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# You.com: Manage Your Online Self for Profit, Image and Business Success

*Cresta Norris*

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online self for  
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By Murad S. Shah  
Do not be fooled by the small size of this book. Sometimes the best things come in small packages - such as this one. In my quest to continue educating myself in social media, I came across this book by happenstance. It is a quick read, but has great resources for anyone who wants to establish an online presence. Since I have somewhat of an online presence, my primary interest was in the later chapters, and I found Chapter five (Getting famous) especially useful, since it reinforced many best practice concepts that I have long believed in. The case study is right on. Chapter seven (Getting your name in search engines) also has very relevant content. Take a look at it - you will be pleasantly surprised.

The internet is vast and can be an inhospitable place for organizations and individuals trying to make their mark. To stand out in the crowd, you need to learn how to be creative online and get your various profiles on different websites working in tandem to promote your brand and your business. You.com gives vital advice on how to manage your online image using tools such as LinkedIn, Facebook, Twitter and YouTube to your best advantage. It shows how you can stay connected to the things that matter (via RSS feeds, news feeds, netvibes, etc) and includes essential tips on using online networking to find a better job, recruit staff or identify new people to work with. Illustrated by fascinating international case studies from businesses and individuals such as Richard Sambrook, former Director of BBC World Service and Global News, Nancy William of Tiger Two, Gill Carrick of executive search firm Odgers Berndtson and Dulce Merritt of Barbican Consulting, this book tells you all you need to know to improve your visibility online and ensure a high ranking on search engines. With illuminating examples of how an online image can go wrong, and invaluable advice on how to put it right, You.com will help you to get control, get noticed and get the results you want from your online profile.

"If you're a person just working on entering social media, blogs, forums, etc., then this book might be the right one for you. It offers some very practical advice." - Angela James, goodreads.com  
About the Author  
Cresta Norris is former head of new media content at UKTV, a joint venture between Virgin and the BBC. She has created online content for the marketing arms of the BBC and has also worked for them as a radio producer. She is also the author of *A Quick Start Guide to Online Selling*.