## CONTENTS

- Preface vi
- Introduction: The backdrop to social networking xv

### Chapter 1: One size won’t fit all: Identifying your business needs xxviii

### Chapter 2: Your business as the recipient of social media 18

### Chapter 3: A who’s who of social media 34
- Blogger 35
- Delicious/Digg/StumbleUpon 41
- Ecademy 46
- Facebook 51
- Flickr 56
- Foursquare 58
- LinkedIn 60
- MySpace 65
- Picasa 65
- Plaxo 67
- Quora 69
- Twitter 71
- Wikipedia 77
- YouTube 78

### Chapter 4: Where will people find you? How to get the most from search engines 82
Chapter 5: The joy of text: Text only interaction 108

Chapter 6: Why don’t we do it on the road? Social networking goes mobile 126

Chapter 7: Come together: Incorporating social networking into a business plan 140

Chapter 8: Where is this going? 162

List of definitions in this book 171