1.
Record Nr.	UNINA9910462244403321
Autore	Mergel Ines <1972->
Titolo	Social media in the public sector field guide : designing and implementing strategies and policies / / Ines Mergel and Bill Greeves
Pubbl/distr/stampa	San Francisco, CA : , : Jossey-Bass, Wiley, ,]2013]
ISBN	1-118-42375-5
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Descrizione fisica	1 online resource (226 p.)
Altri autori (Persone)	GreevesBill
Disciplina	352.380285
	658.056754
Soggetti	Internet in public administration
	Social media - Political aspects
	Political participation - Technological innovations
	Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Social Media in the Public Sector Field Guide: Designing and Implementing Strategies and Policies; Copyright; Contents; Figures and Tables; Figures; Tables; Preface; About this Book; Acknowledgments; The Authors; Part One: How Did We Get Here?; One: What Are Social Media, and Why Should Government Pay Attention to Them?; Two: Social Media Versus Traditional Media; Three: Transformative Properties; Four: The Social Media Ecosystem in the Public Sector; Establishing Terms of Service Provided Greater Accessibility; Sharing Data, Sharing Effort; Five: Social Media in Action; Mingling CollaborationCommunication; Community; Chris Moore; The Power of Social Media; Six: What's Driving Social Media Adoption-and Why Is All This Happening Now?; Connectedness; Expectations of Digital Natives; Cost Reductions through More Sophisticated Social Media Tools; Part Two: The Tools: Where Do I Start?; Seven: Social Networking Services; The Downside; Keeping the Conversation Going; How Do We Solve the Knowledge Gap in Government? The GovLoop Story; Eight: Blogs; Nine: Microblogging; A Step-By-Step Guide for Twitter Administrators;

Additional Successful Practices; Ten: Wikis

Using Wikis in the Public SectorGetting Started: When, Where, and Why to use Wikis; Information Sharing Within Organizations; Information Sharing Across Organizational Units; Information Sharing and Collaboration with Citizens; Eleven: Choosing the Tool That's Right for You; Matching Tools to Needs Matrix; Additional Resources; Building Trust Via Social Media; Part Three: Policy and Implementation; Twelve: Social Media Strategy; Focusing on Mission Support; Identifying Your Organization's Audiences; Building Your Organization's Audiences; Thirteen: Social Media Tactics

Information and Education TacticCitizen Participation and Engagement Through Community Building Tactic; Networking Tactic; Transactional Social Media Tactic; Fourteen: Key Elements of a Social Media Policy; Defining Organizational Responsibility; Branding to Establish a ""Corporate"" Identity Across all Platforms; Listing of all Acceptable Platforms; Setting a Content and Information Approval Process; Ensuring Accessibility of Social Media Content; Using Plain Language Online; Keeping Records and Collecting Public Information

Setting a Social Media Commenting Policy and Ensuring Online NetiquetteRule 1: Develop and Publish a Shared Commenting Policy That Defines the Expectations of Online Discussion; Rule 2: Any Online Communication Should Adhere to the Same Etiquette as Face-to-Face Conversation; Rule 3: Accept and Respond Positively to Differing Points of View; Rule 4: Respect Your Audience; Fifteen: Employee Social Media Use: Personal Versus Professional; The Blurring of Lines; Setting Acceptable Use Policies; Using Disclaimers and IDs on Personal Social Media Accounts; Pam Broviak

Tapping into the Collective Intelligence

Sommario/riassunto	Stocked with real-life examples and case studies, this book explores myriad social media tools and provides step-by-step guidance on how to implement them based on mission, goals, and strategy. Written in a jargon-free and accessible style, the book is a go-to resource for anyone in government who wants to put the power of social media to work for their organization. Praise for Social Media in the Public Sector Field Guide ""Twitter and Facebook and Blogs, Oh My! In this bewildering new field of social media, Mergel and Greeves expertly provide practical advice

2.

Record Nr.	UNISA996387235203316
Autore	Pomey Francois <1618-1673.>
Titolo	The Pantheon [[electronic resource]] : representing the fabulous histories of the heathen gods, in a short, plain and familiar method by way of dialogue / / written by Francis Pomey ; translated by J.A.B. M.A
Pubbl/distr/stampa	London, : Printed by Benj Motte for Robert Clavel and Charles Harper ..., 1694
Descrizione fisica	[4], 423, [9] p
Altri autori (Persone)	BrossonJ.-A
Soggetti	Gods
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes bibliographical references. Index: p. [2]-[8] at end. Advertisement: p. [9] at end. A translation of Pomey's Pantheum mythicum. Reproduction of original in Cambridge University Library.
Sommario/riassunto	eebo-0021