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Ben Blakesley

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This book will not tell you how to set up a Facebook page. It won't tell you how to format your Twitter cover image or offer advice on which blogging platform to choose. Writing a book on the technical specifics of social media is about as helpful as yesterday's weather forecast—the information is out of date really quickly! And really, it's not about the tools anyway—it's about the concepts. What this book will help you do is Get Social. And I mean "get social" in two different ways. First, to understand social. To have it be an extension of the way you think, work, and interact every day. To understand why a whole generation of consumers shares and interacts the way they do online. Second, to be social. That is, to actually implement a plan to make your business or organization have a social media presence that delivers on your goals and represents your brand well while creating relationships that turn people into customers for life.

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