

1. Record Nr.	UNINA9910459595303321
Titolo	Higher education administration with social media [[electronic resource]] : including applications in student affairs, enrollment management, alumni relations, and career centers // edited by Laura A. Wankel, Charles Wankel ; in collaboration with Matthew Marovich, Kyle Miller, Jarate Stanaityte
Pubbl/distr/stampa	Bingley [U.K.] , : Emerald, 2011
ISBN	1-283-05526-0 9786613055262 0-85724-652-6
Descrizione fisica	xviii, 283 p
Collana	Cutting-edge Technologies in Higher Education, , 2044-9968 ; ; v. 2
Altri autori (Persone)	WankelLaura A WankelCharles MarovichMatthew MillerKyle StanaityteJarate
Soggetti	Social media Internet in higher education Universities and colleges - Administration Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	pt. 1. Social media and enrollment management -- pt. 2. Social media in advising and mentoring -- pt. 3. Social media and public relations -- pt. 4. Social media and alumni relations.