

Making Everything Easier!™

Social Media Engagement

FOR
DUMMIES[®]
A Wiley Brand

Learn to:

- Connect with prospects and turn them into customers
- Build trust and credibility
- Use social networks to engage your customers
- Involve customers through video, blogs, and e-mail

Aliza Sherman
Danielle Elliott Smith





by Aliza Sherman and Danielle Elliott Smith



Social Media Engagement For Dummies®

Published by

John Wiley & Sons, Inc.

111 River Street

Hoboken, NJ 07030-5774

www.wiley.com

Copyright © 2013 by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Trademarks: Wiley, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not

associated with any product or vendor mentioned in this book.

Limit of Liability/Disclaimer of Warranty: The publisher and the author make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation warranties of fitness for a particular purpose. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be sought. Neither the publisher nor the author shall be liable for damages arising herefrom. The fact that an organization or Website is referred to in this work as a citation and/or a potential source of further information does not mean that the author or the publisher endorses the information the organization or Website may provide or recommendations it may make. Further, readers should be aware that Internet Websites listed in this work may have changed or disappeared between when this work was written and when it is read.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Control Number: 2013936419

ISBN 978-1-118-53019-1 (pbk); ISBN 978-1-118-53023-8 (ebk); ISBN 978-1-118-53028-3 (ebk); ISBN 978-1-118-53026-9 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

About the Authors

Aliza Sherman is a pioneer and visionary in the web industry who travels the world to speak to diverse audiences about the Internet, social media, mobile marketing, new technologies and applications, entrepreneurship, and women's issues. She founded the first woman-owned, full-service Internet company — Cybergrrrl, Inc. — and the first global organization for women — Webgrrrls International. A serial entrepreneur, she also started one of the first social media marketing agencies and one of the first mobile marketing consultancies. *Newsweek* named Aliza one of the “Top 50 People Who Matter Most on the Internet” for her early Internet work, and *Fast Company* named her one of the “Most Powerful Women in Technology.” She is the author of ten books, most of them about business and the Internet. She and Danielle co-authored the book **MOM, Incorporated**.

Danielle Elliott Smith is a digital correspondent, host, storyteller, speaker, media trainer, and (most importantly), mom to two sweet and sassy small people — Delaney, 9, and Cooper, 7. In her “free time,” Danielle juggles work as the founder of ExtraordinaryMommy.com and DanielleSmithMedia.com, and she hosts and produces her lifestyle series, “Keeping Style in Your Life.” She also creates original content for the well-known online magazines *Babble* and *SheKnows* and shares vlogging and media tips for people wanting to jump on camera. An award-winning former television news anchor and reporter, she has covered everything from the red carpet at the Academy of Country Music Awards to the Vancouver Olympics Games and the NFL Pro Bowl in Hawaii. Danielle has been featured on the

CBS Early Show, NPR, MSNBC, CNN, and Fox News and in *USA Today*, *Publishers Weekly*, and *Pregnancy & Newborn*. This is her second book; she had the pleasure of co-writing her first one, *Mom, Incorporated*, with Aliza.

Dedication

From Aliza Sherman: To my loving family: Greg, my Renaissance man husband, and Noa Grace, 6, who now knows why Mommy had her nose in a computer — again.

From Danielle Elliott Smith: To my extraordinary husband, Jeff, for holding my hand throughout this process. I couldn't have done it without you. I'm one lucky girl. And to my sweet small people — Punky and Coop — thank you for inspiring me to live my passion and for proving to me that I truly can do both: be your mom and live this dream. I'm grateful for you every day.

Authors' Acknowledgments

We'd like to thank our families and good friends, who have been supportive of us throughout the book-writing process.

Thank you to our team at John Wiley & Sons, Inc. — especially Nicole Sholly and Amy Fandrei, who guided us beautifully through this process and held our hands when we needed it. Many thanks also to Kathy Simpson, Rebecca Whitney, Amanda Graham, Joe Waters, and everyone behind the scenes who helped make this book a reality. A monumental thank you as well to Ellen Gerstein, who saw potential in us from the beginning and believed that this was our next book. Ellen, you and Amy were right.

We'd also like to thank our book agent, Jessica Faust, of BookEnds LLC.

Special thanks to the many folks from companies, big and small, who shared their stories and thoughts on social media engagement with us so generously, many of whom are now featured in this book. Your input was invaluable and so appreciated.

We'd especially like to thank the members of our communities in our favorite social networks — people who connect with us regularly and make our day. We are grateful for your support.

And you, our readers — thank you for choosing this book to guide you on your social media engagement journey. We hope that your journey into this digital space is an exciting one.

From Aliza Sherman: I couldn't have completed this book without my co-author, Danielle, who jumped on this book-writing adventure with me back in 2011 to co-create *MOM, Incorporated*. The book journey was a new challenge for us both and one that I couldn't have tackled without her by my virtual side, to talk me off the ledge and to infuse the contents with her incredible spirit. Cheers to you, my friend!

An extra-special thank you to my husband, Greg, my daughter Noa Grace, to my parents, Lucy and Mike Sherman, and my sister Leah. All five share the title of my Number One Fans and Supporters.

A big thanks to Chelsea, Angeles, Erica, Kelly, Annie, and Heather for keeping me on track from day to day, especially when I was eyebrows-deep in the manuscript for this book.

A heartfelt thanks to Terry Wheatley for her encouragement and sage advice. I'm so lucky to count her as mentor and friend.

From Danielle Elliott Smith: As with our last book, my biggest chunk of gratitude heads northwest, to snow-covered Alaska, where my co-author, Aliza, would sit, “Skype-ing” with me, chatting by phone, hopping into a Google+ hangout, and e-mailing document after document back and forth as we labored over this book. For your willingness to work with me on yet another book, and for more than that — your friendship — I am grateful.

I’m thankful for the many friends who built me up, and talked me down, as I worked my way through this project — especially Alli and Barbara. To the friends who have known me for decades and *still* keep coming back for more: Rose, Karin, Erin, Heather, Taralyn, and Eileen — I adore you deep in my soul. And to Ally, for your patience, hard work, sweet spirit, and ability to keep me on track — I couldn’t do it without you.

And finally, to my family. Mum and Dad: A blanket thank-you for being you — two people I love deeply. To Paula and Rick, for your never-ending support, for your ability to make me laugh, and for giving me your son, I’m so thankful. To Jeff, for believing in me when I didn’t, for sleeping on the floor of my office so that I’d feel inspired to write, for refusing (against your better judgment) to yell at me for writing all night, and for being the best daddy in the universe: I love you, and I’m forever grateful. Delaney and Cooper, your enthusiasm for everything I do is contagious. I want to be you when I grow up. Every day, you make me better. Thank you for believing in your mommy. You are one of the biggest reasons I now hold this book in my hands!

Publisher's Acknowledgments

We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

Some of the people who helped bring this book to market include the following:

Acquisitions, Editorial

Senior Project Editor: Nicole Sholly

Acquisitions Editor: Amy Fandrei

Copy Editors: Rebecca Whitney, Amanda Graham

Technical Editor: Joe Waters

Editorial Manager: Kevin Kirschner

Editorial Assistant: Anne Sullivan

Sr. Editorial Assistant: Cherie Case

Cover Photo: iStockphoto.com / © Peter Booth

Composition Services

Project Coordinator: Sheree Montgomery

Layout and Graphics: Carrie A. Cesavice, Jennifer Creasey, Christin Swinford

Proofreaders: Lindsay Amones, Shannon Ramsey

Indexer: Valerie Haynes Perry

Publishing and Editorial for Technology Dummies

Richard Swadley, Vice President and Executive
Group Publisher

Andy Cummings, Vice President and Publisher

Mary Bednarek, Executive Acquisitions Director

Mary C. Corder, Editorial Director

Publishing for Consumer Dummies

Kathleen Nebenhaus, Vice President and Executive
Publisher

Composition Services

Debbie Stailey, Director of Composition Services

Social Media Engagement For Dummies®

Visit

www.dummies.com/cheatsheet/socialmediaengagement to view this book's cheat sheet.

Table of Contents

Introduction

[About This Book](#)

[Foolish Assumptions](#)

[Conventions Used in This Book](#)

[What You Don't Have to Read](#)

[How This Book Is Organized](#)

[Part I: The Basics of Social Media Engagement](#)

[Part II: Exploring the Elements of Social Media Engagement](#)

[Part III: Examining the Basic Engagement Tools](#)

[Part IV: Engaging Through Additional Social Channels](#)

[Part V: Leveraging Audio and Video for Engagement](#)

[Part VI: The Part of Tens](#)

[Icons Used in This Book](#)

[Where to Go from Here](#)

Part I: The Basics of Social Media Engagement

Chapter 1: Explaining the Why, Who, and How of Social Media Engagement

Seeking the Benefits of Social Media Engagement

Keeping up with changing consumer needs

Humanizing your brand in the marketplace

Strengthening connections with customers

Tapping into new markets

Reaping the rewards of an engaged community

Seeing How People and Organizations Engage with Social Media

Individual consumers

Online communities

Your business

Your employees

Setting Goals for Social Media Engagement

Building trust and credibility

Being present with a human touch

Creating connections

Sparking conversations

Driving interaction

Chapter 2: Assessing the Impact of Social Media Engagement

Considering the Downsides of Social Media Engagement

[Managing the “time suck”](#)

[Overcoming the barriers to entry](#)

[Surviving information overload](#)

[Dealing with potential backlash](#)

[Avoiding inconsistent messaging](#)

[Measuring the Value of Your Social Media Engagement](#)

[Determining what interactions are valuable](#)

[Knowing which numbers to measure](#)

[Setting benchmarks to evaluate progress](#)

[Reassessing to improve engagement](#)

[Leveraging success](#)

[Chapter 3: Discovering Social Media Engagement Tools](#)

[Considering Traditional Online Communications Tools](#)

[E-mail](#)

[Online forums \(groups\)](#)

[Websites and blogs](#)

[Engaging with Social Networks](#)

[Facebook](#)

[Twitter](#)

[Pinterest](#)

[LinkedIn](#)

[Google+](#)

[Incorporating Audio and Video Platforms](#)

[Audiocasting or podcasting](#)

[Videocasting or video podcasts](#)

[YouTube](#)

[Recognizing Other Social Engagement Tools](#)

[Mobile applications](#)

[Location-based services](#)

[Part II: Exploring the Elements of Social Media Engagement](#)

[Chapter 4: Building Trust and Credibility](#)

[Earning Trust in Social Media](#)

[Making your message clear](#)

[Giving your team clear guidelines](#)

[Interacting authentically](#)

[Finding your brand's voice](#)

[Contributing meaningfully to the conversation](#)

[Listening carefully to your community](#)

[Responding promptly for greater impact](#)

[Giving the audience what they want](#)

[Building Trust in Traditional Online Marketing](#)

[Engaging appropriately with the media](#)

[Adding engagement to press releases](#)

[Soliciting third-party endorsements the right way](#)

[Assessing Trust and Credibility](#)

[Analyzing sentiment and impact](#)

[Measuring the amplification of your messages](#)

Chapter 5: Demonstrating Your Online Presence to Maximize Engagement

Setting Realistic Goals Up Front

Assessing your capacity

Evaluating the competition

Paying Attention to Demonstrate Presence

Being notified when you need to engage

Responding to comments and following up

Establishing a Presence Process

Creating a messaging map

Developing a social media editorial calendar

Setting a Schedule

Determining how frequently to update

Figuring out the best times to engage

Deciding when to interact

Chapter 6: Creating Connections

Starting with Your Connection Goals

Setting short-term goals

Establishing longer-term goals

Identifying Your Audience

Determining who you're trying to reach

Finding your audience online

Figuring out what your audience does online

Creating a Space for Engagement

Setting ground rules for participation

[Offering a forum for opinions](#)

[Showcasing what others know and do](#)

[Getting the Engagement Ball Rolling](#)

[Asking for action](#)

[Offering rewards for action](#)

[Handling negative feedback](#)

[Chapter 7: Driving Interaction](#)

[Creating the Setting to Stimulate Engagement](#)

[Moving past the what's-in-it-for-me? mentality](#)

[Building a space where people feel comfortable](#)

[Inspiring others to pay attention and care](#)

[Starting Conversations](#)

[Tapping in to trending topics](#)

[Lighting a fire with hot-button issues](#)

[Turning to humor](#)

[Building engagement by way of inspiration](#)

[Providing Additional Incentives for Sharing](#)

[Offering freebies and discounts](#)

[Holding contests and sweepstakes](#)

[Aligning your company with a cause](#)

[Part III: Examining the Basic Engagement Tools](#)

[Chapter 8: E-mail, Forums, Blogs, and Websites](#)

[Creating Social-Powered E-mail Newsletters](#)

[Choosing an e-mail marketing tool](#)

[Putting out the word](#)

[Prompting subscribers to become fans](#)

[Driving more than clicks](#)

[Participating in Online Communities](#)

[Forming and growing an online community](#)

[Identifying the people you want to reach](#)

[Crafting appropriate messages](#)

[Entering conversations effectively](#)

[Forming Your Own Groups and Forums](#)

[Evaluating the benefits of a custom group](#)

[Choosing a group management tool](#)

[Building groups in social networks](#)

[Enhancing Blogs and Websites for Engagement](#)

[Facilitating sharing with social network widgets](#)

[Expanding commenting with apps](#)

[Chapter 9: Facebook](#)

[Building Deeper Relationships on Facebook](#)

[Growing Your Page Community](#)

[Increasing follower loyalty](#)

[Promoting your business page with your personal Timeline](#)

[Standing Out in the News Feed](#)

[Navigating EdgeRank](#)

[Crafting engaging posts](#)

[Adding visual elements to draw instant attention](#)

[Reaching out to other pages](#)

[Determining post timing and frequency](#)

[Driving traffic to your page with cross-posting](#)

[Leveraging the Advanced Features of Facebook](#)

[Tagging photos and posts](#)

[Scheduling posts for the greatest impact](#)

[Optimizing your page for search engines](#)

[Graph Search](#)

[Advertising on Facebook](#)

[Embedding social widgets](#)

[Analyzing Facebook interactions](#)

[Chapter 10: Twitter](#)

[Engaging in Real-Time via Twitter](#)

[Understanding how individuals, brands, and small businesses use Twitter](#)

[Conveying who you are on Twitter](#)

[Devising a plan to keep up with fast-moving conversations](#)

[Measuring Twitter engagement](#)

[Making an Impact in the Twitter Stream](#)

[Crafting attention-grabbing tweets](#)

[Leveraging links to get results](#)

[Retweeting and @mentioning others](#)

[Being “present” even when you’re not](#)

[Increasing Engagement via Twitter Features](#)

[Giving kudos using Favorites](#)

[Building connections via lists and columns](#)

[Getting personal with a direct message \(DM\)](#)

[Attracting more followers with widgets and buttons](#)

[Adding Twitter to Facebook \(and vice versa\)](#)

[Accessing Twitter on the go](#)

[Part IV: Engaging Through Additional Social Channels](#)

[Chapter 11: Pinterest](#)

[Creating Connections by Incorporating Visual Elements](#)

[Preparing your business account](#)

[Setting up the right boards for your brand](#)

[Pinning to clearly convey your messages](#)

[Connecting using pins, repins, likes, and comments](#)

[Quantifying the value of Pinterest](#)

[Getting Noticed In People's Pin Feeds](#)

[Seeking and pinning winning images](#)

[Honing your repinning strategy](#)

[Knowing how often and how much to pin](#)

[Leveraging Pinterest Features to Increase Engagement](#)

[Adding hashtags to attract attention](#)

[Getting noticed by tagging others](#)

[Running a contest to increase interactions](#)

[Inviting participants to group boards](#)

[Benefitting from Pinterest Integration](#)

[Inspiring others to pin your images](#)

[Linking Pinterest to Twitter](#)

[Integrating Pinterest into Facebook Timelines](#)

[Integrating Pinterest into Facebook Pages](#)

[Chapter 12: LinkedIn](#)

[Setting Up Your LinkedIn Profile](#)

[Creating a new public profile](#)

[Editing and enhancing your profile](#)

[Reaching Out and Connecting with Your Peers](#)

[Engaging in reciprocal interactions](#)

[Joining LinkedIn Groups](#)

[Communicating through Your Company Page](#)

[Creating a Company Page](#)

[Making the most of your Company Page](#)

[Stimulating Interactions through Updates](#)

[Posting compelling content](#)

[Interacting with others in the feed](#)

[Taking Advantage of More LinkedIn Features](#)

[Giving and receiving recommendations](#)

[Providing endorsements](#)

[Forming and managing a LinkedIn Group](#)

[Gauging LinkedIn Results](#)

[Tracking interactions](#)

[Analyzing engagement](#)

[Checking the business benefits](#)

[Using analytics tools](#)

Chapter 13: Google+

[Checking Out the Benefits of Google+](#)

[Getting Your Feet Wet on Google+](#)

[Building your personal profile](#)

[Setting up a Google+ business page](#)

[Setting up an effective page](#)

[Getting into the Flow of G+](#)

[Leveraging long-form publishing](#)

[Posting multimedia](#)

[Interacting in the stream](#)

[Building your page audience](#)

[Expanding Your Google+ Engagement](#)

[Circling your connections](#)

[Connecting with groups in Hangouts](#)

[Leveraging the power of +1](#)

[Collaborating in Google+ communities](#)

Chapter 14: Location-Based Services

[Bridging the Real and Online Worlds with LBS](#)

[Choosing an LBS \(or two\)](#)

[Setting up an LBS account](#)

[Making Connections with LBS](#)

[Checking in to locations to engage others](#)

[Discovering others nearby](#)

[Tying images to places through geotagging](#)

[Using LBS for Promotions](#)

[Doing business with Foursquare](#)

[Tapping into the power of Instagram](#)

[Linking LBS for integrated posts](#)

[Offering deals driven by check-ins](#)

[Adding Mobile to Your Engagement Mix](#)

[Reaching customers through SMS marketing](#)

[Using QR codes for location-based marketing](#)

[Geolocating and geotagging](#)

[Creating hybrid online/offline engagement](#)

[Part V: Leveraging Audio and Video for Engagement](#)

[Chapter 15: Audio and Videocasting](#)

[Enhancing Your Marketing with Audio](#)

[Using podcasts to build an audience](#)

[Publishing audio from a mobile device](#)

[Adding audio to your social network](#)

[Offering Teleseminars and Webinars](#)

[Seeing the benefits of webinars and teleseminars](#)

[Choosing between webinars and teleseminars](#)

[Selecting the right tool](#)

[Getting More out of Multimedia](#)

[Conferencing with video](#)

[Engaging with live streaming video](#)

[Showing on the go: Mobile video](#)

Chapter 16: YouTube

Using Video to Build Community

Capturing your audience's attention

Optimizing your YouTube Channel

Creating a playlist

Maximizing your subscriber base

Interacting with the YouTube community

Standing Out on YouTube

Producing video content that keeps people watching

Mastering metadata

Using annotations and thumbnails

Extending Your Reach with Video

Embedding and integrating your videos

Taking advantage of video responses

Uploading video on the go

Analyzing your impact

Part VI: The Part of Tens

Chapter 17: Ten Social Media Engagement Mistakes to Avoid

Flying by the Seat of Your Pants

Using Too Much Automation

Broadcasting or Sharing Only Your Content

Being Inconsistent

Lacking Personality

[Ignoring Feedback](#)

[Assuming That Social Media Is Easy](#)

[Spamming](#)

[Posting the Same Content Everywhere](#)

[Repeating Mistakes](#)

[Chapter 18: Ten Businesses That Excel at Social Media Engagement](#)

[Wine Sisterhood](#)

[Mabel's Labels](#)

[Girls Crochet Headbands](#)

[Ramon DeLeon, Marketing Mind behind 6-Store Domino's Pizza Franchise, Chicago](#)

[Cabot Creamery Cooperative](#)

[Nylabone](#)

[MomBiz](#)

[Blendtec](#)

[Chobani](#)

[AJ Bombers](#)

[Cheat Sheet](#)

Introduction

You've probably heard that "business as usual" is no more. The way that people communicate, market, and sell has changed dramatically since the advent of social media marketing. We're here to tell you that even though the tools are new and different — and seem to change regularly — you can definitely find out how to master them.

Every step of the way, we coauthors emphasize the best practices of online marketing, customer service, and genuine human communication. As a business owner, you benefit from knowing not only how Internet tools work but also how people use them and how you can leverage them to better reach the customers and prospects who matter the most to you and your business.

About This Book

Social Media Engagement For Dummies starts by shedding light on the fundamental principles of social media engagement — the ingredients that put the *social* in social media marketing. Effective social media engagement (or SME, as we often refer to it throughout this book) should provide tangible and measurable results for your business and boost your bottom line.

By mastering the techniques in this book, you strengthen your connections with potential customers. But don't stop there: Convert potential customers to actual customers, and then use SME tactics to turn customers into active and passionate evangelists for your company.

This book is a practical, hands-on guide to social media engagement, and we speak from experience. We don't

only consult and teach others to engage well via social media — we also benefit daily as business owners ourselves, by avidly using social networks and social media tools and platforms. We use these tools to communicate our messages to our respective audiences and to connect with the people who read, listen to, and watch what we publish online.

We build relationships with our audiences and truly care about them. In turn, we are humbled to see that our audiences trust us and respond positively to what we say and do online. We are confident that you, too, can benefit from social media engagement.

Here are some of the things you can do with the information in this book:

- ✓ Understand and apply the elements of social media engagement.
- ✓ Find out how to plan ahead for engagement.
- ✓ Determine which social media tools are right for you.
- ✓ Effectively incorporate engagement into your social media campaigns.
- ✓ Measure your social media engagement efforts.

Social Media Engagement For Dummies isn't meant to sound technical or geeky. We take a down-to-earth approach to the technology and provide a lot of explanations and examples so that you can immediately incorporate SME strategies and tactics into your online marketing efforts. We're results-oriented, and we know you are, too.

Foolish Assumptions

We do our best to be clear and detailed in our explanations of suggested tools and tactics. We assume, however, that you have a basic understanding of several ingredients:

- ✓ You have more than entry-level knowledge of the Internet.
- ✓ You have a website and you know what a blog is, even if you don't personally blog.
- ✓ You're aware of, and familiar with, some of the most popular social networks.
- ✓ You have at least one social networking account for your business.
- ✓ You're engaging in forms of online marketing and even social media marketing, and you're looking to increase the effectiveness of those efforts.
- ✓ You know that your participation is the key to successful social media engagement.
- ✓ More than anything, you value your customers — you want to bring more customers to your business, and you want to turn all your customers into enthusiasts.

Conventions Used in This Book

To be consistent, we use these common *For Dummies* conventions:

- ✓ The first time we use a new term, we define it and *italicize* it.
- ✓ When we tell you to type something (in a box or a field, for example), we put it in **bold**.

- ✓ When we mention a website, a network, a platform, or an online application, we provide the URL for your convenience.
- ✓ When we provide a URL, it looks like this:
www.dummies.com.

What You Don't Have to Read

You don't have to read this book sequentially, and you don't even have to read all its sections in any particular chapter. You can skip sidebars and read only the material that helps you complete the task at hand, or you can start by reading only the sidebars, to access information that you can apply immediately to your social media engagement efforts.

How This Book Is Organized

Social Media Engagement For Dummies is split into six parts. Think of the earlier parts of the book as introductions to theories, concepts, and tools; think of the latter parts as plans for turning concepts into actions. In this section, we briefly describe what you'll find in each part.

Part I: The Basics of Social Media Engagement

We start this book with an overview of social media engagement, from understanding the concepts to using the tools. Part I begins by justifying your investment in social media engagement and explaining the concepts.