

1. Record Nr.	UNINA9910149369003321
Titolo	Digital tools for academic branding and self-promotion // Marga Cabrera and Nuria Lloret, editors
Pubbl/distr/stampa	Hershey, Pennsylvania : , : IGI Global, , 2017 ©2017
ISBN	9781522509189 9781522509172
Descrizione fisica	PDFs (253 pages) : illustrations
Collana	Advances in educational marketing, administration, and leadership
Disciplina	378.1/2
Soggetti	College teachers - Professional relationships Digital communications College teachers - Blogs Branding (Marketing) Reputation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	New tools for online academic dissemination: let the world know your best / Margarita Cabrera Mendez, Nuria Lloret-Romero, Rebeca Diez-Somavilla -- We the new media: the disruption of social media in interpersonal and collective communication / Miguel del Fresno -- Building academic branding: the digital branding as academic footprint / Ruth Matovelle Villamar -- Flow my bits, the professor screened: netnography, academic micro-celebrity, and personal branding / Robert V. Kozinets -- Social media as a tool, and tools offered by social media, to teachers and researchers: personal or professional use? / Jose-Luis Poza-Lujan, Angeles Calduch-Losa -- Academic community manager: manager of the academic community / Ariana Daniela Del Pino Espinoza -- Brand journalism and personal branding in academia / Hada M. Sanchez Gonzales -- Utilising content marketing metrics and social networks for academic visibility: content marketing for academic impact / Mark Anthony Camilleri -- From universities to private companies: a measurable route of LinkedIn users / Enrique Orduna-Malea, Cristina I. Font, Jose-Antonio Ontalba-Ruiperez -- Good

practices for universities on Twitter / Susana Herrera Damas -- The use of geomarketing to promote personal branding: make your mark as a teacher in the territory of internet / Gerson Beltran Lopez -- Audiobranding and its importance to your personal brand: new ways to communicate our messages through sound / Raul Terol.

Sommario/riassunto

"This book is a reference source for the latest research on the interrelationship between digital branding and academic reputation, showcasing relevant digital platforms and techniques"--Provided by publisher.
