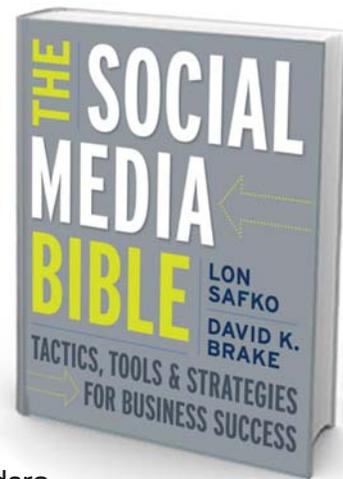


The Social Media Bible

By Lon Safko and David K. Brake

Whether you're new to the social media world or experienced, "The Social Media Bible" has information that will help you comb your way through social technologies and implement them into your business model. At 844 pages, there's no shortage of resources and guidance. But "The Social Media Bible" can be an excellent reference tool as well — each chapter ends with a commandment list of "musts" for the respective technology, and sidebars from industry insiders on how they reached success in their businesses. Author Lon Safko provides his insight into why both newbies and experienced Web owners will benefit from using this book.



WM: You talk about the social media ecosystem. What do you mean by this term?

LS: The social media ecosystem is all of the social networks — user-generated content, blogs, audio, video, music, news, photos, tweets — working together with digital technology. In this environment, everything is accessible from everywhere and everything is connected. You can update your MySpace page from your mobile phone, listen to podcasts from your iPod, read e-mail from your BlackBerry, and watch videos on your laptop. It encompasses the digital universe, allowing us to connect with each other in ways we never have before.

WM: The book covers a comprehensive list of social media tools. How should readers narrow down which tools fit their goals?

LS: "The Social Media Bible" can be read cover to cover or just thumbed through. Look at the chapter headings and see what excites you. For example, if you've heard about podcasts but don't know what they are or how to use them, read Chapter 1: Talking About The Podcast. When you have podcasts mastered, try something new.

WM: The social media landscape can be overwhelming to those new to the industry as well as experienced users. What advice do you have to manage all the social media opportunities?

LS: What I found through my research is that I really only need a few for every day communication and a few more for different projects. Get comfortable with one or two social media tools, and then add a third. If that tool isn't right for you, try something else.

WM: How does social media enhance business success?

LS: Business relies on ROI. Because many social media tools are free to use, it results in zero cost, but a possible high return. In that case, your ROI can be huge. Social media also allows us to create a digital presence. You want to be there when your customers and prospects are looking for you, your company and your services.

WM: Why should experienced Web users read your book?

LS: Two reasons; first, you might think you know it all, but I learned during the research of this book that I sure didn't. There is always something new; a different technique, a new service, or a cool new tool. We included more than 100 of the top companies that provide social media tools from around the world.

The second reason is because of your clients, managers, coworkers, team, subordinates and CEOs. Use the book as a guide to help educate people so they can better understand what you've been talking about and the importance of social media strategies.

WM: What expectations should users have after implementing the tools you discuss in the book?

LS: Success at a very low cost. Social media has changed the way we market, sell and communicate. Customers and prospect will become engaged in what you have to say and this two-way communication will build trust and loyalty. Create your digital presence so when your customers come looking for you, you are there. ■