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Nota di contenuto	Cover; Social Media for WordPress; Credits; Foreword; About the Author; About the Reviewers; www.PacktPub.com; Support files, eBooks, discount offers and more; Why Subscribe?; Free Access for Packt account holders; Table of Contents; Preface; What this book covers; What you need for this book; Who this book is for; Conventions; Time for action - heading; Reader feedback; Customer support; Downloading the example code for this book; Errata; Piracy; Questions; Chapter 1:Share it the Easy Way; Before you read this book; A brief overview of social media; Social media is the new Web 2.0
	Going social does not mean going viralThe WordPress advantage; Doing more with core functions; The karma of pingbacks and comments; Food for thought: RSS feed basics; Time for action - building an automated newsletter with a keyword-based RSS feed; Part 1-creating a subscriber signup form; Part 2-creating a keyword-specific RSS feed; Part 3-Creating an automated newsletter campaign; What just happened?; Utilizing MailChimp and Yahoo! Pipes; Partnering and building sponsorship opportunities; Exploring more applications to this

tutorial; Pop quiz - understanding key terms and key concepts

Have a go heroSummary; Chapter 2:Building the Social Network: BuddyPress and WP Symposium; Before you enable the social layer; Take a measured approach to your feature rollout; Make your passion your niche market; Set aside time; Top 10 plugins to supplement your BuddyPress site; Activating BuddyPress plugins; What just happened?; The Default BuddyPress theme; The Facebook connection; Prepare for a work in progress; Easing your users into BuddyPress; Time for action: how to convert site visitors to site members; Part 1: connecting your WordPress site with Facebook

Part 2: greeting your new visitors with a warm welcomePart 3: providing your new site visitor with incentives; What just happened?; Use your own voice; Don't overwhelm your new site members; Profiling your site members; Pop quiz - audience engagement; Gamification: The art of user-generated content; Time for action - how to get your users to create original content for you; Part 1: create a post content form with ratings; Time for action - how to enable users to share your content; Part 2: simplifying the process of sharing user reviews; What just happened?

Why post reviews and ratings matterBuddyPress vs. WP Symposium; The issue with privacy; Single and multiple developers; What can I build with WPS?; Have a go hero; Summary; Chapter 3:Community Forums for the Masses; Comments versus forums; When to use comments; When to use forums; When to use support forums; Watching out for common pitfalls; Time for action - how to automatically display selective forum posts in Twitter; Part 1: setting up groups and forums for BuddyPress; Part 2: creating tweets through forum content; Part 3: automating and customizing tweets with WordPress

(Optional) Part 4: automatically deleting duplicate Twitter content

| Sommario/riassunto | Fast paced, quick to read, impossible to put down, this book is a complete plan for social engagement on the web. You've heard plenty of social media success stories. You know your WordPress site inside and out, but you want help. Stop right now and pick up a copy of this book. |