A Review of Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)

Courtney D. Gibson

Follow this and additional works at: https://newprairiepress.org/jac

Recommended Citation
Gibson, Courtney D. (2013) "A Review of Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)," Journal of Applied Communications: Vol. 97: Iss. 1. https://doi.org/10.4148/1051-0834.1099

This Review is brought to you for free and open access by New Prairie Press. It has been accepted for inclusion in Journal of Applied Communications by an authorized administrator of New Prairie Press. For more information, please contact cads@k-state.edu.
A Review of Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)

Abstract
A Book Review of Likeable Social Media by D. Kerpen

Keywords
Book Review, Social Media, Networks

Creative Commons License
This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 License.

This review is available in Journal of Applied Communications: https://newprairiepress.org/jac/vol97/iss1/2
A Review of Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)

Courtney D. Gibson

Book Title
Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks)

Author
D. Kerpen

Publisher

Additional Information

Summary
“Delight your customers, create an irresistible brand, and be generally amazing on Facebook.” Sounds like any company’s dream come true, but how does a company achieve such highly sought after accolades in today's competitive markets? Dave Kerpen, CEO of Likeable Media, a social media and word-of-mouth marketing firm based in New York City, seeks to help companies achieve just that in his book Likeable Social Media.

Likeable Social Media guides readers though 18 concepts Kerpen says will “guide you in your conceptualization, creation, and implementation of a social media plan” (p. 221). These 18 concepts are detailed individually in each of the book's chapters and are centered around four key principles: listen, be transparent, be responsive, and be likeable.

Social media connects to basic human nature in many ways, and Kerpen often relates his concepts to those human instincts. As humans, we simply want to be heard and be listened to. Social media provides people, who are consumers of numerous products, with an avenue of voicing their opinions, beliefs, and thoughts with the world. Many of the concepts Kerpen discusses in his book relate to listening to your consumers, because as he points out, “companies can no longer afford to ignore their customers’ specific needs or complaints when the conversation can so easily be made public” (p. 14).

Throughout the book, Kerpen provides a variety of strategies on how to make customers of your product or service more than just customers. Engaging users, asking questions, telling and sharing stories, responding to comments, and inviting people to become your fans are just a few of the strategies companies can use to draw consumers into their social media experience. Companies should also be honest in their use of social media, and transparency can help customers establish trust. Creating a likeable vibe for your company is important and helps consumers connect to your company and products.
书评

我发现了《Likeable Social Media》是一本非常有价值的读物。它的写作风格简单易懂，并提供了一个全面的社交媒体营销概述，任何人都可以理解和应用。虽然我认为自己是一个相当活跃的社交媒体用户，但是我学到了很多关于Facebook的新知识，例如，我不知到Facebook有一个“text-to-like”功能。

Kerpen做得很好，通过介绍他的书中的18个概念。他经常使用一些可以被读者接受的类比，使社交媒体世界不再让读者感到恐惧，我发现这是一个很好的方法来联系到所介绍的信息。他的第一类比是将社交媒体比作世界上最大的鸡尾酒会，每个人都可以倾听别人说话，加入任何话题的讨论。他指出，使你受欢迎和引人注目的品质——仔细倾听、透明、响应、真诚、讲述精彩的故事——也会使你的组织在社交媒体上受到欢迎。这些类比让我以一种新的方式看待社交媒体，并帮助我理解他所要表达的观点。

每个章节也都有几个实际例子，展示了这些概念在实际应用中被有效或不成功的使用。这些例子帮助我认识到这些概念的实际应用，将这些概念具象化。许多例子是来自如Oreo、Omaha Steaks、Guinness、1-800-Flowers、The Gap和Dominos Pizza等知名公司，这使得我能够将它与自己的社交媒体使用联系起来，并且我甚至对其中的一些例子很熟悉。

有些概念Kerpen讨论的似乎很直观，但很多是我认为其他人很少考虑的。很多时候他会要求读者像消费者一样思考，我认为这有助于理解概念的影响。再者，简单易读的性质使这些观点更加易于理解。

虽然这本书的大部分内容都集中在Facebook营销上，但Kerpen经常讨论其他社交媒体平台如Twitter、YouTube和LinkedIn的应用，这也使得这本书对于许多人来说都是一个很好的资源。Kerpen提出了一种最佳实践的社交媒体营销方法，和其他著名的社交媒体资源一样，但他的写作风格使这本书与其他我所读过的书籍有所不同。我喜欢这本书的简单易读，这使它比那些基于策略的社交媒体资源更易理解，同时传达了一个轻松而有效的社交媒体使用信息。我没有看到这本书的缺点，因为我很享受阅读，学到了很多。

Who Should Read This Book

我认为Kerpen的书是一个非常有价值的工具，可以供很多读者使用。书中的概念适用于任何领域的任何组织。对于小企业主来说，他们正在从事自己的社交媒体营销计划，以及那些将一个或两个个体转化为更大组织的人，他们将拥有一个完整的办公室来负责社交媒体营销，Likeable Social Media对所有人都有用，无论他们有多少社交媒体经验。对于社交媒体使用经验较少的人，Kerpen甚至还包括了一个附录叫做“社交媒体网络的重读指南”来教他们一些流行的社交媒体平台的基本知识。

https://newprairiepress.org/jac/vol97/iss1/2
DOI: 10.4148/1051-0834.1099
For the field of agricultural communications, Likeable Social Media would be a great resource when developing social media marketing plans for agricultural businesses and companies, as well as for helping them implement those plans. Marketing agricultural products can be a challenge, but using the basic principles detailed in Kerpen’s book, social media can be a useful tool for the agricultural industry.