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## Share, Retweet, Repeat: Get Your Message Read and Spread

*John Hlinko*

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**John Hlinko : Share, Retweet, Repeat: Get Your Message Read and Spread** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Share, Retweet, Repeat: Get Your Message Read and Spread:

12 of 12 people found the following review helpful. Very helpful step by step guide to social mediaBy Adam D. LongThis book really helped me get a handle on social media by offering two things that are sorely lacking from most business books generally and especially most books on social media: (1) step by step guidance, and (2) lots of specific, and telling examples, e.g. the discussion of the impact of viral videos on the Obama presidential campaign. Everyone hears about the power of social media and yet at the same time often it feels like twitter and youtube are mostly about

people posting what kind of sandwich they had for lunch or videos of their cats being chased by the vacuum cleaner. This book, though really helps you create a systematic approach to using some amazing (and amazingly cheap) tools like twitter, email, websites and facebook to get your message out. Like Al Ries and Jack Trout's "Positioning" or Chip and Dan Heaths' "Made to Stick" what is great about this book is that it gives you a new way to think about the process of communicating your message along with practical advice that you can start using today.

0 of 0 people found the following review helpful. Excellent how to for social media messaging...at the introductory level

By Alan Mills

Social Media has made it possible to reach many more people, at a much lower cost, than ever before. But this also means that people are faced with a huge flood of information every day. For someone trying to spread a particular message--whether a traditional commercial advertisement, a political campaign, or a fundraiser--the questions raised by this new communications world are many: how to craft a message, how does this media differ from traditional media, and most importantly, how do you reach your target audience. Hlinko sets out to answer these questions. And he does a pretty good job. The problem with a book like this is that it's potential audience has a huge range of experience with social media--from this who have only vaguely heard of it, to those who are already actively engaged. He pitches the book to those who have a very basic awareness (he begins with the basic: how to set up an account on twitter). As a result, I found some of the intro stuff far too basic. However, he quickly moves into a discussion of crafting your message, engaging people, and ultimately how to work towards going viral.

As a good overview, this is a perfect book. It takes you from ground zero to a pretty sophisticated understanding of strategy. But some parts, like crafting your message, and working with "multipliers" get shorter shrift than I would have liked. In the end, the advantage of books like this is less the specific information they provide than the opportunity they provide for reflecting in a critical way on what I am currently doing, and what I could do better.

Well worth the time to read (and by the way, it is quite well written, has a nice almost breezy style, and is a pretty quick read), but is only a step toward the goal of successfully using social media, not the "bible."

3 of 3 people found the following review helpful. Sharp. Insightful. USEFUL. Seriously useful.

By Alexander Clemens

John Hlinko has been there, and has done that, and has written four jokes about it. (Jokes that are funny, and that make you think.) He's a veteran of advocacy, politics, media, and How To Stand Out From The Crowd, and he's been successful at the local, state, and national level. (And he's still wanted for forging a fake ID in Beirut, I think.) Hlinko has written a book that not only tells you how HE's done things to extraordinary effect in the sphere of public opinion and public attention, but hands over some tools that novices can use. He is thoughtful about explaining how people can move from point A to point B, while always remaining clear about how we must focus, focus, focus on content and creativity - as no amount of perfect buzz can get people to pay attention to a crap idea. Hlinko is a successful communications professional. He's been kind enough to share the contents of his Big Brain with us; we should be grateful enough in return to buy his damn book.

In Share, Retweet, Repeat, John Hlinko shows readers how to take their ideas, causes, and products, and craft marketing campaigns around them that create buzz. In the world of constant communication, the average consumer of information has transformed into a publisher of information as well. With easy to follow steps, Hlinko teaches readers how to create spreadable messages to optimize return on investment on any communications budget. This book is for anyone who wants to learn how to stand out, be noticed, and get others talking about them.

One of "10 business books that intrigued me most this year" --Entrepreneur Magazine