



The Everything Guide to Social Media: All you need to know about participating in today's most popular online communities

John K. Waters

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The ultimate user's guide to Facebook, Twitter, Flickr, and more!

Don't know a tweet from a tweep? Wondering how to get a Second Life? Curious about creating a Facebook profile? Join the social media movement! With *The Everything Guide to Social Media*, you'll master the lingo, tools, and techniques you need to use all forms of social media. Written in friendly, non-technical language by acclaimed reporter **John K. Waters**, this highly accessible handbook covers the full range of social media services, including:

- Messaging and communication (Blogger, Twitter)
- Communities and social groups (Facebook, MySpace, Friendster)
- Location-based social networking (Foursquare)
- News and tagging (Digg, StumbleUpon)
- Collaboration and cooperation (Wikipedia, Wikispaces)
- Photos and video sharing (Flickr, YouTube)
- Opinion and reviews (Yelp, Epinions)

With this guide, you'll become comfortable with social media--and learn how to expand your presence online. With a special section on leveraging the power of social networks to build or grow a business, this up-to-the-minute guide is everything you need to walk the talk online--one wiki at a time!

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