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warfare: why it's not just the military'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 of social media"; "6 Socially transmitted disasters (STDs): The Clap (#PRFail) is now more contagious than ever"; "Sex Ed 101: the birds, the bees 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: it's all about using protection"; "People"; "Technology"; "Corporate governance"; "Click-jacking: not as pleasurable as it sounds"; "7 Target acquired: social engineering and what it means for you and your organisation"; "Stalkerbook: 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: influence in everyday life"

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## 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

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