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Titolo	20 great career-building activities using Instagram and Snapchat // Eduardo Lopez
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ISBN	1-5081-7273-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (64 pages) : color illustrations
Collana	Social media career-building
Disciplina	650.1/3
Soggetti	Business networks Employment portfolios Career development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- How visual content became king -- Getting started on Instagram -- Creating a content plan -- Getting started on Snapchat -- Creating a plan for your Snapchat content -- Building your portfolio -- Glossary -- For more information -- For further reading -- Bibliography -- Index.
Sommario/riassunto	To prepare students for success in writing, creating content, and marketing, this guide walks the reader through both of these the image-based platforms Snapchat and Instagram, comparing their advantages and drawbacks. The twenty activities included give students concrete skills to develop as they consider their audience, map out plans for the content they plan to post, and learn how to use social media to attract the notice of colleges and employers.