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Autore	Thomas David B. <1952->
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MEDIA TO RESULTS; ACCELERATING PRODUCT DEVELOPMENT; DRIVING KNOWLEDGE INTO AND ACROSS THE ORGANIZATION; CROWD SOURCING . . .; WE'RE ALL HACKERS NOW; CHAPTER 3: The Social Enterprise; FORGET MURPHY'S LAW; MORE IMPORTANT THAN MONEY ?; THE SOCIAL WORKFORCE; COLLABORATION IS THE NEW EFFICIENCY; SOCIAL HR; FIRST IMPRESSIONS COUNT; THE TRAIN IS LEAVING THE STATION
THE NEW SOCIAL DIMENSIONSOCIAL CRM; SOCIAL LEADERSHIP; MAKING IT STICK; LEGAL NICETIES; HIGH SPEEDS NEED SEAT BELTS; TAKE THE TIME TO WRITE IT DOWN; Part II: Building a Structure for Success; CHAPTER 4: Get Everybody Together in the Same Room; INVITE THE PRACTITIONERS, NOT JUST THE RULEMAKERS; FIGURE OUT WHAT'S IMPORTANT; WHAT ARE YOUR EXISTING GOALS?; WHAT MAKES SENSE IN YOUR INDUSTRY?; WHAT MAKES SENSE IN YOUR COMPANY?; HOW CAN YOU FIGURE OUT WHAT WILL WORK FOR YOU?; CHAPTER 5: Creating Social Media Guidelines; BE CLEAR AND CONCISE; GUIDING PRINCIPLES FOR SOCIAL MEDIA AT SAS
INCLUDE DOS AS WELL AS DON'TSINCLUDE EXAMPLES; COMMUNICATE AS OFTEN AS POSSIBLE, IN EVERY CHANNEL YOU HAVE; SPOTLIGHT SUCCESSES; LEAD BY EXAMPLE; CHAPTER 6: Staffing and Structuring; WHERE DOES IT LIVE?; HIRE OR DESIGNATE?; HOW DO YOU STRUCTURE FOR SOCIAL MEDIA?; HOW ONE ORGANIZATION PULLS IT TOGETHER; OUTSOURCING THE ROLES; CHAPTER 7: Listening, Measurement, Analytics, and ROI; A SIMPLE LISTENING FRAMEWORK; FIRST, A WORD FROM THE MEASUREMENT QUEEN; "LISTEN, YES. BUT THINK BIGGER."; THE FIVE KINDS OF LISTENING; WHAT IS SOCIAL MEDIA ANALYTICS?; CAREONE'S MEASUREMENT MODEL
NOT A SIMPLE FORMULA, BUT A FORMULA NONETHELESSCHAPTER 8: The Keys to Success in Social Media; IT'S DIFFICULT IN ITS SIMPLICITY; FINDING THE TIME TO DO IT; A SIMPLE MODEL; USING ALL YOUR CHANNELS; NINE EASY WAYS TO WRITE A BLOG POST; PART III: Putting Your Social Media Strategy to Work; CHAPTER 9: Marketing; FROM STROLLERS TO SHARPIES; FROM THE NURSERY TO THE KITCHEN; SHARPIE, MEET LAMBORGHINI; BERT'S ADVICE; CHAPTER 10: Social Media for B2B; B2B AND PHONEBOOTH-TO-B; TAKING AN INTEGRATED APPROACH AT CISCO; CHAPTER 11: Public Relations; THE OLD MODEL OF PR; THE NEW MODEL OF PR
SOCIAL MEDIA PR AT MAYO CLINIC

Sommario/riassunto

An actionable framework for developing and executing successful social media strategies supporting collaboration, teamwork and communication in modern corporations Using straightforward language, this book offers real-world stories and revealing anecdotes to demonstrate how executives and business leaders develop successful corporate social media strategies.High level guidance to developing the practical business frameworks and policies necessary for implementing and managing successful corporate social media strategiesDescribes the actual processes, organizational structures, an
