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Nota di contenuto

Contents at a Glance; Table of Contents; Introduction; About This Book; Icons Used in This Book; Beyond the Book; Where to Go from Here; Part I: Getting Started with Social Media Design; Chapter 1: Creating a Consistent Design for All Your Social Sites; Choosing the Best Social Media Sites; Spreading the Love with Social Media Share Buttons; Using Social Bookmarking Sites; Gathering Ideas for Your Social Media Designs; Chapter 2: Checking Out Design Tools; Finding the Social Media Design That Fits; Finding the Right Design Tool; Creating and Optimizing Web Graphics

Working with Easy Drawing ToolsChapter 3: Advanced Design Concepts; Using Free Photo-Editing Software; Extracting a Subject from a Photo; Combining Images to Create Collages; Part II: Creating Designs on the Top Social Sites; Chapter 4: Fashioning a Fantastic Facebook Profile; Looking Good on Facebook; Admiring Inspiring Facebook Designs; Following Facebook Design Rules; Creating Your Own Profile Design; Chapter 5: Polishing Your Look on a Facebook Page; Getting Professional with Pages; Inspiring Business Designs on Facebook; Adding a Facebook Tab; Keeping Branding Consistent with Pages Chapter 6: Tweaking Your Twitter ProfileComparing Twitter Image Options; Uploading Profile Photos; Adding a Header Image to the Top of Your Twitter Profile; Adding Background Images; Changing Twitter Profile Photos; Chapter 7: Channeling Your Look on YouTube; Launching Your Own YouTube Channel; Planning Your Channel; Enjoying Eye-Catching YouTube Channel Designs; Customizing Your YouTube Channel; Activating Other Account Features; Crafting a Custom Thumbnail for Your Videos; Part III: Extending Your Social Reach; Chapter 8: Upscaling Your LinkedIn Profile; Introducing Yourself on LinkedIn

Creating a LinkedIn ProfileWriting a Great Biography; Putting Your Best Face Forward; Enhancing Your LinkedIn Profile; Chapter 9: Generating a Google+ Profile; Creating One Design, Multiple Platforms; Managing Your Google+ Circles; Reviewing Google+ Profile Designs; Creating a Great Google+ Profile; Chapter 10: Setting Up Pinterest Boards; Inspiring Pinterest Profiles; Creating and Editing Your Pinterest Profile; Creating Pinterest Pins and Boards; Chapter 11: Creating a Flickr Presence; Designing a Flickr Cover Photo; Setting Your Flickr Buddy Icon; Part IV: Integrating Your Social Networks

Chapter 12: Compiling a Tumblr PageWhen Is Tumblr Right for You?; Comparing Inspiring Tumblr Designs; Changing the Background on Tumblr; Making an Animated GIF for Tumblr; Chapter 13: Aggregating Profiles with a RebelMouse Page; Checking Out What You Can Do on RebelMouse; Assembling the Content for Your RebelMouse Page; Customizing Your RebelMouse Page Design; Part V: The Part of Tens; Chapter 14: Ten Social Media Management Tools; Chapter 15: Ten Social Media Analytics Tools; Chapter 16: Ten Ways to Build Social Media Engagement; Index; About the Authors

Sommario/riassunto

Learn to design professional and effective social media profiles! Whether you're trying to attract a new employer or get new fans to notice your brand, your social media profiles need to distinguish you from the masses. Packed with the secrets behind the hottest Facebook timelines, Twitter backgrounds, and LinkedIn profiles, this fun-but-straightforward guide shows you how to create eye-catching social media profiles with a professional, cohesive design. Includes online resources and downloadable templates that allow you to make your own profiles quick and easy<