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Description : Understanding Social Media is the essential guide to social media for students and professionals alike. Drawing on the experience, advice and tips from dozens of digital marketers and social media superstars, it is an extensive crowd-sourced guide to social media platforms.

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Facebook is the most popular social network, in the U.S. and internationally. In October 2011, more than half of the world's Internet users (55 percent) engaged with Facebook. Around the world, approximately 3 in every 4 minutes spent on social networking sites were spent on Facebook

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The Parent's Guide To Texting, Facebook, And Social Media

What is social media? "Social media" is a way for people to communicate and interact online. While it has been around since the dawn of the World Wide Web, in the last 10 years or so we've seen a surge in both the number and popularity of social media sites.

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