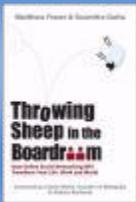


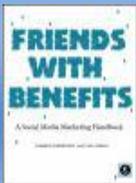
Online social networking for business & career growth: a pathfinder

This pathfinder is intended to help adult job seekers, professionals, and businesspeople learn how to utilize online social networking for business and career growth. Incorporating both print and online learning resources, it is designed for use at The Seattle Public Library. Need help? Ask a Librarian at www.spl.org.

Social networking for business 101: Introduction & overview



Throwing Sheep in the Boardroom by Matthew Fraser & Soumitra Dutta, 2008. Call # 302.30285 F8637T 2008. Wondering what all the fuss over online social networking is about? Then check out this book for an overview of how it can be used to transform your business—and how it is already transforming the world we live in.

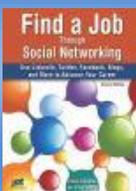


Friends with Benefits by Darren Barefoot & Julie Szabo, 2010. Call # 658.872 B237F 2010. Want to get into the social media marketing game but not sure how? This well organized, easy-to-read book will help you develop online marketing strategies, launch a social media campaign, and avoid common social networking pitfalls.

For job seekers: Leverage your social network to get hired



Seven Days to Online Networking by Ellen Sautter & Diane Crompton, 2008. Call # 650.13028 Sa88S 2008. In a hurry to get started with online social networking and looking for hands-on, practical tips to help you start making connections and quickly advance in your career? This book will help you get started.

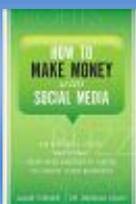


Find a Job Through Social Networking by Diane Crompton & Ellen Sautter, 2011. Call # 650.14028 C8806F 2011. By the same authors as *Seven Days to Online Networking*, this book will help you dive deeper into the world of professional online social networking, with tips on using LinkedIn, Twitter, Facebook, blogs, and more.

Business & marketing: Make money & take your business to the top



Online Marketing Inside Out by Brandon Eley & Shayne Tilley, 2009. Call # 658.872 EL 27o 2009. Looking for a comprehensive strategy for marketing your product or service online? This book will teach you the basics of social media marketing, search engine optimization, email marketing and more. TIP: Check out the book's companion website for updates.



How to Make Money with Social Media by Jamie Turner & Reshma Shah, Ph.D., 2011. Call # 658.872 T8544H 2011. If you want to generate big profits via social media, this is the book for you. Turner and Shah have developed social media marketing campaigns for many large companies, and in this book they share their strategies, tips, and techniques for setting up and running a profitable social media campaign.

Tips for further research

Want to learn more about how you can use online social networking for business and career growth? Here are some strategies to help you get started.

Searching SPL's online catalog

Try doing a keyword search for "social networking business" or "social media marketing." Or do a subject search for any of the following:

- business enterprises—computer networks
- online social networks
- business networks
- job hunting—computer network resources
- business enterprises—computer network resources
- social media—economic aspects
- online social networks—economic aspects

Browsing the shelves

To find more books on online social networking for business and career growth, check on the shelves for the following call numbers:

- 302.234
- 302.30285
- 650.13028
- 650.14028
- 658.872

Searching the Web

The Web offers a vast array of information on many topics, including online social networking for business and career growth. When conducting a search on the Web, make sure to look critically at the results, as not everything published on the Web is accurate or authoritative. Here are some searches to get you started:

- social networking for business
- social media marketing
- social media career development

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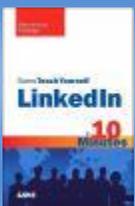
Social networking platforms: Dive into Facebook, Twitter, or LinkedIn



The Facebook Marketing Book by Dan Zarrella & Alison Zarrella, 2011. Call # 658.872 Z191F 2011. If you want to start using Facebook to build your brand and engage with prospective customers, this book will show you the way. Whether you are a seasoned Facebook user or just getting started, this guide will help you utilize Facebook for business success.

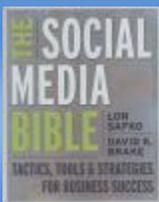


All a Twitter by Tee Morris, 2010. Call # 302.30285 T929M 2010. Whether you're a Twitter newbie or just having trouble figuring out how to build an audience or compose high quality Tweets, *All a Twitter* can guide you to personal and professional success with Twitter. Written for users at all levels, this book can help you get started or take your Tweeting to the next level!



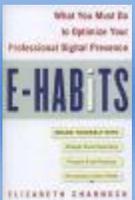
Sams Teach Yourself LinkedIn in 10 Minutes by Patrice-Anne Rutledge, 2010. Call # 650.13028 L6486R 2010. Want to get started using LinkedIn quickly and effectively? This guide covers all the basics, including creating and managing your profile, finding a job, and working with LinkedIn Groups, and the detailed table of contents and index allow you to jump right to the sections you need. A great resource for beginners.

All-in-one: Your go-to guide for all things social media



The Social Media Bible by Lon Safko and David K. Brake, 2009. Call # 658.872 Sa178S 2009. Looking for a resource that pulls together tips for using the whole gamut of social media tools as well as strategies and tactics to help you achieve business success? Look no further. *The Social Media Bible* offers a comprehensive and business-oriented approach to social media.

Your personal brand: Manage your online reputation



E-Habits by Elizabeth Charnock, 2010. Call # 302.234 C382E 2010. Concerned about your online image and reputation? Need tips for cleaning up your digital dirt? This book will help you make over your digital image, protect yourself at work, avoid online mistakes, and develop good e-habits. Learn to present your online self in the best light.

Online help and support

Facebook, Twitter, and LinkedIn all offer great resources for learning and troubleshooting. When you need a quick answer to a specific question or a solution to a problem, their online help and support centers may offer just the assistance that you need.

Facebook Help Center:

<http://www.facebook.com/help/?tab=rowse>. Get information and tips directly from Facebook developers and staff. Of particular interest to businesses and professionals is the "Ads & Business Solutions" category. Browse help topics, search by keyword, or join in on discussions with fellow Facebook users.

Twitter Help Center:

<http://support.twitter.com/>. This is your one-stop shop for getting started using Twitter, troubleshooting, reporting violations, advertising, and more. Search by keyword or browse help topics by navigating through the various menus.

LinkedIn Learning Center:

<http://learn.linkedin.com/>. Where better to learn about LinkedIn than directly from the source? With links to user guides, training resources, an official blog, and information about LinkedIn's various site features, this page is the portal to a treasure trove of information for LinkedIn users at all levels, from beginner to advanced. Helpful for both individuals and organizations wishing to optimize their use of LinkedIn.

Blogs: Stay up-to-date on the changing landscape of social media



Social Media Examiner:

<http://www.socialmediaexaminer.com/>

To stay on the cutting edge of new developments in social media and its applications for businesses, add *Social Media Examiner* to your RSS feed. This blog will teach you how to use social media to develop your brand and increase sales.



Socialmedia.biz:

<http://www.socialmedia.biz/>

Whether you want to improve your social media efforts or just learn about new tools, *Socialmedia.biz* can help!