

Social Media Metrics For Dummies

By Leslie Poston

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says Leslie Poston, senior social media strategist and author of Social Media Metrics for Dummies (Wiley, 2012). Social conversion data can be found in

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Leslie is known for being a connector of people and ideas, and for writing Social Media Metrics for Dummies and co-writing Twitter for Dummies.

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About Leslie is known for writing Social Media Metrics for Dummies and co-writing Twitter for Dummies. She spends her days helping businesses and people learn to

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