



42 Rules of Social Media for Small Business: A Modern Survival Guide That Answers the Question "What Do I Do with Social Media"?

Jennifer L. Jacobson

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'42 Rules of Social Media for Small Business' is the modern survival guide to effective social media communications and the answer to the question, "what do I do with social media?" Written by communications professional Jennifer Jacobson, this book is designed to help working professionals find social media that fits their business and get the most out of their social media presence.

From networking communication, to social branding, '42 Rules of Social Media for Small Business' addresses specific rules of engagement, as well as the fundamental approach to online, as opposed to traditional, media. As part of the 42 Rules series, this book is designed to quickly and effectively equip business professionals with the tools they need to generate an effective customer community through social media, that translates into customer loyalty, excitement for the brand, and return business that eventually generates a dedicated customer base and increased revenue.

This book demystifies social media and teaches readers why social media is important to their business and how they can maximize their social media effectiveness.

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