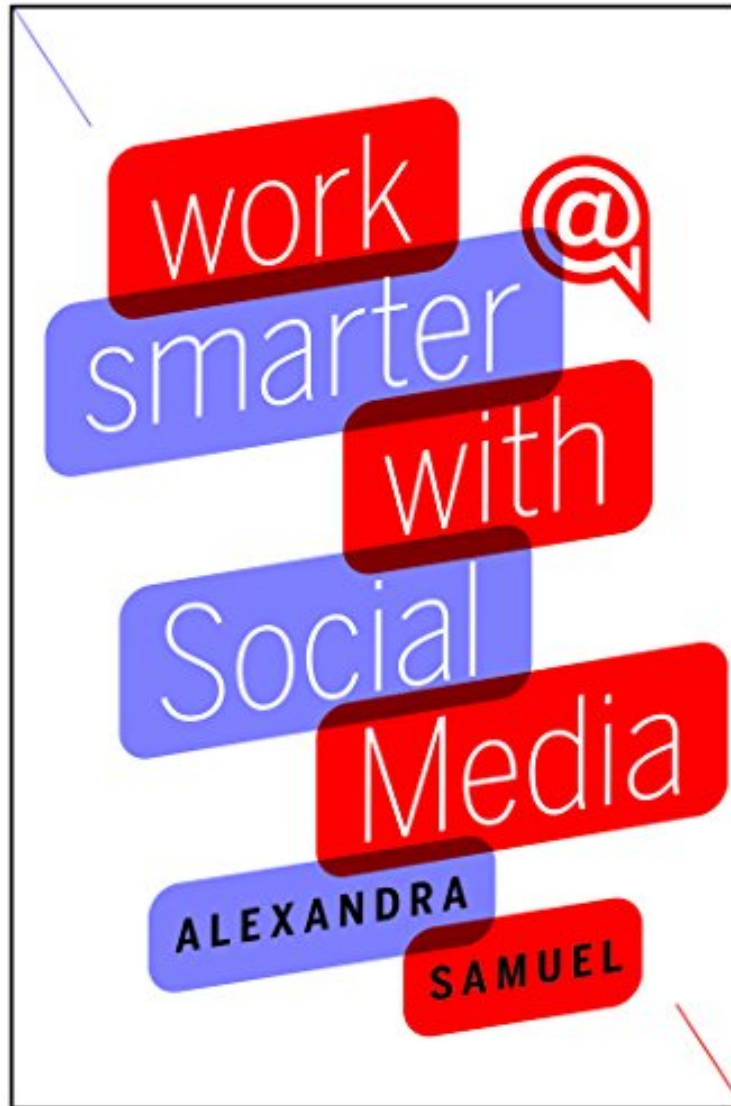


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# Work Smarter with Social Media: A Guide to Managing Evernote, Twitter, LinkedIn, and Your Email

Alexandra Samuel

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practical on her suggestions. I have to say that I did skip the last chapter on Twitter, but the two first chapters were filled with amazing recommendations which have resulted in having less e-mails in my Inbox which I do not need to see. I would definitely recommend it. 1 of 1 people found the following review helpful. Good Book to Help You Focus By Brian Clark I like this book. Be aware that it is specific to Evernote, LinkedIn, Twitter, Hootsuite and your email. This book offers very practical ways to use these tools to overcome overload and try to maximise your use of LinkedIn and Twitter. It is a practical book but not a deep dive. 1 of 1 people found the following review helpful. Relationships matter By Janice Driscoll A practical book with clear directions to use several social media tools. Loved the emphasis in every chapter on the people and relationships that are behind all of your links, contacts, tweets, notes, etc. Keep the priorities straight!

From managing email to building a social media presence, making smart use of technology is essential to professional success in a digital world. But using all these tools can quickly lead to digital overload. In this comprehensive guide from social media expert Alexandra Samuel, you'll find out how to use the social web to achieve your professional goals—without letting it overwhelm you. Find out what social media power users do to:

- Tame the email backlog and focus on the messages that matter most
- Build professional relationships that advance your career using Twitter and LinkedIn
- Increase your professional visibility online by using HootSuite to schedule social media updates
- Keep your most important work front-and-center with a digital note-taking system
- Integrate these tools to get the most out of each one, and make them even more powerful together