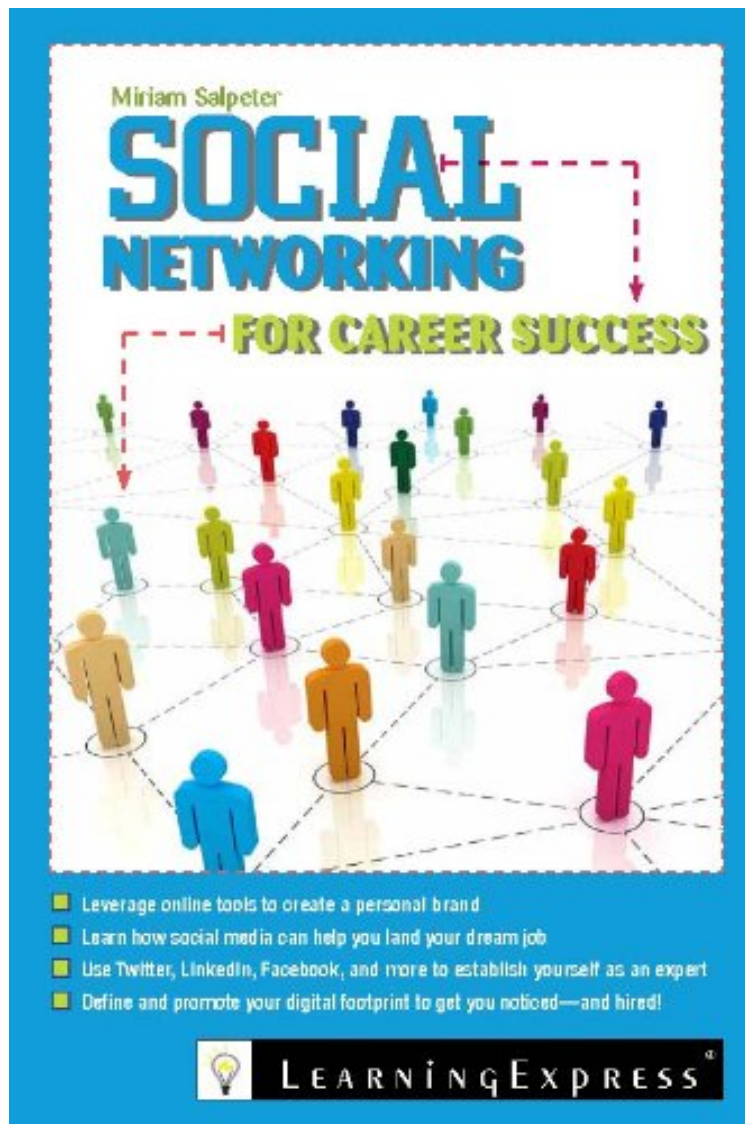


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Social Networking for Career Success: Using Online Tools to Create a Personal Brand

Miriam Salpeter

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Miriam Salpeter : Social Networking for Career Success: Using Online Tools to Create a Personal Brand before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Networking for Career Success: Using Online Tools to Create a Personal Brand:

0 of 0 people found the following review helpful. A great resource By Gary K. Evans When I was writing *Hired!*, my new book on reemployment, I compiled resources in many different areas. In the social networking/job search area

Miriam Salpeter's book rose to the top of my stack. I included it in my book because her approach is holistic. Her thesis goes beyond using the "Big 3" social networks to find a job. She positions social networking as a way of life, and as a way to enhance your current job situation as well as build a platform for future opportunities. Her command of some technical details impressed me, and I am a professional programmer. But I was more impressed that Salpeter conveyed these potentially complex topics in a very accessible manner. A further kudo is on the book's structure: while many authors write only their own ideas and experiences, Salpeter chose to include hundreds (I stopped counting after page 74) of anecdotes from other writers and authors. I felt like I was at a conference listening to experts talk to me about their passion. And this is a passionate book. You cannot read a chapter without feeling Salpeter's complete engagement with her digital world. I learned a lot that I did not know about how to leverage the Big 3. I am sure you will, too. Great book. Buy a copy.

0 of 0 people found the following review helpful. 5 Stars for Social Networking for Career Success! By Emily Wong Miriam Salpeter's book, Social Networking for Career Success, is much more than a how-to guide for using social media in your job search. Although she certainly provides the beginning networker with a complete list of online tools along with clear instructions on how to use them, the seasoned social media navigator will not be disappointed. This book is a must-have addition for job-seekers and entrepreneurs alike, and should be required reading for anyone who seeks to promote his or her personal brand in the information age. Ms. Salpeter uses a combination of gentle guidance on etiquette, anecdotes of successful engagement with online networks, and advanced tips for engaging on a variety of sites that are guaranteed to take the reader to a new level of personal marketing!

Social Networking for Career Success: Using Online Tools to Create a Personal Brand 0 of 0 people found the following review helpful. Great read! By Teela This book captures all of the popular and widely used social media platforms in a way that no other book does. It is an easy read with great real life examples from real people who have had success in their career through using social media tools. This book suits individuals on all levels from novice to expert. Everyone will pick up a few nuggets that can be integrated into your social media strategy. Those that are new or fairly new to social media will pick up a wealth of information and a new way to market yourself using these tools. The author does a great job of laying a framework, then covering the details in a way that is simple to understand and comprehend. Thank for writing an awesome book and one that I reference quite frequently although I too am an early adopter in the social media space. Bottom line: Great book with simple information and tips to build a social media empire that will help start your career and/or take your career to the next level!

Social media is a powerful, mandatory tool for the job world, and career expert Miriam Salpeter illustrates its fullest potential with this one-stop resource. Learn how to create and promote an online brand and make yourself indispensable in your field. Social Networking for Career Success offers: Information on how you can create an effective, compelling online presence; advice from successful professionals on how social networking can propel your career; the ins and outs of social networking sites (LinkedIn, Twitter, Facebook, Quora, and many more), from the basics to the advanced features; tips for creating and maintaining a blog that will establish you as an expert in your field; and much more.

"Social media can absolutely help you get hired and this book has all the answers on how to make it happen." Tory Johnson, CEO, Women For Hire From the Inside Flap "Social media can absolutely help you get hired -- and this book has all the answers on how to make it happen." --Tory Johnson, CEO, Women For Hire "This is a "must read" for anyone committed to professional success in the new era." --Martin Yate CPC, New York Times bestseller and author of Knock 'em Dead Secrets Strategies "Social Networking for Career Success is a great beginner's cookbook for understanding and using social media to enhance your professional life. If you don't know where to start in the cyber-networking kitchen, read this book." --Eve Tahmincioglu, Author, From the Sandbox to the Corner Office and MSNBC.com Career Columnist "Miriam Salpeter has truly composed a masterpiece in social media and personal branding, combining the power of her own vast expertise and that of the industry's top-rated thought leaders into one of the most comprehensive online career guides I have ever read. Every page contains actionable, credible and relevant advice that you can follow immediately to both start advancing your brand and your career." --Chris Perry, Founder of CareerRocketeer.com "Mastering social media is imperative for today's job seekers. Miriam's book is the perfect toolkit to ensure that you are maximizing your online brand and putting your best foot forward in a digital world." --Chris Russell, CEO, AllCountyJobs.com "Social Networking isn't a task we should dread doing, it's a skill we should want to develop. Every job is temporary and we are businesses--of-one. So, developing a personal brand that allows us to promote our professional strengths on a larger scale could be the one thing that keeps us employed--both now and in the future. Miriam Salpeter's new book is the ideal guide to help you learn to leverage social networking for your career. The resource list alone is worth the price!" --J.T. O'Donnell, CEO of CareerHMO.com and founder of CAREEREALISM.com If you are looking for a great resource for online tools and your career, you've found it! --Jason Alba, CEO of job search organizer JibberJobber.com and author of I'm on LinkedIn--Now What???" "Social networking to land a job is nothing new, but Miriam's book offers plenty of advice I've never even thought of before--

and I write about this on a daily basis! Social Networking for Career Success is broken into easily digestible chunks of information that will benefit everyone from college students to experienced professionals. It's a whole new world of job hunting out there!" --Heather R. Huhman, Founder President, comerecommended.com "Miriam has assembled the ultimate go-to-guide for the modern job seeker. The advice is clear and concise, the tools easy to understand and the value undeniable. You need to read this book." --Mark Stelzner, Founder of JobAngels "This is a crucial book for anybody--regardless of age, education level, industry, or function--to gain a career edge and succeed in a world where social media has become as essential as the printed resume used to be. Social Networking for Career Success shows you how to gain access to the best opportunities, before they are posted to the general public, and is a resource that you will refer to again and again." --Andrew Neitlich, co-Author, Guerrilla Marketing for a Bulletproof Career "Miriam Salpeter is a true leader in the social networking world and in her book, "Social Networking for Career Success," she shares her expert advice for social media users of all levels and career goals. This book should be on the shelf or e-reader of anyone who is serious about career success in today's hyper-connected world. Highly recommended." --Lindsey Pollak, author of Getting from College to Career: 90 Things to Do Before You Join the Real World "Pure gold! It contains something for everyone, at any level. Consider it a must-read for anyone who wants to understand social media! Social Networking for Career Success oozes credibility with real life examples and success stories and the simple to understand, actionable steps, make it too easy NOT to do!" --Hannah Morgan, CareerSherpa.net "Miriam Salpeter is effervescent; she is action behind her words. Her reputation as a global careerist with profound, yet easy-to-relate-to social networking advice entices job seekers, careerists and entrepreneurs to her virtual doors to learn the social media dance. Her new book, Social Networking for Career Success exudes her charm and energy while piling up stacks of virtual career networking resources in a compact, easily digestible format." --Jacqui Barrett-Poindexter, Master Resume Writer, Chief Career Writer and Partner of CareerTrend.net, Cofounder of the Career Collective "Social Networking for Career Success is the most comprehensive resource I've seen on using all aspects of social networking in job search and career advancement. This reader-friendly guide is destined to become a bible for savvy careerists who want to integrate the most effective social tools to get ahead." --Katharine Hansen, associate publisher/creative director, Quintessential Careers (quintcareers.com) "If you've applied for a job online and don't know what to do next, this book is the answer. It is clear, concise and filled with actionable information sure to supercharge your job search or entrepreneurial endeavor. I defy you to do all that is written herein and not get a job or boost the branding of your enterprise." --Jim Stroud, JimStroud.com From the Back Cover "Social Networking for Career Success is the modern job seeker's insider guide to job search and career management success. Miriam shares all the secrets, sites, and strategies to put anyone, including a web novice, at home in confidently navigating the otherwise complex web of social media job search to identify and win the job." --Laura DeCarlo, President of the global association, Career Directors International; creator of the Certified Professional in Online Job Search Reputation Management; and author of Interviewing: The Gold Standard, Job Search Bloopers, and Interview Pocket RX. "Miriam Salpeter is a job seeker's best friend. Her business is helping others use social media to land their next job... and she does so beautifully! Now, there are others out there who 'get' social media, but can't teach it, and even more who can teach it, but don't have anything unique to say. Miriam is one of the only social media gurus who consistently and clearly shares a simple, yet unique, strategy for using social media to land your next gig. Read this book if you are still unsure how to really maximize your time on the various, emerging social media platforms available; I assure you, you will emerge much more knowledgeable and armed for your job search. This book is well worth the money, and highly recommended!!!" --Laura M. Labovich, Founder, Aspire! Empower! Career Strategy Group "Social Networking for Career Success is a head above other social media resources. Miriam is a respected blogger and experienced social media pro who provides strategic insights and technical guidance. She anticipates her readers' questions, deftly transitioning from the high view to the essential details. This is the must read guide for anyone who wants to use social networking to access new career opportunities." --Debra Feldman, Executive Talent Agent, JobWhiz "Miriam has successfully used social networks to advance her personal brand. This book will show you how you can do the same!" --Dan Schawbel, author of Me 2.0 and founder of Millennial Branding "Today more than ever it's critical to know how to navigate the digital ecosystem. This book provides readers with real world stories and advice on how to leverage social networking to find a job or simply advance their career." --Robyn Cobb, VP Digital Influence, Ogilvy Public Relations "This really--seriously!--is a must-read book for everyone, unemployed or not! Excellent, landmark book--the best I've read on this topic! Social media and social networks are dramatically impacting the job search/recruiting landscape for all of us, and the velocity of change is picking up. So, smart people will read and implement Miriam's suggestions before they need to job search, because to ignore this technological revolution is to be left behind--waaaayyyy behind. And, very few of us can afford that! --Susan P. Joyce, Editor/Publisher, Job-Hunt.org "Social Networking for Career Success is a comprehensive, well-organized guide for any professional or job-seeker to advance his or her career. Whether you are a passive candidate or engaged in an active job search, this book will prove to be a valuable resource in managing your online presence and creating a positive brand that will attract employers." --Andrea Santiago, Guide to Health Careers at About.com "We use social networking sites everyday to check-in, update our friends and share ideas with the world. But what if you need to find

a job or establish a new career? Miriam's book offers practical and strategic advice to build your online brand along with examples of people doing it right." --Tim Tyrell-Smith, Founder of Tim's Strategy and author of 30 Ideas: The Ideas of Successful Job Search "Social Networking for Career Success is basic enough for those who are clueless about social media, yet rich enough to offer social media pros information they likely don't already know." --Vivian Steir Rabin and Carol Fishman Cohen, Co-authors, Back on the Career Track "No one knows the intersection of social media and careers better than Miriam Salpeter. I am always learning something new from her, and thanks to Social Networking for Career Success, you will too! The best thing about this book is its substantial detail - by the time you're finished, you'll be ready to take advantage of dozens social networking strategies you didn't even know existed." --Alexandra Levit, Author of New Job, New You: A Guide to Reinventing Yourself in a Bright New Career "Miriam not only shows you how to efficiently and effectively use social media tools to land your dream career, she also gives you some valuable insight into how you can make it easy for employers to find you. And she does it with a little bit of humor and spunk!" --Heather McGough, Microsoft Recruiter since 2000