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Titolo	20 great career-building activities using Facebook // Cathleen Small
Pubbl/distr/stampa	New York : , : Rosen Publishing, , 2017 2017
ISBN	1-5081-7263-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (64 pages) : color illustrations
Collana	Social media career-building
Disciplina	650.1
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 -- The scoop on facebook -- The internet is forever -- What's a profile? -- What is a page? -- What is a group? -- Activities to keep you going -- Glossary -- For more information -- For further reading -- Bibliography -- Index.
Sommario/riassunto	This title guides readers through exercises to educate them on the limits and possibilities of sharing. Focusing on tools to build skills, it covers creating multimedia content and devising and strategizing for a marketable brand presence as an individual or on behalf of a business or organization, providing a step-by-step pathway to social media literacy and considering social media from a critical position while evaluating privacy, reputation, and appropriate content.