

1. Record Nr.	UNINA9910139007003321
Titolo	Share this too [[electronic resource] ] : more social media solutions for PR professionals // Chartered Institute of Public Relations (CIPR) ; edited by Rob Brown and Stephen Waddington
Pubbl/distr/stampa	Chichester, West Sussex, : John Wiley and Sons, Inc., 2013
ISBN	1-119-20799-1 1-118-67692-0 1-118-67686-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (xii, 312 p.) : ill
Altri autori (Persone)	BrownRob <1962 December 17-> WaddingtonStephen
Disciplina	659.20285/4678
Soggetti	Public relations Social media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes bibliographical references and index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. I. The future of public relations -- pt. II. Audiences and online habits -- pt. III. Conversations -- pt. IV. New channels, new connections -- pt. V. Professional practice -- pt. VI. Business change and opportunities for the public relations industry -- pt. VII. Future proofing the public relations industry.
Sommario/riassunto	The follow up to Share This: The Social Media Handbook for PR Professionals. Share This is a practical handbook to the changes taking place in the media and was conceived and written by 24 public relations practitioners using many of the social tools and techniques that it addresses. The book covered the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. Share This Too is also a pragmatic guide for anyone that wants to continue working in public relations. It is a larger book with more than 30 contributors, including all of those from the highly successful first book and many of whom are successful authors in their own right. It probes more deeply into the subject and is divided into seven sections: The future of public relations Audiences and online

habits Conversations New channels, new connections Professional  
practice Business change and opportunities for the public relations  
industry Future proofing the public relations industry The content  
entirely complements the first book rather than merely updates it. It  
delves deeply into what is current in the theory, delivery and evaluation  
of 21st century public relations and organisational communication.

---