



The Complete Idiot's Guide to Creating a Social Network

Angela Crocker

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The Complete Idiot's Guide(r) to Creating a Social Network takes reader through the technical aspects of creating a successful site-and addresses the responsibilities involved in running one.

- Covers how to build and maintain a website through a white label service such as GroupSite or Ning, and by using customized software for creating one's own network
- Addresses such issues as privacy, authenticity, fostering participation, quality versus quantity, moral and ethical guidelines, and much more
- Americans now average more than six hours per month on social networks, with an active unique social network audience estimated to be from 149 million-up 29 percent from 2009
- Ad revenue taken in by social networking sites is growing rapidly, and many people and companies are looking for ways to get in on this growth

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