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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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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 notetaking system
• Integrate these tools to get the most out of each one, and make them even more powerful together

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