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By Suse Barnes

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Social Media Tips and Strategies for Entrepreneurs, Creatives and Freelancers

In the past decade, the options for building a brand, attracting new fans, and keeping long-time customers loyal have exploded. Knowing how to optimize your business's social media efforts and keeping all these balls in the air can be challenging. *Like, Follow, Share* will show you how to use social media to establish an online persona to reach your audience and includes information on:

- Choosing the best social media tool(s) for your business
- Creating and adding value to your social media activities
- The 12 principles of social media
- The best tips and tricks for getting the most out of the major social networks

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