

13.1.2025

Author

WEINTRAUB, Marty (LITWINKA, Lauren)

Title

The complete social media community manager's guide : essential tools and tactics for business success / Marty Weintraub ; Lauren Litwinka

Publisher

Indianapolis, IN : Wiley & Sons, 2013

Collation

XXIV, 312 S. Ill., graph. Darst.

Publication year

2013

ISBN

9781-1-1846685-8

Inventory number

80334

Keywords

Multimedia / Internet ; Kommunikationstechnik ; E-Teaching / E-Learning

Abstract

Today's social community managers use social media platforms and act as brand evangelists and community advocates. From creating viral content to crisis communication to leveraging community content, social managers manage online social communities and deal with what comes. Luckily, *The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success* is the perfect resource for how to do this increasingly high-profile and crucial job. The book features proven tactics and techniques for effective management and includes more than 40 field-tested tools and templates. If you're a social community manager, learn how to grow a community and achieve the results you need. Topics include a detailed guide to today's social media

13.1.2025

platforms, how to organize and successfully share content, using metrics and reporting, and more. Helps social media community managers develop, cultivate, and convert their social media communities. Does a deep dive into today's crucial social media platforms. Provides a complete toolkit of over 40 field-tested tools and templates on everything from how to craft a plan to developing an editorial calendar, tracking results, and more. Explains how you can organize and successfully share content among your target community and how to leverage that content to further amplify your message. (HRK / Abstract übernommen)

Signature

R 06 WEIN