

# Strategic Social Media Management

**Theory and Practice**

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## **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexis.at/strategic-social-media-management-9789819994953.html>

## Details

This textbook provides a lively introduction to the fast-paced and multi-faceted discipline of social media management, with international perspectives, AI approaches and tools to enhance the learning experience. Aside from focusing on practical application, the textbook takes readers through the process of strategy development and implementation, ethical and accurate content curation, and strategic content creation.

Combining theory and practice, *Strategic Social Media Management* teaches readers how to take a strategic approach to social media from organisational and business perspectives, and how to measure results. Richly supported by robust and engaging pedagogy and case studies, it integrates public relations, marketing and advertising perspectives, and examines key issues including risk, ethics, privacy, consent, copyright, and crisis management.

Reflecting the demands of contemporary practice, advice on self-care is also provided, helping to protect emerging Social Media Managers from the negativity they can experience online. By the end, readers will be able to develop a social media strategy, understand accurate and relevant content curation, and create engaging social media content that tells compelling stories, connects with target audiences and supports strategic goals and objectives.

This is an ideal textbook for students learning social media strategy, marketing and management at undergraduate level. It is also essential reading for business owners, marketing, public relations, advertising and communications professionals looking to hone their social media skills.

The first edition of this textbook won a Book Excellence Award, a Silver International Stevie Award for Best Business Book and was named in the Best 100 Public Relations eBooks of All Time by the Book Authority.

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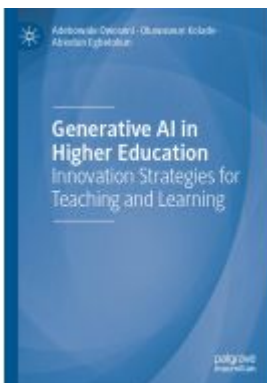
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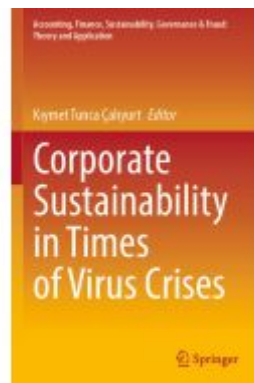
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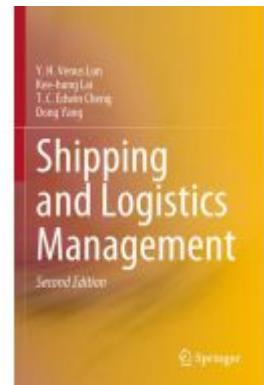
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