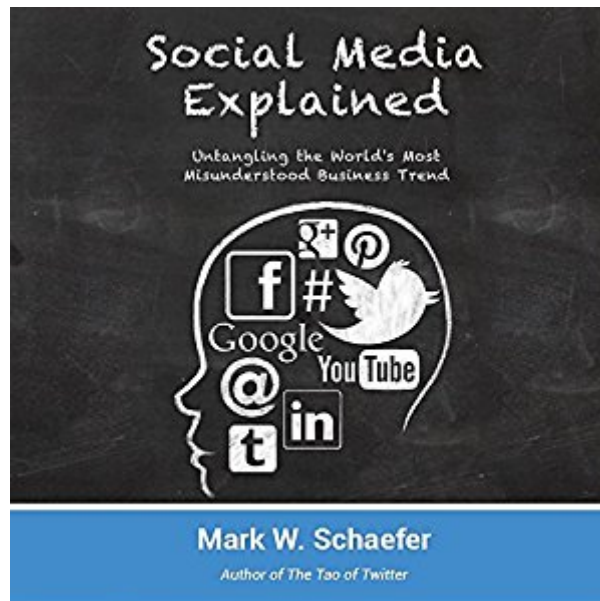


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# Social Media Explained: Untangling The World's Most Misunderstood Business Trend



## Synopsis

The best-selling social media book of the year! Too busy to spend hours trying to learn the fundamentals of social-media marketing? This is the book for you! Mark Schaefer, author of the best-selling books *The Content Code*, *Return on Influence*, and *The Tao of Twitter*, unravels the most misunderstood and confusing business trend in this fun and jam-packed book. Narrated by the author, *Social Media Explained* explores the fundamental strategies and answers the biggest questions every business professional needs to answer before diving into a social-media initiative! This is the must-have guide for understanding the sociological and psychological drivers that make social-media marketing work. You will learn: The five fundamental social-media strategies The six questions that lead you to a social-media strategy Key ideas on resources, measurement, and deployment Answers to the toughest questions about social-media marketing Highlights of the major social-media platforms

## Book Information

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## Customer Reviews

Once again, Mark Schaefer hits a home run! Full disclosure to start. I have used Mark Schaefer's books with both my business clients and with my university students for the past 3 years (I teach social media marketing courses at the University of Wisconsin-Madison). I'm a big fan of his work and of him. Why am I such a big fan? I believe the purpose of education isn't knowledge, it's action. And reading Mark's books, it's clear he subscribes to this philosophy as well. While you will learn from his books, he pushes you to act on what you learn. He helps readers get up to speed quickly

by cutting out the clutter and focusing on core "need to know" information. Just like with the Tao of Twitter, it's clear when you read Social Media Explained, that Mark is both an acclaimed educator and practitioner. Mark is able to distill research and theory into easy-to-understand and ACTIONABLE advice. He knows those in leadership positions don't have time to experiment with social media. So he gives advice and tips that are perfect for busy leaders, executives, professionals and practitioners who need to understand what social means for business and what to do with social. And, in Social Media Explained, he guides you, step-by-step through the process of moving forward with confidence. Regarding this book, what I find particularly valuable is the structure. Like you, I'm business and I appreciate a clear, easy-to-follow outline. Social Media Explained is divided into 4 sections. The first sections cover how social media works in business and which questions and objections you might face when putting together social media initiatives. Then Mark shares a case study that shows his concepts in action.

The rapid pace of innovation in social media continues to evolve and reshape how we communicate both socially and commercially. This innovation brings new opportunities, but it also challenges businesses to evolve with these changes. This evolution requires awareness, reflection, and response. Because time and money are involved, it is helpful to get advice from time to time from industry pros. Mark Schaefer's Social Media Explained (SME) provides such advice. Schaefer states his purpose: "This book explains how social media marketing works in plain English" (5). In this case, plain English includes graphical illustrations by Joey Strawn (135) which provide the text with themes and pictures that mirror the points being made. The text clearly targets busy business leaders who don't necessarily want to know all the details, but need to be able to ask informed questions (5). More than once, Schaefer chides the reader to turn off distractions, sit up, and listen "an interesting commentary on cultural trends. Between the cartoons and the commentary (and the all black outfit in the photo), once gets the impression that he is writing to a millennial, not boomer, audience. OMG! Schaefer describes himself as an (best selling, globally recognized) author, marketing consultant, and faculty member at Rutgers University. Other books that he has written include: Return on Influence, Born to Blog, and The Tao of Twitter. Schaefer divides SME into 3 sections: 1. The 5 Most Important Things You Need to Know about Social Media Marketing. 2. The 5 Most Difficult Questions You'll Face 3. A Social Media Primer (2). These 3 sections are followed by biographies of the author and illustrator and an index. Section 1.

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