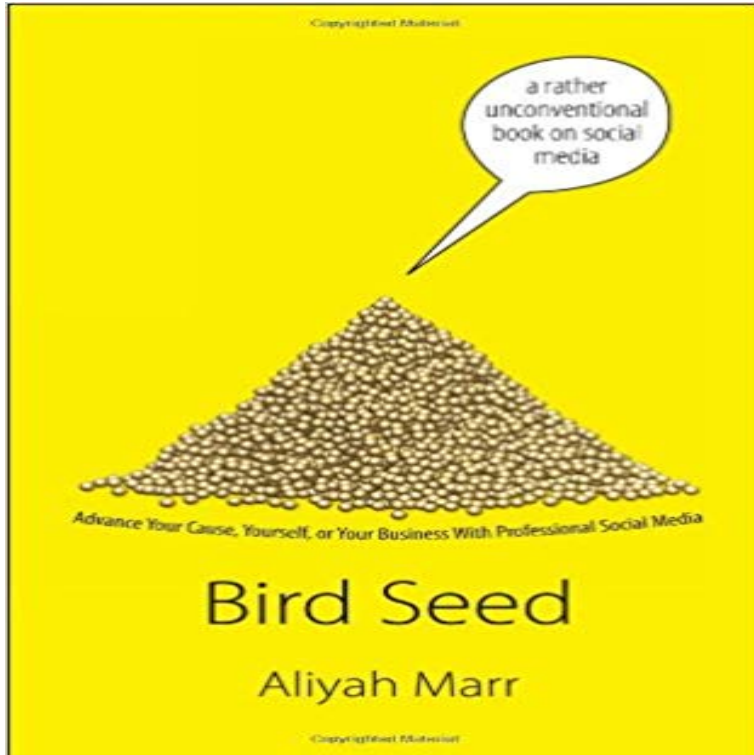


Bird Seed: How to Use Social Media to Advance Your Cause, Yourself, or Your Business



Bird Seed shows you how to professionally represent yourself, communicate your cause, and brand your business in social media. A new look at the contemporary phenomenon of social media, Bird Seed contains common sense suggestions on how to work with an amazing grassroots revolutionary movement. For the everyman or everywoman who wants to exercise his/her voice in professional social media, this book is a quirky, unconventional approach, a motley collection of ideas-or seeds-about how to use social media for professional purposes. It shows how to promote without advertising and how to market without marketing: how to gather a flock of fans, and communicate with them effectively. A short, easy-to-read book that shows you how to cut to the chase, steer clear of social gaffes, organize mental clutter, Bird Seed shows how you can take part in the phenomenon of social media without social media taking over your life.

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