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New organisational influence flows Radical transparency; Brandjacking: do you know who I am?; Authentic communication; Propaganda relations; The corporate obsession with press releases and other wire fodder; PR spam; An Inconvenient PR Truth; Searching for answers; The social media press release; Chapter 5 The audience answers back; Why are we baiting?; 'Oh behave!'; The social media bear pit; When conversation takes flight; You're being watched, everywhere; Conversation is also complex; The chatter that matters; Give a little, take a lot?; Chapter 6 On the inside; So who's in charge now? Getting to grips with changing media Don't underestimate the fascination; Wagging tongues, willing ears; You're a media brand, yes?; Becoming part of the action; And it's happening anyway; Learning by listening; Chapter 7 Monitoring and the management of risk; BP: Brutal Predicament; Making sense of data; Man versus machine; Sentiment analysis and other snake oil; Measure outcomes not outputs; Flawed metrics: reach and readership; Peer metrics; Can crowds really be wise?; Crap detection: verifying Internet sources; Legal process on the Internet; Protecting identity in networks
Chapter 8 Measuring reputation Making it count; Data with destiny; Does it really do that?; The search goes on; What is the public relations industry doing?; Death of Advertising Value Equivalent (AVE); The business of influence; If not reputation, what about influence?; Life in the P&L; Once you've measured, what then?; Chapter 9 Participation: the future of organisational communication; Back to the street; Searching for answers; Social relationship management; Social media and communication in a crisis; Brands as media; Bridges don't talk; people do; Participation; Developing communities
Developing a social media strategy

Sommario/riassunto

As the media landscape looks increasingly diverse and anarchic, individuals, organisations and governments should not waste time wondering whether they have lost control of their reputations. The simple fact is that they have never had control. The question is what they can do about it now, and what they need to consider for the future. The fragmentation of media and the rise of social media has brought brand and personal reputational risk into sharp focus like never before. Disaffected shareholders, customers and staff are voicing their opinions to a global internet audience. In a brand conte
