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## So Social: Tips on Improving your Social Media Presence for Business and Personal Use

*Scott Kleinberg*

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0 of 0 people found the following review helpful. Five StarsBy Janice KleinbergExcellent book. Very useful information. I give it 5 Stars!

So Social is a collection of Chicago Tribune articles written by social media experts Amy Guth and Scott Kleinberg. It explores the benefits and dangers of social media from both professional and personal standpoints. For anyone interested in growing their social media following, understanding web marketing, or keeping accounts secure, So Social is a must read. In So Social, Guth and Kleinberg give insider tips on how to use social media safely and easily for business and at home. Entrepreneurs and media mavens alike will appreciate their useful insights on Facebook, Twitter, Instagram, Vine, LinkedIn, Google+, Pinterest, and more. Each platform has a dedicated chapter, which is beneficial to both social novices and media experts. The Internet is awash with advice and lists of varying quality on improving social media habits. So Social has set itself apart by being a carefully curated collection from two tech gurus with experience across media platforms, from traditional "old-world" publishing to disruptive new media technologies. A quick yet highly informative read, So Social will be a crucial tool for any reader looking to improve their social media approach.