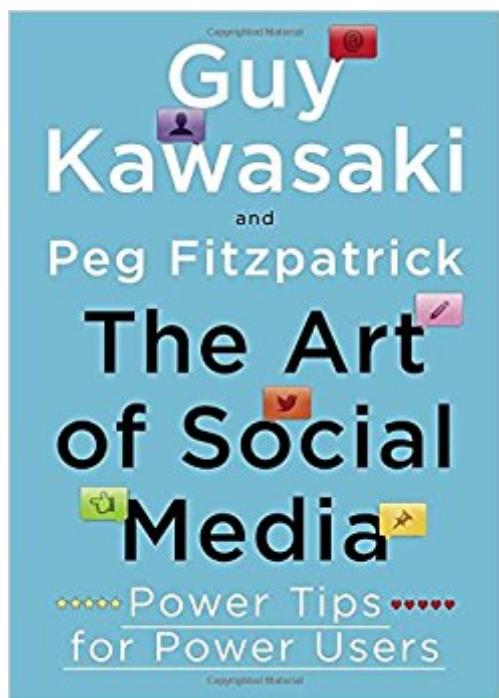


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# The Art Of Social Media: Power Tips For Power Users



## Synopsis

By now it's clear that whether you're promoting a business, a product, or yourself, social media is near the top of what determines your success or failure. And there are countless pundits, authors, and consultants eager to advise you. But there's no one quite like Guy Kawasaki, the legendary former chief evangelist for Apple and one of the pioneers of business blogging, tweeting, Facebooking, Tumbling, and much, much more. Now Guy has teamed up with Peg Fitzpatrick, who he says is the best social-media person he's ever met, to offer *The Art of Social Media* — the one essential guide you need to get the most bang for your time, effort, and money. With over one hundred practical tips, tricks, and insights, Guy and Peg present a bottom-up strategy to produce a focused, thorough, and compelling presence on the most popular social-media platforms. They guide you through steps to build your foundation, amass your digital assets, optimize your profile, attract more followers, and effectively integrate social media and blogging. For beginners overwhelmed by too many choices as well as seasoned professionals eager to improve their game, *The Art of Social Media* is full of tactics that have been proven to work in the real world. Or as Guy puts it, "great stuff, no fluff."

## Book Information

Hardcover: 208 pages

Publisher: Portfolio (December 4, 2014)

Language: English

ISBN-10: 1591848075

ISBN-13: 978-1591848073

Product Dimensions: 5.2 x 0.8 x 7.4 inches

Shipping Weight: 9.6 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 455 customer reviews

Best Sellers Rank: #32,575 in Books (See Top 100 in Books) #21 in Books > Computers & Technology > Business Technology > Social Media for Business #29 in Books > Computers & Technology > Internet & Social Media > Social Media #67 in Books > Business & Money > Marketing & Sales > Marketing > Web Marketing

## Customer Reviews

Guy Kawasaki is the chief evangelist of Canva, an online design service, and an executive fellow of the Haas School of Business at U.C. Berkeley. Previously, he was the chief evangelist of Apple and special advisor to the CEO of the Motorola business unit of Google. His many acclaimed

books include *The Art of the Start* and *Enchantment*.

Visit [www.twitter.com/GuyKawasaki](http://www.twitter.com/GuyKawasaki) [Peg Fitzpatrick](http://PegFitzpatrick) is a social media strategist innovating the world of social media. She's spearheaded successful social-media campaigns for Motorola, Google, Audi, Canva, and Virgin. When she dies and meets Saint Peter, the first thing he'll say is, "I follow you on Pinterest." Visit [www.pinterest.com/PegFitzpatrick](http://www.pinterest.com/PegFitzpatrick)

**ABOUT THE AUTHOR** There is nothing to writing. All you do is sit down at a typewriter and bleed. The quality of any advice anybody has to offer has to be judged against the quality of life they actually lead. **READ THIS FIRST** Do not follow where the path may lead. Go instead where there is no path and leave a trail. Guy Kawasaki Peg Fitzpatrick July 2014 **ACKNOWLEDGMENTS** If the only prayer you said was thank you, that would be enough. 1. **Do what you can, with what you have, where you are.** **THEODORE ROOSEVELT** Let's start with the basics. All social-media platforms provide a "profile" page for you to explain who you are. This is for biographical information and images. An effective profile is vital because people use it to make a snap judgment about your account. The goal of a profile is to convince people to pay attention to your social-media activities. Essentially, it is a resume for the entire world to see and judge. This chapter explains how to optimize your profile to maximize its effectiveness.

**1. Pick a Neutral Screen Name** Before we work on your profile, let's pick a good screen name. Today's clever name, such as @MartiniMom or @HatTrickHank, is tomorrow's regret, and you're not going to work for the same company forever, so @GuyMacEvangelist is risky too. Imagine it two years from now and you're looking for a job. Now pick a name. You probably already have a screen name, but the longer you use a lousy one, the harder it will be to change it later, and the more negative effects it will cause. Our recommendation is that you use a simple and logical screen name. In my case, that's "Guy Kawasaki," not "G. Kawasaki," "GT Kawasaki," or "G. T. Kawasaki." This is not the place for cleverness or complexity, so make it easy for people to find and remember you.

**2. Optimize for Five Seconds** People do not study profiles. They spend a few seconds looking and make a snap decision. If this were online dating, think Tinder (swipe right for yes, swipe left for no) versus eHarmony (complete the Relationship Questionnaire). Your profile should give the impression that you are likable, trustworthy, and competent. Platforms provide space for this information: the Avatar. This is a small circular or square picture of you or your

logo. A large profile picture is called a “Cover” (Google+, Facebook, and LinkedIn) or “header” (Twitter). This picture is the largest graphic element in a profile and visually tells your story. A short biographical text. This is a summary of your education and work experience. A list of links to your blog, website, and other social-media accounts. 3. Focus Your Avatar on Your Face A good avatar does two things. First, it validates who you are by providing a picture, so people can see which Guy Kawasaki you are. (God help us if there is more than one.) Second, it supports the narrative that you are likable, trustworthy, and competent. Your face provides the most data about what kind of person you are. Thus your avatar shouldn’t show your family, friends, dog, or car, because there isn’t room. This also means you should not use a logo or graphic design unless the avatar is for an organization. Here are three additional avatar tips: A Go asymmetrical. Symmetry makes a picture less interesting, so don’t stick your face exactly in the middle. Divide a picture into thirds and place your eyes near one of the vertical lines. A Face the light. The source of light should come from in front of you. If the light comes from behind you, your face will probably be underexposed unless you force a fill flash on your camera or use a photo editor. A Think big. When people scan posts and comments, they see your avatar at a postage-stamp size. When they click on it, however, they should see a big, crisp photo, so upload a picture that is at least 600 pixels wide. 4. Stick with One Picture If companies used different logos in different places, mass confusion would reign. Your picture is your social-media logo, so use the same one everywhere. This will help people recognize you on social-media platforms and reduce questions about whether, for example, @GuyKawasaki on Twitter is +GuyKawasaki on Google+. 5. Craft a Mantra Most platforms enable you to add a tagline to your profile. Make this a mantra — two to four words that explain why you or your organization exists. For example, my mantra is “I empower people.” Here are four theoretical mantras for companies: A Nike: authentic athletic performance A FedEx: peace of mind A Google: democratizing information A Canva: democratizing design Finally, for the sake of consistency, ensure that your tagline/mantra is the same on every service. 6. Tell Your Story In addition to an avatar, platforms permit a second, larger photo, called a “cover” (Facebook, Google+, and LinkedIn) or a “header” (Twitter). Its purpose is to tell a story and communicate information about what is important to you. This is where you can show a photo of your family, dog, car, product, or passion. Platforms change the optimal dimensions of avatars and cover/header photos all the time, so we monitor what the

platforms do and regularly update in a blog post called “Quick Tips for Great Social Media Graphics.” Refer back to it whenever you want to know what’s optimal. The cover is also a place where you can blow your social-media credibility by not changing the default design that platforms provide. If you don’t add a custom photo, you are screaming that you are clueless about social media. (There’s an entire chapter about cluelessness coming up.) You can have more fun and display more creativity with your cover photo than with your avatar. You can also change it more often. With my cover photo, I’m trying to tell a story that I am significant enough to make speeches. 7. Get a Vanity URL You can get a vanity URL for your Google+, Facebook, or LinkedIn account. That means people will see this kind of link: <https://plus.google.com/+GuyKawasaki/posts> If you don’t get a vanity URL, people will see this kind of link, which is much harder to remember: <https://plus.google.com/+112374836634096795698/posts> Here are the instructions for Google+, Facebook, and LinkedIn. Like domain names, it’s too late to get many vanity URLs, but almost anything is better than twenty-one random numbers. Also, coming up with a vanity URL is a good test of your cleverness, so an inability or unwillingness to do so impugns your intellectual prowess. 8. Finish the Job People will make a snap decision based on your avatar, tagline, and cover/header photo and will subsequently follow, learn more about, or ignore you. If they decide to follow or learn more, they will read the rest of your profile. That is why you need to complete your profile. Google+, for example, enables you to provide introductory text, contact information, and links. 9. Go Pro Everyone and everything on Facebook has an account. Each account has a personal Timeline, and it can also manage Pages. Your personal Timeline can have up to five thousand friends and unlimited followers who can see your public posts. Pages can have unlimited likes, and they support more types of ads. You can read about the differences between Timelines and Pages here. Google+ has similar conventions. Profiles are for individuals, and pages are for commercial entities, celebrities, and artists. You can read about the differences between these identities here. If you’re going to use social media for business, you have no choice but to use a Page/page on both platforms. For example, Facebook’s terms of service warn that using a personal Timeline for business (as opposed to a Page) can result in the closure of your account. Fortunately, Facebook enables you to convert a personal Timeline to a Page. You can also convert a Page back to a personal Timeline should you change your mind. Google+ enables you to create a new page from an account, but not to convert a profile to a page.

without an act of God. Generally speaking, you should go pro with a page if you're using social media for business, because of added capabilities such as multiple administrators and extensive analytics. For Google+ in particular, sharing posts with external services such as Buffer, Sprout Social, and Hootsuite is much, much, much better with a page.<sup>10</sup> Go Anonymous When you're happy with your profile, our final recommendation is that you view it in an "incognito window."<sup>11</sup> This is a browser window that hides your identity. Viewing your profile this way means that you will see it the way other people do. To get an incognito window in Chrome, launch "New Incognito Window" from the File menu. There's a way to do this in every browser. Search Google for "anonymous" plus your browser name to find out how.<sup>2</sup> The man who does not read good books has no advantage over the man who can't read them. MARK TWAIN The biggest daily challenge of social media is finding enough content to share. We call this "feeding the Content Monster."<sup>12</sup> There are two ways to do this: content creation and content curation. Content creation involves writing long posts, taking pictures, or making videos. Our experience is that it's difficult to create more than two pieces of content per week on a sustained basis, and two pieces are not enough for social media. Helping you master content creation is outside the scope of this book. Content curation involves finding other people's good stuff, summarizing it, and sharing it. Curation is a win-win-win: you need content to share; blogs and websites need more traffic; and people need filters to reduce the flow of information. Helping you feed<sup>13</sup> indeed satiate<sup>14</sup> the Content Monster is the purpose of this chapter.<sup>15</sup> Make a Plan

Super confused about all the positive reviews of this book. I feel like I have lost some trust in the review system after this purchase. I have a feeling most people are just Guy-Fans and did not really objectively analyze this book. I kinda want my money back :/ Anywho - I run a Social Media Management company and I am always looking to expand my skill set and stay up-to-date with the ever evolving algorithms, advertising options, best practices for sharing content, etc. Since the book is subtitled "Power Tips for Power Users", I was under the impression that Guy (and Peg) would go deeper into the process of establishing an effective social media presence. However, the book was more of: "Hey, I'm popular - I did quirky things, you should do quirky things - maybe it will work - maybe it won't. I'm Guy! Use my company's product, because - I'm Guy!...oh, yeah, and Peg does some interesting stuff, but I'm not going to go into all those details - cause, well - I'm Guy!" Spoiler Alert! The chapter on "Getting More Followers" is barely 1 page, with two suggestions: "Share good Stuff" and "Get on a Platform Before Anyone Else"....really? Are those REALLY actionable items?

How would he suggest we predict the latest platform and get on there before anyone else - and even if we did, WTF - this is NOT a strategy. Ridiculous. Finally, and maybe most notably - the print version of the book is even more useless. There are a TON of hyperlinks with no explanation - so you completely miss out on whatever was trying to be illustrated, and almost everything useful is delivered this way. Disappointed.

I purchased the paperback, and this is the first time to be disappointed not have the eBook instead of a paper copy! In the paper copy, Kawasaki underlines text that would be a hyperlink if I had the electronic version. While I appreciate that, I kept thinking, "Look at this link you can't click because you had to buy the paper version!" The content was great. Even with the paper version, I had enough ideas to improve my social media activities to justify buying the book. I probably can figure out the hyperlinks, and I have enough follow-up tasks to keep me busy. If you plan to buy this, choose the eBook for a better experiences (just my two cents).

I don't recommend the print version, as you miss all the interactive links. The print version is a waste of money. I purchased the book based on a business magazine recommendation, and they failed to warn that a reader should be fairly comfortable with social media to get optimum value from the book. I also found Mr. Kawasaki's writing style far too informal (aka conversational) and was left with the impression that there were gaps in the narrative. Of course, if I was already facile with social media, I likely wouldn't have needed the book. The book fell far short of expectations.

The social media platform info is presented with a hint of humor, dash of realism and a lot of optimism. I feel like I got KFC's secret recipe! Although I skipped past two chapters for now, every section has some useful tips and great examples. I'll return to it once I put some of my new knowledge to work. Picked up this book at the #SMMW15 Conference and this was a great follow up to Guy's presentation. Guy and Peg make a great team.

I really like what Guy Kawasaki and Peg Fitzpatrick have done with their new book. Frankly, I was curious if Guy and Peg would be able to add value above and beyond other top selling social media books already on the market and written by generally accepted social media and marketing experts (probably their friends). Well, after finishing the very first chapter I couldn't put "The Art of Social Media" down and I competed reading and highlighting this gem last weekend. It was awesome! This week I'm putting the new info I learned to use on my already active platforms :-) Look, this cowboy

isn't new to the social media rodeo and I've pretty much been there and done that on most platforms. Having said that, I can honestly report that I picked up many new valuable resources, tips and approaches that I didn't know (or forgot about) before reading the book. Without a doubt I believe "The Art of Social Media" should be incorporated into the library of anyone interested in connecting, engaging and building relationships on the social media platforms. Yes, it's that good!

This is an interesting book talks about what rules should be applied when we are running our social media platform for our business. It includes basic information about the understanding of the most popular social media platforms and useful practical experience in different social media. It helps me quickly learn to use practical tools mentioned in the book and help me know how to navigate different platforms by these new applications. But in the hard copy, you may get confused by the hyperlinks in the book and you may miss information of these interactive links. Still, it talks about basic information and rules of all social media platforms. So if you are already facile with this area, you may not need this book.

Guy Kawasaki and his co-author hit it out of the park with this one. It really is an A-to-Z guide to skipping over the learning phase of using social media and moving right into the big leagues. I have the digital version and strongly recommend because there are lots of useful links scattered throughout the text. The links are not fully referenced in the print version. Kawasaki takes you by the hand and provides the essential of every important component of using social media to create a presence. Really well done. Jerry

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