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Autore	Brown Michael A., Sr.
Titolo	Social media performance evaluation and success measurements // Michael A. Brown Sr., Florida International University, USA [editor]
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ISBN	9781522519645 9781522519638
Descrizione fisica	1 online resource (xxvii, 294 pages) : illustrations (some color)
Collana	Advances in Social Networking and Online Communities (ASNOC) Book Series ; ; 2328-1413
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Soggetti	Social media Online social networks Employees - Rating of
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Premier reference source"--Cover.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Social networking and social media comparisons / Michael A. Brown Sr. -- SNIP: a survey instrument / Michael A. Brown Sr. -- Understanding social communication / Michael A. Brown Sr. -- Social media: a discussion of considerations for modern organizations and professionals / Liston W. Bailey -- Framing and mis-framing in micro-blogging sites in China: online propagation of an animal cruelty campaign / Yuanxin Wang -- Using social media tools in marketing: opportunities and challenges / Nozha Erragcha -- Social networking engagement and crisis communication considerations / Mitchell Marovitz -- CHOICES: measuring return on investment in a nonprofit organization / Leigh Nanney Hersey -- Nonprofit organizations and social media use: an analysis of nonprofit organizations' effective use of social media tools / Aminata Sillah -- Models of participation in social networks / Giulio Angiani [and 3 others] -- Invest, engage, and win: online campaigns and their outcomes in an Israeli election / Moran Yarchi [and 3 others].
Sommario/riassunto	"[This book] is a pivotal reference source for the latest scholarly research on social networking participation expectations and values to

examine individual performance in digital communication activities. Featuring coverage across a range of topics, such as crisis communication, social networking engagement, and return on investments, this publication is ideally designed for academicians, practitioners, and researchers seeking current research on the benefits of utilizing the social network environment of today"--Provided by publisher.

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