

1. Record Nr.	UNINA9910797286203321
Autore	Matejic Nicole
Titolo	Social media rules of engagement : why your online narrative is the best weapon during a crisis / / Nicole Matejic
Pubbl/distr/stampa	Milton, Queensland : , : Wiley, , 2015 ©2015
ISBN	0-7303-2226-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (235 p.)
Disciplina	659.202854678
Soggetti	Internet in public relations Crisis management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	<p>""Social Media Rules of Engagement""; ""Contents""; ""About the author""; ""Author note""; ""Preface""; ""PART I Rules of engagement""; ""1 Social media crisis communications: a seismic shift in the risk profile""; ""Communications born again, but the fundamentals still apply""; ""Ita€™s all about narrative""; ""Optimus Prime: are you conditioning your audience for sales or LOLs?""; ""2 Ready, aim a€? misfire: why you must be social media data savvy""; ""The social media iceberg""; ""From marketers to info ops: this will blow your pixels off"" ""The narrative in your numbers: what story is your social data telling you?"" ""Why social numbers dona€™t always add up to Klout, influence, votes, dollars, sales and raving fans""; ""3 The hurt locker: getting inside is easy; escaping an art""; ""The information vacuum: why going AWOL on social media isna€™t an option""; ""From battlefield to boardroom a€? the threat posed by information vacuums""; ""Say something! Just not anything a€?""; ""Overexposed: why trashing your brand has never been easier""; ""Hashtag horror! Why things go terribly wrong""</p> <p>""4 Mission recon: why knowing your audience is critical to success"" ""Mission: getting to know your target audience""; ""Recon: pin it, IG it, tumble it a€?""; ""Mission: audience segmentation""; ""Psychosocial considerations""; ""Mission: audience sentiment analysis""; ""5 Classified: is your enemy an adversary or an opportunity?""; ""Social</p>

warfare: why ita€™s not just the militarya€™s problem""; ""Brand you: social media jihad collateral damage""; ""Is your organisation at risk?""; ""Where to source information and support for crisis communications planning""

""How to communicate during a critical incident or terrorist attack""""

Full-spectrum dominance a€? oh and social media""; ""6 Socially transmitted disasters (STDs): The Clap (#PRFail) is now more contagious than ever""; ""Sex Ed 101: the birds, the bees a€? and Snapchat""; ""The Clap: are you at risk?""; ""Organisational and individual apathy""; ""Data blindness""; ""Risk-taking behaviour""; ""Coitus interruptus: not an effective method of Clap control""; ""Practise safe social media a€? ita€™s all about using protection""; ""People""; ""Technology""; ""Corporate governance""

""Click-jacking a€? not as pleasurable as it sounds""""7 Target acquired: social engineering and what it means for you and your organisation""; ""Stalkerbook a€? I mean Facebook""; ""Socialveillance: who is watching you online and why you should care""; ""Sneaking in that Trojan Horse""; ""The Trojan Horse: epic fail""; ""White collar blue: espionage and hacking is a corporate problem too""; ""8 Social media information operations: much more than military propaganda""; ""Why influence is key to mission success from battlefield to boardroom""; ""The influence equation""

""Propaganda in your pocket a€? influence in everyday life""

Sommario/riassunto

Avoid becoming a #PRFail with a solid social media strategy Social Media Rules of Engagement guides you in the development of a bullet-proof social media strategy. You can manage any crisis effectively by having a plan before you actually need one-and by understanding and influencing your audience with military precision. This original, engaging, and informative text with case studies from the coalface offers you the tools you need to avoid scandal and media crises, and to learn how to leverage social media, big data, and influence in your communications strategies. Social media has establi
