BITS AND BYTES

The Newsletter of the Midland Computer Club

APRIL 2010

GENERAL CLUB MEETING 7:00 P.M.
Meets 4th Wednesday of the month at the
Midland Community Center
2001 George St., Midland, MI

http://mcc.apcug.org/

This month's date: April 28, 2010

This month's topic: Media Alternatives by
Joe Lykowski.

PROGRAM COORDINATORS
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Howard Lewis   lewis3ha@chartermi.net
Joe Lykowski   joseph@lykowski.com

What you missed! At the March meeting, Laura Hammel and Carol Picard gave a presentation on electronic book readers. Laura presented information on electronic book readers as well as where to find free eBooks. Carol gave a demonstration using a 1st Generation Kindle.

Upcoming Activities: At the May meeting we will look at computer hardware.

President Piper's Ponderings
A recent 3-day trip reminded me of the need to access data from my home computers. While I have as much data as the next guy and my data is scattered across 4-5 home computers, my options would seem to fall into the same 5 categories as you have: (1) cloud computing and/or Google docs, (2) remote access, (3) backups online, (4) a web presence, and (5) carry around a backup drive, e.g., a 2 TB that can plug into any computer via USB connection.

I would like to add an additional restriction in that I only want to retrieve the data, not modify the data. The idea here is that I likely would not have access on the road to the program, e.g., a genealogy program.

Choice 1 above requires a paradigm shift in how you use your PC; also it has limited usefulness for proprietary programs. Choice 2 has real possibilities, particularly if you have only a single home computer—see article <http://windows.microsoft.com/en-us/windows7/Connect-to-another-computer-using-Remote-Desktop-Connection> on free RDC from Microsoft. Choice 3, online backups, also looks promising. Choice 4, which is what I use, offers the most flexibility. Choice 5 would seem to be the most secure if your data warrants it.

Since one cannot read the data from a proprietary program without the software, such data must be converted into a universal format, like PDF, before it can be retrieved.

If you buy into my PDF solution, then you need methods to create PDF files. Microsoft Office 2007 and 2010 as well as OpenOffice offer these options. Print options like PDF995, CutePDF and PrimoPDF are just three other

(continued on Page 2)

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Board Meeting

The next board meeting will be 7 p.m., May 11, 2010, @ Chapel Lane Presbyterian Church, 5501 Jefferson Ave., Midland.

President's Piper's Ponderings (cont'd)

methods. Image files in JPG format, which are created by an image capturing software like SnagIt, can also be converted to PDF.

If you add the option of password protection when you create any PDF files, you have a model for a portable data program. This is my theory; ask me about my progress the next time we meet.

(The above comments are the opinion of the author and do not necessarily reflect the views of the Midland Computer Club.)

Useful, useless and strange (in no particular order) Web Sites: *(submitted by Howard Lewis)*

http://preview.tinyurl.com/ydcbmp3
There are a few people in the world who don't really take security seriously! This is about an airport in Australia.

http://preview.tinyurl.com/y79f24p
This site strives to add transparency to the various data we sometimes see floating around. The charts are really cool, but as always, you should check the source of the data to verify its authenticity.

http://www.wttw.com/main.taf?p=40,9
Here are some of the best commercials that were in the running for the Hugo Commercial Award 2010. Some of them are pretty funny.

Membership Enrollment Form

NAME _____   PHONE _____

ADDRESS _____   CITY _____

ZIP _____   EMAIL ADDRESS _____

Membership dues   FAMILY ($20)   STUDENT ($15)   New Member _____   Renewal _____

Please fill out the above form and mail it along with payment of check or money order to :

MIDLAND COMPUTER CLUB   Attn: Membership Chairman
 P.O. Box 132
 Midland, MI 48640-0132

You may also pay for membership at a regular club meeting

Useful, useless and strange (in no particular order) Web Sites:

http://preview.tinyurl.com/ygoh9ec
I think we've all seen a tablecloth pulled off a table set for one or two. But how about a long table set for 24? Watch!

http://preview.tinyurl.com/y7s7686
Here's an inspirational video of a man who has never run before in his life. But because of a severe change in his life, he decided to run a marathon at the age of 56. As part of his mission, he ran 75 marathons in 75 days!

Tips, Tricks & Techniques *(submitted by Howard Lewis)*

Changing Windows 7's Disk Defragmenter Schedule
To keep your computer running effectively, you should regularly defragment your computer's hard drive. By default, the disk defragmenter built into Windows 7 is turned on and set to run each week. However if the default schedule interferes with your using your computer, you can modify its settings.
To change the default settings in the **Windows 7 Disk Defragmenter**:
   Click *Start* and type *disk defragmenter* into the **Search** box.
   Approve the security request to run Disk Defragmenter (if necessary). This will open the **Disk Defragmenter** window.
   Click on *Configure schedule…* to modify the **Frequency**, **Date**, **Time** and **Select disks…** to be defragmented as desired.
   Click *OK*.
Now you can analyze your hard disks, immediately defrag your hard disks or *Close* the Disk Defragmenter window. Now Disk Defragmenter will be run at your convenience.

Insert A Copyright Mark In Word 2007
If you need to add the copyright symbol to your Word 2007 document, simply type *(C)* and, if you have **AutoCorrect** turned on, it will convert it to the copyright symbol (©).
Alternatively, if you have disabled **AutoCorrect**, you can use the **Symbol** dialog box to add the copyright symbol:
   Place the cursor where you want to place the copyright symbol.
   Click the *Insert* tab.
   Click *Symbol* within the **Symbols** group.
   Click the *copyright symbol* and Word will place the symbol into your document.

Using the ALT-F4 Keyboard Shortcut
Some people prefer to do as much as possible via the keyboard and thus bypass the mouse whenever possible. There are many keyboard shortcuts which make this possible. One of the oldest keyboard shortcuts (at least since the days of Windows 3.1) is the *ALT-F4* combination. When this combination of keys is pressed, the screen of focus will be closed or shutdown. If you are using Microsoft Word and press *ALT-F4*, the close process will pop up a dialog box asking you to save your files (if necessary) and then proceed to close Word. If your focus is on the Windows desktop and you press *ALT-F4*, the **Shutdown** dialog box will pop up asking if you want to Shutdown, Restart, etc. This shortcut is another way to speed you on your way when you don't want to use the mouse.

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Office 2007 - The Missing Manual
By George Harding, Treasurer, Tucson Computer Society, AZ
The Journal of the Tucson Computer Society, January 2010
www.aztcs.org, Georgehardingsbd (at) earthlink.net
This article has been obtained from APCUG with the author's permission for publication by APCUG member groups; all other uses require the permission of the author (see e-mail address above).

O'Reilly Publishing has a series of "Missing Manuals" that are described as "The book that should have been in the box." These books give you a detailed and complete description of all you could possibly want to know about the application in question.

In this case, the book deals with the major components of Office 2007: Word, Excel, PowerPoint and Access. Microsoft provides several versions of Office, all of which include Word and Excel. PowerPoint and Access are included in some versions.

The book is extensive, being nearly 800 pages long plus two appendices and several indexes. It starts out with some of the rationale for the ribbon system used in Office 2007. It explains the Quick Access Toolbar and how to customize it. The book spends little time on the Office button, which is unfortunate. This is a major area for customization of your version of Office. There are four major sections: Word, Excel, PowerPoint and Access, plus the initial section of the Office Toolbar and ribbon.

Word
There are eight sections: Creating, Opening and Saving documents; Entering and Editing Text; Formatting Text Paragraphs and Headings; Setting Up the Document; Themes and Templates; Spelling, Grammar and Reference Tools; Printing; and Planning with Outlines.

Each of these sections gives explicit instructions for doing a particular task; this is done in terms of the ribbon, its menus and submenus. If you are familiar with prior versions of Word, you will understand the function, but may not know where in the ribbon to find the tool you need. The sections will lead you to the proper place in the ribbon.

Excel
There are eight sections: Creating and Navigating Worksheets; Adding Information to Worksheets; Moving Data Around a Worksheet; Managing Worksheets and Workbooks; Formatting Cells; Viewing and Printing Worksheets; Building Basic Formulas; Tables and Charts.

Here, too, the book gives you explicit instructions about performing a given operation by using the tools in the ribbon. If you have used Excel before, you will need to refer to these sections to see how to efficiently perform in Excel 2007.

PowerPoint
There are nine sections: Creating a Basic Presentation; Editing Slides; Formatting and Aligning Your Text; Formatting and Laying Out Your Slides; Editing Your Slideshow; Adding Charts, Diagrams, and Tables; Delivering Presentations; Printing Presentations; Images and Transitions.

This portion, as well, shows you in detail how to construct a PowerPoint slide show. You can find out the details behind any facet of the procedure, but in terms of using the ribbon. PowerPoint has been improved quite a bit and made easier to use. Reading the sections will be worth your while.

Access
There are nine sections: Creating Your First Database; Building Smarter Tables; mastering the Datasheet; Blocking Bad Data; Linking Tables with Relationships; Queries and Reusable Searches; Creating Reports; Creating Simple Forms; Importing and Exporting Data.

Access has been expanded in several ways. If you are a master of Access in prior versions, these sections will show you the many improvements in Access 2007. If you have not or rarely used Access, these sections will give you a good introduction to this powerful and versatile program

There are two Appendices, one covering "Customizing the Quick Access Toolbar," the other about "Getting Help." Help includes not only the built-in Help, but also the Microsoft Office website, and the several tutorials at Microsoft's website.

Finally, in a departure from traditional indices, there is a separate index for Word, Excel, PowerPoint and Access The last page of the book points out that more material is available. If a CD-ROM had been included, it would have various references, which are bookmarked at the O'Reilly page for this book. Many of the references are to Microsoft's site, but they are nonetheless helpful. This is a very helpful book either for the new user of Office 2007, or those that are transitioning from a prior version of Office to 2007.

About: Office 2007 The Missing Manual
Authors: Chris Grover, Matthew MacDonald, E.A. Vander Veer
Publisher: O'Reilly
www.oreilly.com
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"Disk Failure" Scare
By Phil Sorrentino, President, Sarasota PCUG, Florida
www.spcug.org, president (at) spcug.org
This article has been obtained from APCUG with the author's permission for publication by APCUG member groups; all other uses require the permission of the author (see e-mail address above).

This morning, it happened again. I started the computer in the morning, as I do every morning, and staring me in the face was the dreaded "system disk failure" message. A chill went down my spine. It seemed like this happened only about a year or two years ago. When I thought further, it was 2005 when it happened, almost 5 years ago, so maybe that's not too bad. As I ate breakfast, I rapidly thought about the hardware in that computer. (I currently have 3 desktops that I am using for various activities in the home, but this was my main computer, the one other family members use.) Panic started to set-in. Were the disk drives 160GB, or 250GB? When were they installed? Were they Seagate or Western Digital? What interface is used in that computer? Are they formatted in NTFS or FAT32? Well, if it was the C: drive then it must be NTFS. I'll have to open the chassis and look at the drives. Fortunately, this story has a very happy ending. After breakfast, as I knelt down to look at the desktop chassis, to see what was the best approach to removing the cables and other things around the chassis, I spied a floppy disk in the floppy disk drive. Eureka! XP was trying to boot from the floppy: an impossible task, so it reported a disk failure, obviously. Most desktop computers today don't have a floppy disk drive, so this will probably not happen to most people. However, it got me thinking that the answers to all of the questions I had during breakfast, should

be in one place, probably along with a lot of other information that defines the current computer hardware setup. So it's probably not a bad idea to gather all of this information, while the computer is operating, and put a hard copy printout in a safe place. The disk drive information is probably the most important for this kind of failure, but it is a good idea to have all the basic hardware information in one easily accessed place. Here is a list of the things that you might want to have. You may not need all of these so use only those that are pertinent to your hardware setup. (If there's anything that I've forgotten, just add it to the list, and let me know by e-mail.) I'll start with the disk drive information because that is what you'll need if the drive goes down, or you may need if you have to re-install the entire system. (By the way, you can accomplish all of this by using the free program, Belarc Advisor (http://www.belarc.com/free_download.html). Belarc produces a listing of almost all of the following pieces of information and additional information in the computer security area.)

```
Disk Drive 1
        Manufacturer            Typically Seagate, Western Digital, …
        Part Number             e.g. ST3160023A (Seagate part no.)
        Date Installed    May be the date of computer purchase
        Size (GB)               e.g 330GB
        Rotating Speed e.g. 7200 RPM (or possibly 5400 RPM)
        Interface Type   IDE (Parallel ATA) or SATA
        Formatted               NTFS or FAT32
        C: drive size           Typically 25GB (for XP) or 50GB (Vista)
        D: drive size (if used)    Various
Disk Drive 2
        Same as Drive 1
CPU
        Type                    e.g Intel Pentium 4, or AMD Athelon
        Speed                   e.g. 3.2 GHz
        Processors              e.g. 2 Only used for multi-core processors (e.g. Intel Core Duo)
Memory
        Amount          e.g. 1GB
        Type/Speed              e.g. PC133 or DDR2, etc.
Display Adapter (If not on Motherboard)
        Manufacturer            e.g. nVidia
        Part Number             e.g. GeForce GTX295
        Other Information if needed.
Networking
        Computer Name           e.g. "Mary's Computer"
        Wired MAC address (if connected to wired Ethernet port)
                                e.g. 00-34-5A-BC-DF-3F
        Wireless MAC address (if used on wireless network)
                                e.g. 00-34-5A-BC-DF-3F
        Router IP address       e.g. 192.168.1.0
USB Devices
        External Drive (for Backup)
        --Manufacturer   e.g. Seagate, Western Digital, LaCie
        --Part Number    Free Agent  (Seagate part no.)
        --Date Installed  May be the date of computer purchase
        --Size (GB)             e.g. 1 TB (1,000 GB)
        --Rotating Speed        Typically 7200 RPM
        --Formatted             NTFS or FAT32
        MP3Player               e.g. Apple iPod
        --Part Number   e.g.
        --Size                  e.g. 4GB
        --Other Pertinent Information
        Mouse and/or Keyboard (if connected to USB)
```

Digital Camera
      --Manufacturer   e.g. Cannon
      --Part Number   e.g. Powershot SX110IS
      --MegaPixel size   e.g. 10MPixels
      --Other Pertinent Information
      Other USB Devices

Partial Belarc Advisor Printout

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Adobe Photoshop Elements 8 + Premiere 8: Still Top Notch.

By Louise Maye Huddelston, a HAL-PC family member and partner of a graphic outsource Company—www.hal-pc.org, editor (at) hal-pc.org

This article has been obtained from APCUG with the author's permission for publication by APCUG member groups; all other uses require the permission of the author (see e-mail address above).

If you're new to the worlds of digital photography and image manipulation, Photoshop Elements 8 offers everything you need and more. Elements 8 is a powerful, well-balanced consumer photo editing and organizing tools. Photo Recomposition feature as amazing as its larger sibling - Photoshop. Tight integration with on-line services and Premiere 8 and extensive selection of help and tutorials. Users of Elements 7 are unlikely to find a reason to upgrade.

When you open Photoshop Elements 8, you're greeted with a just two real options: Going to the Organizer or opening Photoshop Elements 8 proper. Elements 8 remains the best option for consumer photo editing. It offers more than the competition in a package that's as attractive and unthreatening as this kind of software can be. The novice can rest assured they're getting the tip of the top. This is a very powerful program, though you might not think so with such a friendly face.

The Organizer is a large project folder with shortcuts for handling quick jobs without opening the individual programs. The Organizer bridges both Photoshop and Premiere Elements 8. The Editor has remained largely unchanged from Elements 7. That means it includes a healthy amount of the features found in its more robust and expensive sibling.

Elements 8 boasts a number of new features in an attractive and an intuitive, tabbed interface. Best improvements include an Auto Analyzer to practically automate image tagging and a new People Recognition feature that identifies people in images, plus new one-click image editing tools.

It can't be easy for a software develops keep products fresh year after year. I like the familiarity which actually reduces the learning curve! Because the software remains remarkable for the breadth and depth of its capabilities, it remains my pick. But for the new user, it's a steal with a breath taking feature/tool set.

The most exciting new addition – is the Recompose Photo tool. A refinement of the astounding content-aware scaling that appeared in Photoshop. It allows you to redefine a photo selectively to fit into a specific size or orientation by choosing which elements of the picture to remove and which ones to keep. This is digital voodoo!

runSlideShow(); Quick Fix previews in Quick Edit mode now let you examine prospective changes, making it a lot easier to get the effect you want.

The biggest changes to PE 8 come in the area of organizing. Tags are even easier to use, with a "tag cloud" to help you rapidly sort or search for files matching your most frequently used criteria. The new Auto-Analyzer can automatically apply Smart Tags to files you import.

Of more immediate usefulness is the software's expanded help section, which includes tutorials that help you learn how to perform certain common tasks. Unfortunately, you can't derive the full benefit from them without paying an extra $40 on a one-year Plus membership.

The new Auto QuickFix tools (Smart Fix, Color, Tone, Contrast, Detail, Color, and Red Eye) in the Organizer's full-screen mode can handle all of the editing that many photos require before you move on to the Create and/or Share tabs. Use Elements' full edit interface for more complex issues.

(Photoshop Elements 8—continued from page 8)

Among Elements 8's handful of new or extended photo editing tools is PhotoMerge, which now includes an Exposure tool that allows you to combine two nearly identical photos, taken with different exposure values, to attain the optimum exposure.

Those users who want a bit more assistance, you will find yourself pretty well taken care of.. By clicking the down arrow next to Edit, you'll see an Edit Quick and Edit Guided menu..

Though Edit Guided it presents you with what is at first a fairly intimidating list of options, it actually works quite well by telling and showing you exactly what to do to get the result you want. "Picture too blurry? It pops up with the blur-correction tool itself, instructions, and even an Auto button to see if the software can figure it out by itself." Very friendly.

The output features of Photoshop Elements 8 include Flickr which is under More Options while UTube is right out front. You share your images via iPhone, e-mail, and web/TV.

System requirements: Adobe has historically been resource hungry and for a reason. Best minimum: Win7 64-bit, at least a 2.1GHz processor and four, preferably six, GB of RAM. It was not worth my time to save a $150 for less RAM and a slower processor.

Users who already have Elements 7 should pass on this "upgrade," since the move will feel lateral. Having said that, if you're in the market for photo editing software, Photoshop Elements 8 has a lot to recommend it, specifically the stripped-down, easily used, implementation of Photoshop proper balances ease of use and flexibility. It's beginner friendly but not oversimplified and remains sophisticated for the experienced user. For more info and updates go to www.adobe.com.

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Premiere Elements 8

By Louise Maye Huddelston, a HAL-PC family member and partner of a graphic outsource Company—www.hal-pc.org—editor (at) hal-pc.org

This article has been obtained from APCUG with the author's permission for publication by APCUG member groups; all other uses require the permission of the author (see e-mail address above).

Premiere Elements 8 is the companion software to Photoshop Elements 8, and this is the video editor and "movie-maker" software. If you like to take videos or make slide shows with effects, music and more advanced direction, this is what you need. You can buy Premiere bundled with Elements or separately. This review is about Elements, so this part is brief.

Premiere 8 has serious problems that have been traced to conflicts with Realtek Audio drivers and Nvidia graphics driver installation software. Suggestion: download the free 30 day trial version to test compatibility with your PC.

I am having an issue with some of the rendering and converting to certain formats while I can render and upload to YouTube. The troubleshooting is a complex series of tests and definitely pushing my patience, as it will probably take me more than a few hours.

I found this software absolutely intuitive and even as a total novice to video production, I made several A/V productions and I was very happy. Not perfect, but I could to do some cool things with sound and transitions that were beyond my usual slideshows with Photoshop Elements. There is Instant Movies, to process a video clip for you with pre-packaged templates, based on one of several themes; this is a lifesaver.

(Premier Elements 8—continued from page 9)

Auto Analysis is a new feature that takes in image content (including face recognition) and allows you to do Smart Tagging of various aspects, including video quality, date, subject and much more.

Help: As far as help goes, the tutorials are somewhat limited unless you pay for the Plus Membership. There is excellent help online and I had occasion to use it.

Remark: I have heard that some users have crashes, freezes, etc. I think this is not so much the program but the user's computer resources – mediocre operator, insufficient RAM and/or CPU speed.

I expected that I would be able burn a DVD in the AVCHD format and then play it on a Blu-Ray player. I discovered that Premier Elements 8 does not support burning AVCHD format DVDs! Most competitive software will burn AVCHD format DVDs. More successful results from Microsoft's Movie Maker Live, which is free.

Another cool technology from Adobe stable in Premiere 8 is "Object Tracking". You have to use it to believe it! You select a person/moving object in the video & drop a clip (rain, lightening, bird etc) on the object.

General: Contacting Adobe support is another exercise in patience. Send them an e-mail, wait 2-3 days for a response is canned, wait another 2-3 days for another response. If you're in any kind of hurry, forget it. Adobe support just isn't the quality it used to be. Bottom line, for the money Premiere is the best video editor I have tried.

The practical value of Premiere 8 is the incredibly rich feature set, the sophisticated, yet simple user interface, and the wealth of content, add-ons, and tutorials. Just put it in a sufficiently powerful engine!

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SharedView & Skype
Attending a Remote SIG Presentation
By Judi McDowell, President, Quad Cities Computer Society, Iowa / Illinois
http://www.qcs.org/ - jmcdowell (at) mchsi.com
This article has been obtained from APCUG with the author's permission for publication by APCUG member groups; all other uses require the permission of the author (see e-mail address above).

A few Quad Cities Computer Society SIG leaders have been using Microsoft SharedView and Skype to allow participation from members remotely. We have been practicing with small test groups; and although SharedView is limited to 15 participants at one time we would like to provide detailed written instructions to all members.

First you need to download Skype, available at Skype.com. **tinyurl.com/yjuzbbg** Click the download button and then follow the instructions below provided by Skype for installation.

How do I install Skype?
Run the Skype Setup application. A window will open asking what you want to do with a file called **Skype-Setup.exe**. You might see a confirmation message, asking if you're sure you want to run this software. Click 'Run' again.

Follow the Setup Wizard
When the download has finished, the **Skype Setup Wizard** will appear and guide you through the rest of the installation.

After the installation has finished, you can open Skype at any time by clicking the Skype icons located either on your desktop or in your system tray (this is found at the bottom right of your screen).

Now you need to add your "new contact," from the contacts menu. A hello window will appear where you type a brief message to introduce yourself; send and wait for the "contact" to accept you. After your invitation is accepted, the "contact" will appear in your contact list.

How do I install SharedView?
Next you need to download Microsoft's SharedView, available at the following website:
connect.microsoft.com/site94

After downloading and installing SharedView you will have to obtain a Windows Live ID in order to use it. This is a simple procedure that requires providing an email address and a password.

Please Note:
If you do **NOT** obtain a Windows Live ID, you may still be able to join a session as a guest, but it will require a password. This password is unique to **each** session and you will have to obtain it from the facilitator to join as a guest. A Windows Live ID makes joining a session much simpler.

On the night of a SharedView opportunity, you will receive a Skype call from "your contact" to start the audio.

*Open SharedView and sign in with your Windows Live ID and password.
*Once signed in, click on the button that says "join a session". Enter the session name.
*After clicking "Join now" at the bottom, wait for the search to find the session; when found, your name will pop up to the SharedView facilitator who must allow or deny your connection to their computer.

After the connection is established, you will see the desktop screen of the SIG Leader. Try again if you aren't accepted the first time. The facilitator may not have seen your request to join.

*The audio and facilitator's voice will be heard through the Skype connection. While listening to the presentation, remember to mute or turn down your microphone. Otherwise, every sound picked up on your end will be heard by all the other participants in addition to the facilitator's voice.

Only 15 people are allowed to join a session at one time so if demand exceeds that, it will be "first come first served". To assure the best results, let the SIG leader know in advance you plan to attend and if this is your first time, it is recommended that you have a short trial run a day or two prior to meeting night.

Attending a SIG in person is still preferable to a remote log in, but we have had a couple people use it when they were out of town and this is a great opportunity to keep in touch with your favorite SIG if you can't be there in person. To learn more about SharedView and how you could use it with your friends for collaboration—Visit this website: Shared View User Assistance Home Page / tinyurl.com/a4lt7h

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The New Community Rules: Marketing on the Social Web

Author: Tamar Weinberg
Pages: 346
Publisher: O'Reilly Media
ISBN: 978-0-596-15681-7
Reviewed by Tammy Barbee
http://www.webmastertoolcenter.com
(Submitted by Gabe Goldberg)

I spent a lot of time reading this book on social media as I was intrigued to find out more about it. I am familiar with some of the social media network but how to target a community is a different story. Social media is being used more than just traditional marketing to connect with your friends and family but, in turn, to connect with your clients and customers to engage them in the business or community that is being promoted.

The book has 12 great social media marketing points which are:

> An introduction to Social Media Marketing.
> Set goals by using the SMART method (specific, measurable, attainable, realistic, and timely).
> Achieve social media mastery by building relationships and listening to consumers.
> Play an active role within the community by participating and listening to build a strong reputation in the community.
> Communicate, influence, and learn by using blogs within the community.
> Use micro blogging(Twitter) as part of community and using other Twitter tools(TweetDeck) to engage consumers.
> Use Facebook, MySpace, and LinkedIn to create profiles to connect with friends, family, and consumers. Beyond the three above are others that are used in other countries such as Friendster, Orkut, Bebo, and hi5.
> Find answers to questions using Wikipedia, Yahoo! Answers, and many more.
> Use social bookmarking such as Stumble Upon , delicious.com, and Digg
> Promote content and bring visitors by using social news site such as Sphinn and Reddit.
> Share photos on Flickr, share videos on YouTube, and use podcasting.
> Gather from the eleven points above how to implement social media marketing into your marketing plan.

The book is useful for those who are starting out and want to know what social media marketing is, how it can help with their business, and how to implement these ideas, techniques, and tactics into their business. It also points out various examples of how several companies use a form of popular and non-popular social media to stay involved with their consumers. Therefore, I recommend this book for those who have an interest in knowing more about social media because social media is not a one-sided conversation; it is about staying engaged with the community.

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