



The Art of Social Media: Power Tips for Power Users

Guy Kawasaki

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From the bestselling author of *The Art of the Start* and *Enchantment*, a no-nonsense guide to becoming a social media superstar.

By now it's clear that whether you're promoting a business, a product, or yourself, social media is near the top of what will determine your success or failure. And there are countless pundits, authors, and consultants eager to advise you.

But there's no one quite like Guy Kawasaki, the legendary former chief evangelist for Apple and one of the pioneers of business blogging, tweeting, facebooking, tumbling, and much, much more. Now Guy has teamed up with his Canva colleague Peg Fitzpatrick to offer *The Art of Social Media* – the one essential guide you need to get the most bang for your time, effort, and money.

With more than 100 practical tips, tricks, and insights, Guy and Peg present a ground-up strategy to produce a focused, thorough, and compelling presence on the most popular social-media platforms. They guide you through the steps of building your foundation, amassing your digital assets, going to market, optimizing your profile, attracting more followers, and effectively integrating social media and blogging.

For beginners overwhelmed by too many choices, as well as seasoned professionals eager to improve their game, *The Art of Social Media* is full of tactics that have been proven to work in the real world. Or as Guy puts it, "Great Stuff, No Fluff." <http://artof.social/>

The Art of Social Media: Power Tips for Power Users Details

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From Reader Review The Art of Social Media: Power Tips for Power Users for online ebook

Nicki Markus says

The Art of Social Media is an easy read that offers tips and tricks on making social media work from a business perspective. It is aimed at the absolute beginner and so a few of the comments felt obvious to me. That said, I did pick up a few handy hints that I will try to incorporate into my own social media presence - particularly when I have a new book release coming up.

If you are starting out in social media for business promotion, this book will be a good starting point to set you on the right path.

I received this book as a free e-book for review via NetGalley.

Mallie Hart says

I absolutely loved APE and I still talk about it when someone asks about a good business read for marketers and budding authors.

I keep seeing everyone say that this isn't a book for beginners, but I feel that everything said in this book has already been said and already said well (better) by others.

There are a few gems by Peg, especially her process, but otherwise, I just didn't think the book added anything to the discussion.

Judy says

This book failed to meet its purpose which was to enable me to rock social media. Well, the gotcha word is “enable” because I need to learn to follow all of the 123 numbered tips and tricks, some of which are just a paragraph long and lack any depth. Don’t get me wrong--I learned quite a few guidelines but some I questioned like:

“If you’re not pissing people off on social media, you’re not using it right.”

I was expecting a few more case studies and statistics to substantiate these tips, tricks and insights. In the end, Guy Kawasaki and Peg Fitzgerald openly admit: “Social-media guru is an oxymoron because nobody really knows how social media works.” I’m looking forward to the next more in-depth book. Could that be titled “The New Rules of Social Media”? h/t author:David Meerman Scott (Author)|8059245].

This was a free book that I downloaded from NetGalley.

Raoul S. says

Good, straight-to-the-point advice for vastly improving your social media skills. However, most of it is just common sense. And I'm also doubting the "art" in the title; didn't find anything but technical stuff.

Lê says

Là m?ng ng?i s? d?ng internet bình th?ng, không có m?c ?ích kinh doanh hay làm truy?n thông xã h?i chuyên nghi?p, nên tôi không t?n d?ng h?t ???c nh?ng gì Guy&Peg chia s? trong cu?n sách này. Tuy nhiên, v?i tôi nh? th? ?ã là quá ?? . ?ây là m?ng cu?n sách h?u d?ng, ???c vi?t g?n gàng, ?i th?ng vào vi?c ch? d?n cách th?c hi?n m?ng cách c? th? và tr?c quan, không r??m rà. V?i nh?ng ki?n th?c, k? thu?t và ch? d?n ?ng x? t? s? ??ng ??n chuyên nghi?p, b?t k? ai c?ng có th? tìm ???c ?i?u gì ?ó h?u ích cho riêng mình cho dù h? ?ang ? trình ?? nào và có nhu c?u khác nhau ra sao...

Tôi thích cách tác gi? gi?i thi?u m?c ?ích c?a các m?ng xã h?i này qua 5P:

Google+ = Passion (dành cho c?ng ??ng nh?ng ng?i có cùng ?am mê nào ?ó)

Facebook = People (ngh?a là dành cho m?i ng?i)

LinkedIn = Pimping (ngh?a là d?n d?t, dành cho m?ng l?i phát tri?n ngh? nghi?p và chuyên môn)

Pinterest = Picture (ngh?a là hình ?nh)

Twitter = Perception (ngh?a là c?m nh?n)

cùng nh?ng g?i ý nên và không nên làm gì khi s? d?ng Facebook, Twitter, Instagram, Google+, Youtube, LinkedIn...

Ngoài ra, tác gi? còn mô t? cách mà các m?ng xã h?i thu th?p thông tin cá nhân c?a ng?i dùng ?? s? d?ng vào nh?ng m?c ?ích kinh doanh c?a h?. ??ng th?i, cách h? ??t thu?t toán ?? phân lu?ng ngu?n thông tin ??n v?i t?ng ng?i dùng c?ng ???c vi?t r?t súc tích và d? hi?u. Ví d?, ch?c b?n không ?? ý ?âu, Facebook cài ??t m?ng thu?t toán ?? newsfeed c?a b?n ch? hi?n thông tin m?i c?a nh?ng Friend mà b?n ?ã t?ng like và comment (d?n ??n m?ng s? quan ?i?m trái chi?u mà có d?p, tôi s? vi?t thành bài). ??i v?i nh?ng Friend mà b?n không có t?ng tác, Facebook s? t? ??ng ?n ?i không cho hi?n trên newsfeed c?a b?n n?a. H? lý gi?i là vì không mu?n ng?i dùng b? quá t?i thông tin!!!

Harley says

I first became involved with social media in 2009 when I joined Goodreads and it remains to this day one of my most favorite sites. I wish I had had it 50 years ago so I could have an accurate record of the books I have read. The second site I joined was LinkedIn which I am also a big fan of and wish I had it 40 years ago when I got into business. I have since joined Twitter, Facebook, SlideShare, YouTube, SoundCloud and Google+. I have written a blog since 2010. So I have been active on social media for about 5 years but I am not by any means an expert. The reason I became involved with Google+ is because I read Guy Kawasaki's book, **What the Plus! Google+ for the Rest of Us**. I have been very active as a moderator of a poetry group.

Even with my experience, I found helpful tips in Kawasaki's new book, **The Art of Social Media**, co-written with Peg Fitzpatrick due out in December. This is a book that you will want to go back to again and again. I read the Kindle version in 3 short days. The book is filled with links that I could easily click on in the Kindle

and immediately see what he was discussing. Kawasaki gives lots of examples and sites for more information. The 123 tips are numbered and well organized into 12 chapters.

If you are new to social media or have some experience like me, I would highly recommend this book. If you are an expert in social media, then this book is probably not for you unless you want to give it to your clients.

Silvino Santos says

This book is very accessible, is oriented to be useful and practical in building our online strategy, personal and professional. It is an essential guide for anyone starting in Social Media and an essential reference for anyone who is promoting itself online presence!

This book reflects the authors' experience, through suggestions and practical tips easy to implement. Was thought to with clear guidance for action, namely: Do it yourself!

Ruel says

Co-authors Guy Kawasaki and Peg Fitzpatrick are masters of social media, so expectations were high upon receiving my advanced e-book copy of The Art of Social Media. Thankfully, it lived up to the “no-nonsense” billing in its description: this straightforward nut-and-bolts guide to optimizing social media strategies and increasing one’s social media presence will be appreciated by power users and casual enthusiasts alike.

I’ve been following Kawasaki and Fitzpatrick for years on Google+; not surprisingly, the emphasis tends to be on Google+ rather than Facebook, Twitter, and other sites (note: for those who haven’t fully embraced G+ yet, I’d suggest pairing this book with Kawasaki’s excellent G+ primer “What The Plus”). Kawasaki and Fitzpatrick are aware of the ever-evolving world of social media and give tips that are both specific and immediately useful (how to stylize text in G+ posts) while also offering more general and easily adaptable advice (how to keep things simple in Instagram). “No matter how smart you are, best practices always change, because the platforms change how their sites work,” they write. “Therefore, everyone needs to keep experimenting.”

This awareness is what I appreciated most about The Art of Social Media. Despite their success, they don’t offer themselves as gurus with the secret to rocking social media. Even with over 100 clearly written and illustrated examples (and plenty of clickable links in the e-book), they’re willing to concede that things could change at any moment; Kawasaki even admits to not being a fan of Pinterest until Fitzpatrick’s ongoing success there convinced him otherwise.

Based on both authors’ successful track records and the amount of solid and practical advice given here, The Art of Social Media is worth its weight in gold. It is recommended for social media power users and strategists, but especially for small businesses with a limited social media budget.

Colleen McKenna says

The Art of Social Media is like a master class in social. I appreciate how Guy Kawasaki and Peg Fitzpatrick arranged the book and included the option to go deeper with all the hyperlinks. The easy to follow power tips

make sense and really provide the insight and path to go to the next level.

This is a reference guide that everyone on the social spectrum can benefit from. Not everyone will do everything but I think people will realize that social media is more than they realize. This is particularly important for business leaders who downplay social. It's really marketing in a social world.

Kudos for a great book that I know I will be referring to for a long while.

Gabriella Campbell says

Manual indispensable y práctico de social media. Impresionante la cantidad de conocimiento que se ha concentrado en este librito. Especialmente indicado para escritores y otros creadores que buscan darse a conocer.

No le doy más estrellas porque Goodreads no me deja.

Kathy says

I attended a conference last month up north. One of the classes I attended was on social media marketing. Guy Kawasaki was mentioned in that class so when I saw this book was available on Netgalley I downloaded and read it.

The version of the book I got from netgalley did not have any links in it. This would have been so much better if I would have had the ability to click the links and be able to visually see the pages and examples he was referring to. This problem should not occur from anyone buying this as an ebook off Amazon or another book seller.

This is packed full of useful information. It's a little overwhelming especially for a social media novice like myself. This is a book that would be nice to have in print for an easy reference guide but then it wouldn't have clickable links... which was the issue I had with my review copy.

My biggest take away was a simple one. I need to include a lot more graphics and photos with my social media posts to capture reader's attention.

Rating: 4 Stars - Great Book

Content: Some language

Source: Netgalley

Arshia says

This is a fairly good book for what it is. An overview of and a general guide to the different social media platforms and how to use them most effectively. More a 3.5 than a 3.

Although this book may seem a tad mundane for those more digitally inclined, it served as a valuable book for me -- a person who is in the dark about social media and a bit shy about "online presence".

This book offers good ideas and step by step guides for maximizing total exposure online by combining most or all of the platforms it covers.

Would recommend if you fit its demographic.

Jennifer says

This isn't a book for social media newbies, but rather for those who have been in the online marketing trenches for at least a little while. Guy Kawasaki and Peg Fitzpatrick have provided excellent guidelines for taking your digital marketing to the next level in a very easy-to-understand format.

This is a book I will turn to again and again as a reference. I like the no-nonsense approach and lack of fluff. You can tell these authors really know what they're talking about and they are trustworthy. Even though the title infers social media is an "art," it's really more. But rather than getting bogged down by all the "science" and "analytics" and other big-data speak, they tell it like it is.

As I implied above, I wouldn't recommend this book to people who are just starting out. It might make them run screaming to the hills. However, I do recommend it for marketers who are past the rookie stage, either as a refresher or to pick up some useful new tips.

Great job, Guy & Peg!!!

Carin Clark says

In *The Art of Social Media*, Guy Kawasaki and Peg Fitzpatrick deliver valuable, actionable tips that will help you succeed in bringing value to your followers and making meaningful connections online.

What I liked the most...

It's not a basic how-to. As the subtitle would suggest, this book is packed with power tips for power users. Tips for how you should link your content across platforms {without being spammy and failing to consider the different rules of engagement} and for perfecting your interactions on each profile are some of my favorites.

The tips are next-level. For example, do you often wonder how to make yourself a part of larger conversations that are happening on social media? Well, they've got you covered. They've included things I hadn't even thought about. But will make all the difference.

They give you more resources for just about everything. I always appreciate when an author points you towards the great tools they mention than you having to go searching for yourself.

Who this book is for...

Anyone and everyone who want to go PRO in social media. There are hundreds of insights, tips, and tricks that will help you to build a consistent and valuable online presence.

I especially think every blogger – beginner, intermediate, and advanced – should have a copy. No offense to my fellow bloggers but seriously, we are some of the worse offenders! I know the number one goal is to get people back to our sites, but we've gotta do better about optimizing social media profiles, adding value to peers and followers, and making valuable connections online.

This book is also perfect for business owners who've been using social media for a while and are looking for ways to take it up a notch. You will get exactly what you need to step it up and truly position yourself as an expert in your industry.

Whether you're wondering how to best maximize the use social for your next event, to spark conversations about your business, or to share your valuable content, The Art of Social Media is the tool for you.

It's not a book you'll read once and put to the side. This one stays on the desk {or is first on Kindle}. Trust me, you will refer to it often.

Mihai Chindris says

It was enjoyable. Although it didn't cover all the social media platforms that are out there, it covered at least the major ones. Guy and Peg really know their stuff and it's helpful to implement their tips and tricks, cause they truly work. As the author says, in an ideal world, you would also have to come up with ideas, which you should share, that could boost your presence and influence online. And he's right. That's how it works. Sharing is caring.
