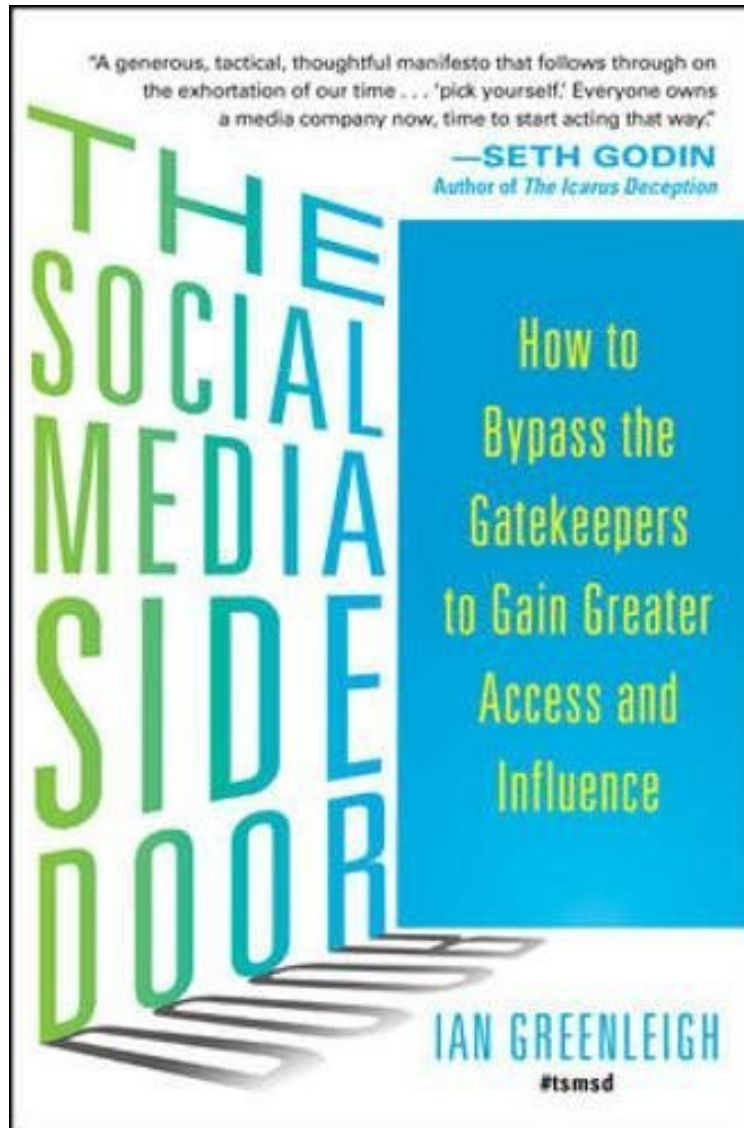


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## The Social Media Side Door: How to Bypass the Gatekeepers to Gain Greater Access and Influence

*Ian Greenleigh*

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"A generous, tactical, thoughtful manifesto that follows through on the exhortation of our time . . . 'pick yourself.' Everyone owns a media company now, time to start acting that way."--Seth Godin, author of *The Icarus Deception*"It's one of the most informative and effective social media books I've ever read."--Joe Fernandez, CEO and cofounder of KloutSkip the line at the front door! Learn to detect the hidden social media side doors that provide instant, privileged access to the top influencers and decision-makers in any industryAccess is one of the great unexamined issues in social media. Barriers used to be everywhere, in the form of gatekeepers and rules that governed access to people with power, authority, budgets, expertise, and fame. But social media side doors--alternate avenues of access through social media--have opened all around us, and few have noticed.Through them, we can engage with top business executives, thought leaders, and tastemakers. We have the unique ability to draw the attention of people and organizations that are bombarded every day by countless competing traditional requests for consideration.In *The Social Media Side Door*, social media strategist Ian Greenleight reveals how to walk right through the social media side doors that lie hidden in plain sight--to forge valuable relationships, create business opportunities, raise your thought leader profile, or land the perfect job. It will enable readers to expand their own means of access to those they wish to engage with, and the ways in which this access--in both directions--can be leveraged to unlock a new level of ROI.

About the AuthorIan Greenleight is a social media and content strategist. He helps companies turn data, ideas, and relationships into true thought leadership. His words and ideas have been featured in *Harvard Business*, *Ad Age*, *Adweek*, *Digiday*, *Ragan*, Seth Godin's *The Domino Project*, and elsewhere.He writes and speaks on a wide range of topics, including changing consumer-brand relationships, the convergence of personal identities, and the radically shifting landscapes of access and influence. Follow him at @be3d.