



Social Media PR Tweet Book01: 140 Bite-Sized Ideas for Social Media Engagement (Paperback)

By Janet Fouts

Thinkaha, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.PR has always been demanding. With expectations of lightning-fast responses, today's consumers, vendors and general public all make it challenging to manage and control corporate messaging and PR. Surely you have heard somebody promoting social media as a silver bullet or band-aid for all PR issues? Therein lies the danger and the opportunity. It's very easy to make PR blunders with social media, simply because you cannot control it. Then how do you learn to use social media, work with it, exploit its potential fully and make it an integral component of your PR toolkit? In #SOCIAL MEDIA PR tweet Book01 Janet Fouts shows you how. Social media, as she explains lucidly, is not about one-way broadcasting but about two-way communication. Sure, your company's PR messaging needs to go out but after that you also need to engage your audience, assimilate feedback and close the loop. In other words, social media is all about dialog. With her expertise in social media coaching, Janet understands that while many of us are individually passionate about social media, the corporations or enterprises we belong to don't...



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