


Contents

1. Introduction	1	Clients	51
 What Is Social Media Marketing?	1	Takeaway Tips	52
Big Brands and Social Media	3		
Small Business and Social Media	7		
Social Media and You	8		
2. Blogging	9	4. Social Networking	53
 Introduction	9	Introduction	53
History	11	History	53
Protocol	13	Protocol	57
Platforms	21	Facebook	67
Content Strategies	27	LinkedIn	71
Building an Audience	30	MySpace	73
Takeaway Tips	30	Takeaway Tips	76
3. Twitter and Microblogging	31	5. Media Sharing	77
 Introduction	31	Introduction	77
History	33	History	79
Protocol	35	Protocol	79
		YouTube	83
		Flickr	89
		SlideShare	97
		Takeaway Tips	102

6. Social News and Bookmarking 103



Introduction	103
History	103
Protocol	105
Digg	117
Reddit	121
StumbleUpon	125
Delicious	127
Niche Sites	127
Takeaway Tips	130

7. Ratings and Reviews 131



Introduction	131
History	133
Protocol	135
Yelp	139
Other Sites	145
Takeaway Tips	146

8. Forums 147



Introduction	147
History	147
Protocol	149
Research	159
Engaging	161
Takeaway Tips	170

9. Virtual Worlds 171



Introduction	171
History	173
Second Life	175
Takeaway Tips	184

10. Strategy, Tactics, and Practice 185



Introduction	185
Monitoring	187
Research	195
Campaigns Versus Ongoing Strategy	197
Integration	199
Calls to Action	201
Takeaway Tips	204

11. Measurement 205



Introduction	205
Metrics	207
Goal Setting	221
Software	223
Takeaway Tips	224

Acknowledgments 225

Index 227