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Salem Press Announces *Careers in Social Media*

Salem Press is proud to announce the first edition of *Careers in Social Media*. Merging scholarship with occupational development, this single comprehensive guidebook provides students planning to pursue one of many potential careers in social media with the necessary insight into opportunities, and provides instruction on what job seekers can expect in terms of training, advancement, earnings, job prospects, working conditions, relevant associations, and more. *Careers in Social Media* is specifically designed for a high school and undergraduate audience and is edited to align with secondary or high school curriculum standards.

Careers in Social Media contains **24 alphabetically arranged chapters** describing specific fields of interest for anyone preparing for a career that plays out on a variety of social media platforms and networks, including Facebook, Instagram, Quora, and Reddit. Job titles in social media are constantly evolving, so in this book, we've looked at the ways that social media jobs relate to three specific areas: **Advertising and Marketing, Communications, and Technology.**

Industry sectors with opportunities for employment highlighted in this resource include:

- Journalist
- Advertising and Marketing Manager
- Software Developer
- Copywriter
- Writer
- Photographer

Interesting enhancements, like **Fun Facts, Famous Firsts**, and dozens of photos, add depth to the discussion. A highlight of each chapter is **Conversation With**—a two-page interview with a professional working in a related job. The respondents share their personal career paths, detail potential for career advancement, offer advice for students, and include a “try this” for those interested in embarking on a career in this profession.

Each chapter begins with a Snapshot of the occupation that includes career clusters, interests, earnings and employment outlook. This is followed by these major categories:

- **Overview** includes detailed discussions on: Sphere of Work; Work Environment; Occupation Interest; A Day in the Life. Also included here is a Profile that outlines working conditions, educational needs, and physical abilities. You will also find the occupation's Holland Interest Score, which matches up character and personality traits with specific jobs.
- **Occupational Specialties** lists specific jobs that are related in some way, like Set Designer, Animators, and Photographer. Duties and Responsibilities are also included.
- **Work Environment** details the physical, human, and technological environment of the occupation profiled.

- **Education, Training, and Advancement** outlines how to prepare for this field while in high school, and what college courses to take, including licenses and certifications needed. A section is devoted to the Adult Job Seeker, and there is a list of skills and abilities needed to succeed in the job profiled.
- **Earnings and Advancements** offers baseline information about earnings potential so readers can gauge the difference between earnings in the U.S. and overseas.
- **Employment and Outlook** discusses employment trends, and projects growth to 2020. This section also lists related occupations.
- **More Information** includes associations that the reader can contact for more information.

Additionally, this title includes back matter of:

- **Appendix A:** Guide to Holland Code. This discusses John Holland's theory that people and work environments can be classified into six different groups: Realistic; Investigative; Artistic; Social; Enterprising; and Conventional.
- **Appendix B:** General Bibliography. This is a collection of suggested readings, organized into major categories.
- **Subject Index:** Includes people, concepts, technologies, terms, principles, and all specific occupations discussed in the occupational profile chapters.

This ongoing series serves as a stepping stone in understanding specific careers and provides a wealth of information on the education and training needed within each profession along with a look towards the future of the field with an informative employment outlook.

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This volume comes with FREE ONLINE ACCESS on the popular Salem Press platform, <http://online.salempress.com>. With unlimited users and remote access included, your students and researchers can now search this amazing collection of data, anytime & anywhere, all just a click away.

For those looking for a career that involves communicating through social media and developing content for the various platforms, *Careers in Social Media* is designed to provide need-to-know information on the wide variety of career paths that students have to choose from. Detailed and accessible chapters provide real-world information about these in-demand professions, including: A Day in the Life, Work Environment, Education & Training, Earnings & Advancement, Employment Outlook, Networking Contacts, Areas with the Highest Employment Levels, and Conversations with Real Professionals.

Careers in Social Media

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