

Praise for *Face2Face*

“Need to know how to be authentic online? Want to interact with the public smartly, safely, and successfully? This book is going to be vital to your social media success.”

—Kathy Dempsey, marketing consultant, *Libraries Are Essential*

“*Face2Face* is the perfect book to help an organization become part of and stay aware of the conversations happening about them online. David Lee King lays out both tools and strategies that can be used immediately to start having better conversations with your customers.”

—Jason Griffey, author, *Mobile Technology and Libraries*

“An informative and much needed resource for business owners.”

—Joe Cheray, Wildheart Social Media

“There is a difference between knowing how to work a social media service and knowing how to get that service to work for you. This book gives you the skills to bridge that gap.”

—Michael P. Sauer, author, *Blogging and RSS*, Second Edition

“David Lee King shares the key tips for creating the community connections that make the modern socially networked organization successful.”

—Joe Murphy, www.joemurphylibraryfuture.com

“*Face2Face* is a solid primer for businesses looking to be more social. Following King’s advice will lead to increased business and greater customer loyalty.”

—Patrick O’Keefe, iFroggy Network, and author, *Managing Online Forums*

“David Lee King does it again! His leadership in experimenting with new social tools blazes the trail rather than following the pack.”

—Stephen Abram MLS, VP, Gale Cengage Learning