

Work Smarter With Twitter And Hootsuite Ebook

Alexandra Samuel

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you're on twitter but can't keep up with the onslaught of incoming messages you're also not sure how to extract value from this social media phenomenon especially as a professional tool in work smarter with twitter and hootsuite social media expert alexandra samuel helps you take twitter to the next level by using the free tool hootsuite which allows you to focus on the people whose tweets matter to you and easily establish the relationships and presence you want this short practical book shows you the most effective ways to use this popular system to focus on the people and relationships

build your social media strategy from managing email to building a social media presence making smart use of technology is essential to professional success in a digital world but using all these tools can quickly lead to digital overload in this comprehensive guide from social media expert alexandra samuel you'll find out how to use the social web to achieve your professional goals without letting it overwhelm you find out what social media power users do to tame the email backlog and focus on the messages that matter most build professional relationships that advance your career using twitter and linkedin increase your professional visibility online by using hootsuite to schedule social media updates keep your most important work front and center with a digital notetaking system integrate these tools

to get the most out of each one and make them even more powerful together

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