Studio Visual Steps

Social Media for SENIORS

Social networking websites have become an integral part of our daily lives. For both personal, professional and business use.

Since the start of 2011, there are now more than 600 million active Facebook users. There is hardly a company, store, newspaper or television program left that does not have a Facebook or Twitter page.

Even for local clubs, sports teams and hobby groups, these pages form a necessary means of communication.

This user-friendly book will familiarize you with Facebook, Twitter, LinkedIn and WordPress. You will learn how to create an account and how to build your profile with personal information, blogs and photos. You will learn how to invite friends and how to configure the privacy settings.

Do you have a business or are you in charge of a club? Then you will receive useful marketing tips on how to use your page as a way of communicating with your customers or club members. Nowadays an important tool to include in your overall business strategy.

Topics covered in this book:
- creating accounts in Facebook, Twitter and LinkedIn
- adding personal information, blogs and photos to your profile
- building friends
- configure privacy settings
- creating a blog in WordPress
- tips for business use

Suitable for:
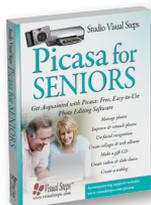Windows 7 / Windows Vista / Windows XP

Prior experience:
Basic computer skills

Accompanying support website:
www.visualsteps.com/socialmedia

Also available
Picasa for SENIORS
ISBN 978 90 5905 246 8

The Studio Visual Steps Authors
The Studio Visual Steps team of authors consists of different professionals, all thoroughly experienced in their subject field. The proven Visual Steps methodology features:
- Easy, step-by-step instructions
- Screen illustrations for each step
- Explanations and additional background information in plain English

Visual Steps™
Social Media for SENIORS makes use of the Visual Steps method developed for adult learners by **Addo Stuur**. Key features in the series... for SENIORS:
- **Content** - the special needs and requirements of the beginning user with little or no technical background have been taken into account.
- **Structure** - self-paced, learn as you go. Proceed step-by-step with easy to follow instructions. What's more, the chapters are organized in such a way that you can skip a chapter or repeat another as desired.

Visual Steps™
www.visualsteps.com

U.S. $22.95
CANADA $25.95