



## Proven Social Media Strategies for Building Community and Brands in the Digital Space

By Michael Malone

New Street Communications, LLC. Paperback. Book Condition: New. Paperback. 72 pages. Dimensions: 9.0in. x 5.9in. x 0.3in. A gem of a book. A lighthearted, humane and entertaining explication of the core principles behind the successful use of social media, with the Grateful Dead leading the way. Who knew - Phil Brownstein, Intuit. Within this essential volume, leading social media expert Michael Malone explains the key approaches and philosophy that form the backbone of virtually every effective social media implementation regardless of platforms used, whether Facebook, Instagram, Pinterest, Twitter or other combined options. Citing real world strategies adopted by such diverse brands as WoodenBoat Magazine and the Grateful Dead, Malone lays out fundamental guidelines without which no attempt at social media outreach will succeed. Whether you are building a social media presence catering to a large international constituency or local fans of a popular neighborhood coffeehouse, Malones insights are sure to prove invaluable. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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