

1. Record Nr.	UNINA9910755072903321
Autore	Babka Stefanie
Titolo	Social Media for Leaders : Your Team Can Steer the Boat but You Need Chart the Course // Stefanie Babka and Immanuel Gloeser
Pubbl/distr/stampa	Wiesbaden, Germany : , : Springer Fachmedien Wiesbaden GmbH, , [2021] ©2023
ISBN	3-658-42351-X
Edizione	[First edition.]
Descrizione fisica	1 online resource (215 pages)
Disciplina	658.4092
Soggetti	Leadership Social media - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro -- Preface -- Contributors -- The Author -- Guest Authors -- Other Contributors -- Contents -- 1: What Is Social Media? -- 1.1 The Seven Most Important Social Media Mechanisms -- 1.2 Who Uses Social Media? -- 1.3 The Speed of Social Media -- Sync and Corrections by n17t01 -- 1.4 Overview of the Most Important Channels -- References -- 2: The Ten Most Common Social Media Mistakes in Companies -- References -- 3: Social Media Organization -- Excursus: The Sinking of the Vasa -- 3.1 The Organisation of the Social Media Department -- 3.2 Social Media Integration and Governance Model -- 3.2.1 Decentralised Integration of Social Media -- 3.2.2 Central Integration of Social Media -- 3.2.3 Staff Unit with Coordination Function -- 3.2.4 Staff Position with Team and Coordination Function with Further Subdivisions -- 3.2.5 Holistic Social Media Organisation -- 3.3 Reconciliation and Approval Processes -- 3.4 Building and Updating Social Media Expertise in the Company -- References -- 4: Social Media Strategy -- Excursus: From Enterprise 1.0 to Enterprise 2.0 -- References -- Related Link -- 5: Social Media Guidelines -- 5.1 General Social Media Requirements -- Example of How to Use the General Defaults -- 5.2 Company Social Media Guidelines -- Example of the Use of Operational Guidelines -- 5.3 Specific Social Media Requirements -- Example of Specific Social Media Requirements -- 6:

Social Media in Public Relations -- 6.1 How Has Social Media Changed Corporate Communication? -- 6.2 Giving Up Control, Keeping the Lead -- 6.3 Get Ready for Social Media in Six Steps -- 6.4 How Individual Communication Disciplines Use Social Media -- 6.4.1 Social Media in Product and Corporate PR -- Excursus: Influencer Relations -- 6.4.2 Social Media in Internal Communication -- Digression: The Shitstorm -- References -- Further Literature and Links.

7: Social Media and Investor Relations -- References -- 8: Social Media and Corporate Affairs -- Excursus: What Is Microtargeting? -- References -- Further Reading -- 9: Social Media in the Marketing Department -- 9.1 The Social Media Model -- 9.2 Measuring Success in Social Media -- 9.3 Get Ready for Social Media in Seven Steps -- How Is Product Policy Influenced by Social Media? -- How Is Distribution Policy Affected by Social Media? -- How Is Communication Policy Influenced by Social Media? -- How Is Pricing Influenced by Social Media? -- References -- Further Literature and Links -- 10: Social Media and Customers -- Social Media and Service -- 10.1 Focus on the Customer: Customer Experience Management in the Automotive Industry -- 10.2 "The world's Largest Focus Group": Social Customer Engagement in the Consumer Goods Industry -- 10.3 B2B in the "Age of the Customer" -- 10.4 Six Recommendations for Action to Make Your Service Area Social Media Ready -- Excursus: What Exactly Is Social Service? -- Social Media and Customer Data -- Digression: What Exactly Is Social CRM? -- References -- Further Reading -- 11: Social Media in IT -- Typical Requests Regarding Social Media Software from the Business Sector -- Typical Business Actions Without IT Involvement -- 12: Social Media in Human Resources -- 12.1 Social Media and Labour Law -- Digression: What Is Cyber Bullying? -- 12.2 Social Media in Personnel Recruitment (Recruiting) -- 12.3 Social Media and the Employer Brand (Employer Branding) -- 12.4 Social Media Professionals -- 12.4.1 The Social Media Manager -- 12.4.2 Other Social Media Tasks -- Sync and Corrections by n17t01 -- 12.5 Social Media in Personnel Development -- 12.6 Social Media in Personnel Service -- 13: Social Media in Works Councils and Trade Unions -- 14: Social Media in Purchasing -- 15: Social Media in the Legal Department. 15.1 National and International Laws -- 15.2 Judgments and Case Law -- 15.3 Internal Specifications -- 15.4 Terms of Use of External Platforms -- 15.5 The Fast-Moving Nature of Social Media Law -- 15.6 Recommendations for Action -- 15.7 Keep the Overview -- 15.8 Create Overarching Regulations -- Excursus: A Few Examples of Legal Issues in Social Media -- Sync and Corrections by n17t01 -- Example: The Data Protection Problem of Integrating a Facebook "like" Button -- 15.9 Possible KPIs -- References -- Further Literature and Links -- 16: The Influence of Social Media on Sales -- 16.1 Social Selling - New Opportunities and Challenges for the Sales Department -- 16.2 Social Media as a Magic Bullet for the Sales Organization -- Example from the Company Practice: Opel Podcast for Sales Trainings -- Fictitious Example Scenario: Ski Helmet Manufacturer X -- 16.3 Social Media for Customer Acquisition -- 16.4 Customer Care Through Social Media -- 16.5 Social Commerce -- 16.6 Social Media Guidelines for the Sales Department -- References -- Further Reading -- 17: Social Media and Corporate Security -- 17.1 Emergency and Crisis Management -- 17.2 Object Security -- 17.3 Personal Security and Social Media -- 17.4 Information Security -- Excursus: Tactical Cyber Attacks and Industrial Espionage with the Use of Social Media -- Viruses Can Also Cause Damage in the Non-virtual World -- 17.5 Security of Events -- Excursus: What Is an Online Event? -- References -- 18: Social Media in Research and Development -- 18.1 Social Media Monitoring and

Research -- 18.2 Co-creation - Social Media and Innovation Projects --  
18.3 Social Media in Science -- References -- 19: Social Media in  
Procurement, Production and Logistics -- Reference -- 20: Being a  
Manager on Social Media - An Overview -- 20.1 Is It Useful to Have  
Your Own Social Media Profile?  
20.2 Six Tips for Dealing with Social Media as a Manager -- References  
-- 21: Practice: Virtual Management - Social Media as a Management  
Tool -- Digital Leadership -- 21.1 Social Media in the Team -- 21.2  
Social Media and Leadership Styles -- References -- 22: Practice:  
Becoming Active in Social Media in Six Steps -- Index.

---