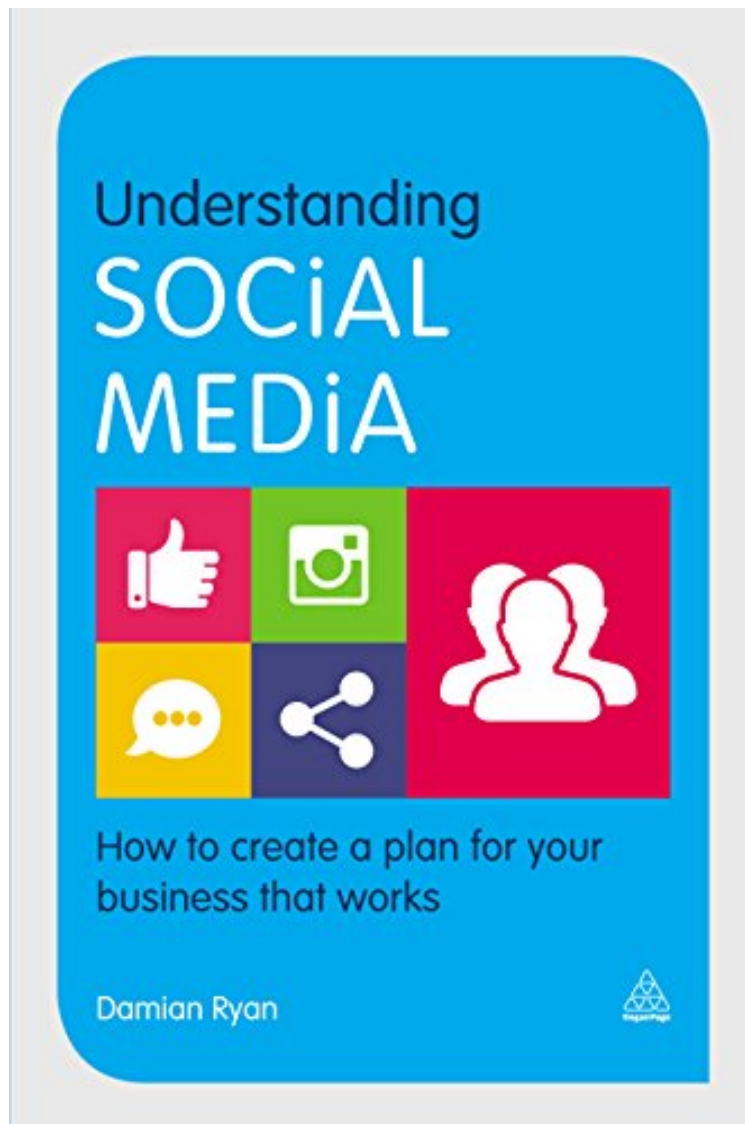


# Understanding Social Media: How to Create a Plan for Your Business that Works

*Damian Ryan*

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**Damian Ryan : Understanding Social Media: How to Create a Plan for Your Business that Works** before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding Social Media: How to Create a Plan for Your Business that Works:

0 of 0 people found the following review helpful. Four StarsBy Theresa KlingenschmidVery nicely written and really helpful for building up a digital marketing strategy or social media strategy1 of 1 people found the following review helpful. ExcellentBy DarrenIngram\_dot\_comThis is a truly collaborative work, pulling in contributions from 60

different people who actively work in the social media field to give practical, focussed advice about the creation, execution and maintenance of social media programmes for any business. Writing a book in this style was certainly an interesting approach, as the author became a curator of ideas. The astute reader will notice that there is no single, common voice and that there are plenty of differing ideas about how to "do" social media. This is no universal hammer or Swiss Army penknife, but a collection of ideas and methodologies that you can pick up, test and see what may work for you and your company. Short but sweet would best describe how this book is written and presented and within its ten chapters there are a multitude of sections so you can really drill deep into an idea or concept. If you want to settle down for a long, sequential read you might find this is not for you due to its "disjointed", piecemeal approach and mixed voices from its many contributors, yet if you approach matters with an open mind you may find that this can and will work for you. For this reader, the advice given was not necessarily revolutionary, yet it was interesting and valuable (hopefully underlining that one is doing something right) and clearly a multitude of perspectives underlines the maxim about there being "safety in numbers". For the less-experienced social media marketer, this is a great collection of wisdom that you can clearly build upon. It is not a blueprint for success in itself, but a good template to help you build around and it will set you in the right direction. When you look at the price, it is amazing value for what you are getting. Although, at the time of writing, there is something wrong with the pricing at .com as it does feel strange that you can get a physical copy delivered and still save nearly ten dollars over a digitally delivered Kindle version. It is still a good value in whatever format, yet there is no real added value in the Kindle version that one can see to justify the excessive price premium. You have no excuse to be stumped with your social media strategy thanks to this book.

Understanding Social Media is the essential guide to social media for students and professionals alike. Drawing on the experience, advice and tips from dozens of digital marketers and social media superstars, it is an extensive crowd-sourced guide to social media platforms. Illustrated throughout with case studies from both successful and failed campaigns, Understanding Social Media democratizes knowledge of social media and promotes best practice, answering questions such as 'How do you create a compelling social media campaign?', 'How do you build and engage with an audience?' and 'Where is the line between online PR and social media drawn?' It is the most comprehensive and practical reference guide to social media available.

"[T]akes a fresh approach to teaching the ins and outs of social media. ...With the case studies and various approaches, it's a comprehensive guide to making social media work for your business. It also goes so far as to illustrate how social media success translates to business success and sales, which is sometimes difficult to explain to clients (and ourselves). Understanding Social Media is perfect for someone who recognizes the benefits of social media marketing and wants to take it to the next level and learn to deliver and measure results."