

1. Record Nr.	UNINA9910785739503321
Autore	Mergel Ines <1972->
Titolo	Social media in the public sector [[electronic resource]] : a guide to participation, collaboration, and transparency in the networked world / / Ines Mergel
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2013
ISBN	1-118-23737-4 1-283-66500-X 1-118-22424-8
Edizione	[1st ed.]
Descrizione fisica	1 online resource (322 p.)
Collana	Essential texts for nonprofit and public leadership and management Social media in the public sector
Disciplina	352.3/802854678
Soggetti	Internet in public administration Social media - Political aspects Political participation - Technological innovations
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	pt. 1. Understanding social media use in the public sector -- pt. 2. Social media practices : participation, collaboration, and transparency.
Sommario/riassunto	Grounded in solid research, Social Media in the Public Sector explores the myriad uses of social media in the public sector and combines existing practices with theories of public administration, networked governance, and information management. Comprehensive in scope, the book includes best practices, the strategic, managerial, administrative, and procedural aspects of using social media, and explains the theoretical dimensions of how social behavior affects the adoption of social media technologies. Praise for Social Media in the Public Sector ""Mergel