

**A Survival Guide to Social Media  
and Web 2.0 Optimization:**  
*Strategies, Tactics, and Tools for  
Succeeding in the Social Web*

**by Deltina Hay**



**Wiggy Press**

DALTON PUBLISHING

Wiggy Press, a nonfiction line from:

Dalton Publishing  
P.O. Box 242  
Austin, Texas 78767  
www.daltonpublishing.com

Copyright 2009 by Deltina Hay. All Rights Reserved.

Printed in the United States of America

Edited by Ric Williams

Assisted editing and research by Neil Kahn

Cover design and interior images by Jason Hranicky

Interior design and typesetting by Deltina Hay and Jessica Hillstrom

Resource CD forms by Tamar Design+Marketing

ISBN: 978-0-9817443-8-4

Library of Congress Cataloging-in-Publication Data

Hay, Deltina.

A survival guide to social media and Web 2.0 optimization : strategies, tactics, and tools for succeeding in the social web / by Deltina Hay.

p. cm.

Includes index.

ISBN 978-0-9817443-8-4

1. Web 2.0. 2. Web site development. 3. Online social networks. I. Title.

TK5105.88817.H39 2009

006.7'54--dc22

2009012117

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