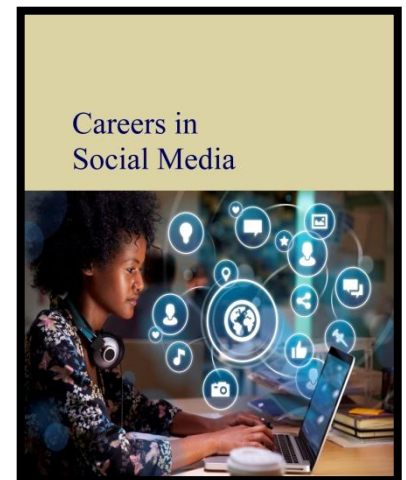


Careers in Social Media

“This sound and comprehensive print vocational guide covers careers that rely on social media skills and interests. Readers will learn about the work environments, necessary formal and informal preparation and training, responsibilities, advancement possibilities, and likely earnings for about two dozen different jobs. Occasional sidebars mention transferable skills, offer quick profiles of the careers, and list “famous firsts.” This last is the only disappointing aspect of the volume, as the “firsts” are not dated and lack the punch they would otherwise carry. Candid black-and-white photos, scattered throughout, are appealing. An appendix explaining the Holland Code offers additional perspective for those seeking to clarify where their specific interests (e.g., marketing, journalism, technology, management) lie. . . **High school, community college, homeschooled, and even some middle school students will benefit from this work. For every reference collection serving teens as well as for -guidance offices.”**

-School Library Journal, 2019

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Reviews



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