



Social State: Thoughts, Stats and Stories about the State of Social Media in 2013

Esteban Contreras

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Social State is your guide to the state of social media.

In recent years, the web has gone from being a network of hyperlinked pages to a network of individuals. There are now over 1 billion people sharing their lives on Facebook; and that's only one of many social networks enabling and dictating how we connect, how we learn, and how we act. Instagram, Twitter, Google+, LinkedIn, Pinterest, Tumblr, and a long tail of social media services are transforming how we interact with the world around us.

Everything we know is being re-imagined. In Social State, Esteban Contreras writes about the rapidly changing social media landscape. Social State is a visual, thoroughly-researched and in-depth exploration about the integration of life and technology; covering topics ranging from the implications of openness, virality, influence, and privacy, to the unique opportunities presented by social media marketing, social business, and social good. Social State is an honest, informative, and entertaining book written from a unique perspective.

Esteban Contreras is an avid user, former Social Media Manager for Samsung USA, and current strategist serving Fortune 100s on behalf of enterprise SMMS tech startup Sprinklr, Inc. Born in Guatemala City, Guatemala, Esteban is also the founder of Social Nerdia Consulting, based in New Westminster, British Columbia. Esteban Contreras paints a picture of what the world is going to look like as social technologies become part of everything around us.

Factual, opinionated, and current, Social State was written and edited in the fourth quarter of 2012. Whether you are an enthusiast or a skeptic about all things "social," this book is a one-stop shop packed with facts, stats, charts, and real-life examples.

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From Reader Review Social State: Thoughts, Stats and Stories about the State of Social Media in 2013 for online ebook

Randy Resnick says

I know it's overused, but this is a must read if you are interested in the phenomenon of social networks today.

Alisa says

The real meat is at the end. So skip the first 2/3. I wish he didn't meander so much within subsections.

Dil-Domine Leonares says

Loved it!

Madeline Swegle says

Social State by Esteban Contreras is a must read for anyone interested in the phenomenon of social media that we have this day and age. This was a very interesting read, for it talks specifically about the integration of technology and daily life. Social media is familiar with just about everyone in my generation and is apart of our daily lives. This book directly relates to my senior capstone project and has aided me with my research and increasing knowledge base of this topic. My large capstone is social media, this book directly relates and has really made me interested in all of the research I am going to continue. Contreras writes specifically about the fast pace that social media has came into our daily lives at, as well as giving specific examples of social media sites and their purposes. The first 8 chapters talk about many different social media sites, one per chapter, ranging from the ever famous Instagram all the way to LinkedIn used for business profiles. Often, Contreras shares his personal opinion about different social media sites which I have really enjoyed reading. The content in this book is extremely factual yet at the same time very interesting to read, it includes many statistical examples of Contreras points and opinions.. Contreras has put many thoughts in my head that I did not think of before related to this topic. Specifically with my capstone project, these new opinions and views on things are necessary to keep an open mind while doing my research. The visual examples that Contreras uses are one of the best things this book provides to its readers. Social state was a really interesting read about the social media that I interact with daily. Esteban Contreras points about our changing technologically savvy society will definitely be stuck in my mind after reading this book.
