 site. She lives in Austin, Texas.

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Eugene Obrien:

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Miguel Sherman:

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