

Social Media Management Technologies And Strategies For Creating Business Value

Gursoy, Dogan, Kaurav, Rahul P.S.

Social Media Management Amy Van Looy, 2016-08-23 This undergraduate textbook adopts the perspective of organizations - not individuals - and clarifies the impact of social media on their different departments or disciplines, while also exploring how organizations use social media to create business value. To do so, the book pursues a uniquely multi-disciplinary approach, embracing IT, marketing, HR and many other fields. Readers will benefit from a comprehensive selection of current topics, including: tools, tactics and strategies for social media, internal and external communication, viral marketing campaigns, social CRM, employer branding, e-recruiting, search engine optimization, social mining, sentiment analysis, crowdfunding, and legal and ethical issues.

Social Media Management Amy Van Looy, 2015-09-24 This undergraduate textbook adopts the perspective of organizations - not individuals - and clarifies the impact of social media on their different departments or disciplines, while also exploring how organizations use social media to create business value. To do so, the book pursues a uniquely multi-disciplinary approach, embracing IT, marketing, HR and many other fields. Readers will benefit from a comprehensive selection of current topics, including: tools, tactics and strategies for social media, internal and external communication, viral marketing campaigns, social CRM, employer branding, e-recruiting, search engine optimization, social mining, sentiment analysis, crowdfunding, and legal and ethical issues.

Handbook of Social Media Management Mike Friedrichsen, Wolfgang Mühl-Benninghaus, 2013-05-28 Digitization and Web 2.0 have brought about continuous change from traditional media management to new strategic, operative and normative management options. Social media management is on the agenda of every media company, and requires a new set of specialized expertise on digital products and communication. At the same time, social media has become a vibrant field of research for media economists and media management researchers. In this handbook, international experts present a comprehensive account of the latest developments in social media research and management, consistently linking classical media management with social media. The articles discuss new theoretical approaches as well as empirical findings and applications, yielding an interesting overview of interdisciplinary and international approaches. The book's main sections

address forms and content of social media; impact and users; management with social media; and a new value chain with social media. The book will serve as a valuable reference work for researchers, students and professionals working in media and public relations.

Proceedings of the International Conference on Information Technology & Systems (ICITS 2018) Álvaro Rocha, Teresa Guarda, 2018-01-04 This book includes a selection of articles from the 2018 International Conference on Information Technology & Systems (ICITS 18), held on January 10 - 12, 2018, at the Universidad Estatal Península de Santa Elena, Libertad City, Ecuador. ICIST is a global forum for researchers and practitioners to present and discuss recent findings and innovations, current trends, lessons learned and the challenges of modern information technology and systems research, together with their technological development and applications. The main topics covered include information and knowledge management; organizational models and information systems; software and systems modeling; software systems, architectures, applications and tools; multimedia systems and applications; computer networks, mobility and pervasive systems; intelligent and decision support systems; big data analytics and applications; human-computer interaction; ethics, computers & security; health informatics; and information technologies in education.

Digital and Social Media Marketing Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

The Social Media Management Handbook Robert Wollan, Nick Smith, Catherine Zhou, 2011-01-04 How do organizations manage social media effectively? Every organization wants to implement social media, but it is difficult to create processes and manage employees to make this happen. Most social media books focus on strategies for communicating with customers, but they fail to address the internal process that takes place within a business before those strategies can be implemented. This book is geared toward helping you manage every step of the process required to use social media for business. The

Social Media Management Handbook provides a complete toolbox for defining and practicing a coherent social media strategy. It is a comprehensive resource for bringing together such disparate areas as IT, customer service, sales, communications, and more to meet social media goals. Wollan and Smith and their Accenture team explain policies, procedures, roles and responsibilities, metrics, strategies, incentives, and legal issues that may arise. You will learn how to: Empower employees and teams to utilize social media effectively throughout the organization Measure the ROI of social media investments and ensure appropriate business value is achieved over time Make smarter decisions, make them more quickly, and make them stick Get the most out of your social media investment and fully leverage its benefits at your company with The Social Media Management Handbook.

The Seven Success Factors of Social Business Strategy Charlene Li, Brian Solis, 2013-06-19 How to align social media with business strategy for real results For years now, businesses have approached social media in an experimental fashion unconnected to real results. There's a reason why the question about ROI is met with such hostility. But it's time for businesses to get serious about social. In this concise e-book, noted authors and disruptive technology analysts Charlene Li and Brian Solis present seven powerful factors for designing and supporting an effective social business strategy. Li and Solis studied how the best companies create measurable value that aligns with overall business objectives and outline how to incorporate these insights into your strategy and planning process. Li and Solis focus their findings and recommendations on how to convince and even rally decision makers at the executive level. Based on interviews with thought leaders, surveys, and extensive research, they show you how to define your social strategy, create alignment across the organization, and use that strategy to support overall business success. Offers actionable best practices for getting the most bang for your social marketing buck Explains seven key success factors for effective social marketing that cover everything from long-term vision and executive support to staffing and technology investment Written by Charlene Li, bestselling author of Open Leadership, and Brian Solis, bestselling author of What's the Future of Business, The End of Business as Usual, and Engage

Digital Marketing Fundamentals Marjolein Visser, Berend Sikkenga, Mike Berry, 2021-07-05 Digital Marketing Fundamentals is the first fully-fledged textbook on digital marketing that covers the entire marketing process. Both the scientific theory behind digital marketing as well as techniques and media are discussed. Digital Marketing Fundamentals is easy to read and contains many International examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. In this book, all relevant aspects of digital marketing are addressed: strategic aspects, market research, product development and realisation, branding, customer acquisition, customer loyalty and order processing. The book also discusses effective websites and apps, digital analytics and planning and organisation. The application of social media and mobile communication is seamlessly integrated into the topics. Digital Marketing Fundamentals is very suitable for commercial and management courses in Higher Education and also for

professionals active in digital marketing.

Strategy as Practice Gerry Johnson, Leif Melin, Richard Whittington, 2007-08-02 This is an analysis of what managers actually do in relation to the development of strategy in organisations.

Handbook on Tourism and Social Media Gursoy, Dogan, Kaurav, Rahul P.S., 2022-02-11 This comprehensive Handbook offers an overview of current research on the use of social media within the tourism industry, investigating a range of social media practices and proposing strategies to address key challenges faced by tourist destinations and operators.

Internal Crowdsourcing in Companies Hannah Ulbrich, Marco Wedel, Hans-Liudger Dienel, 2020-12-07 This open access book examines the implications of internal crowdsourcing (IC) in companies. Presenting an employee-oriented, cross-sector reference model for good IC practice, it discusses the core theoretical foundations, and offers guidelines for process-management and blueprints for the implementation of IC. Furthermore, it examines solutions for employee training and competence development based on crowdsourcing. As such, the book will appeal to scholars of management science, work studies, organizational and participation research and to readers interested in inclusive approaches for cooperative change management and the IT implications for IC platforms.

Media and Change Management Matthias Karmasin, Sandra Diehl, Isabell Koinig, 2022-02-15 Change management is not just affected globally by environmental and social conditions, including political and technological changes, but also through convergence, which helps conceptualize change over the past decades. The media industry, in particular, is being challenged by the rise of social media, the crisis of refinancing especially for quality news media, the 'misinformation epidemic', and the changing role of legacy media. The evolving nature of media usage and communication, the rise of produsage and influencers, and intermediaries and their personalized algorithmic content are also factors that impact the industry, along with data privacy and privacy management, and the "new responsibilities" of companies such as sustainability, agility and resilience, etc. This book focuses on permanent change management in the media and related industries. It provides insights into the most common and crucial phenomena of media and change management in general, while also revealing some more specific issues brought about by technical and social innovations. The authors expand the meaning of media management beyond the management functions within the industry to include the management of different media. The book serves as a useful guide for researchers, students, and practitioners alike, as they are all affected by change processes.

Social Innovation and Social Technology Kamel Boussafi, Jean-Pierre Mathieu, Mustapha Hatti, 2020-10-07 This proceedings book is of interest to all researchers and heads of technology laboratories; incubator managers; local and parliamentary elected officials; associations and civil society; social entrepreneurs; foundations interested in social life in

Mediterranean region and prospective creative startup students. The purpose of book on social and social-tech innovation synergy and its practical implication on social entrepreneurship is to address the following question: - How can the experiences of the countries be combined of the north and south shores of the Mediterranean and reflect on the different opportunities offered by the new technology to cope with the various social scourges that the region has experienced in recent years? the problem of immigration. It is also about finding advanced technology applications that will solve, on a large scale, the major social challenges of our time. - How to exploit the innumerable synergies between digital and social entrepreneurship? - Why social entrepreneurs are struggling to seize digital tools to develop their socially innovative projects? - What about their ability to integrate digital into the realization and development of these projects? - How can we combine the experiences of the countries of the north and south shores of the Mediterranean and reflect on the different opportunities offered by the new technology to cope with the various social scourges that the region has experienced in recent years? the problem of immigration.

Current Marketing and Production Studies Selçuk ÇOLAK, Mehmet Ali Burak NAKİBOĞLU, 2020-03-01

A Social Strategy Mikolaj Jan Piskorski, 2016-02-23 What people get out of social media—and how businesses can get more out of it Almost no one had heard of social media a decade ago, but today websites such as Facebook, Twitter, and LinkedIn have more than 1 billion users and account for almost 25 percent of Internet use. Practically overnight, social media seems indispensable to our lives—from friendship and dating to news and business. What makes social media so different from traditional media? Answering that question is the key to making social media work for any business, argues Mikolaj Piskorski, one of the world's leading experts on the business of social media. In *A Social Strategy*, he provides the most convincing answer yet, one backed by original research, data, and case studies from companies such as Nike and American Express. Drawing on his analysis of proprietary data from social media sites, Piskorski argues that the secret of successful ones is that they allow people to fulfill social needs that either can't be met offline or can be met only at much greater cost. This insight provides the key to how companies can leverage social platforms to create a sustainable competitive advantage. Companies need to help people interact with each other before they will promote products to their friends or help companies in other ways. Done right, a company's social media should benefit customers and the firm. Piskorski calls this a social strategy, and he describes how companies such as Yelp and Zynga have done it. Groundbreaking and important, *A Social Strategy* provides not only a story- and data-driven explanation for the explosion of social media but also an invaluable, concrete road map for any company that wants to tap the marketing potential of this remarkable phenomenon.

Proceedings of the 20th International Symposium on Management (INSYMA 2023) Werner Ria Murhadi, Dudi Anandya, Noviaty Kresna Darmasetiawan, Juliani Dyah Trisnawati, Putu Anom Mahadwartha, Elsy Tandelilin, 2023-11-01 This is an open access book. With the rapid advancement of augmented reality, blockchain, and the internet, the metaverse is now

within reach like never before. Companies are continuously pushing the boundaries of innovation to cater to the ever-evolving needs of consumers. They employ a diverse range of strategies to elevate the value of their products and stay ahead of the competition. However, not every company manages to achieve this feat, often due to resource limitations and the ability to understand dynamic market trends. The 20th INSYMA (International Symposium on Management) is bringing you further into the metaverse. This year's theme is "The Metaverse and Beyond: Opportunity or Disaster? New Realities In Workplaces.

Electronic Commerce 2018 Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban, 2017-10-12 This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Advanced Social Media Marketing Tom Funk, 2014-03-01 Hundreds of millions of Americans are using social media (SM), and already some 70% of businesses have joined them there, using Facebook and other SM platforms to connect with their customers, and attract new ones. So the real question isn't whether to take your business onto social media platforms—but how to do it quickly, effectively, on a budget, with smart goals, and a road map for success. *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program* cuts through the hype and fluff about how social media is changing the world, and it gets down to what really matters: How you as a manager can best use SM to benefit your business. Written by a veteran online marketer and ecommerce professional, the book shares practical strategies and tactics to let you launch and scale a successful corporate social media program. *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program* is for the manager who already knows

something about social media and wants to roll up his or her sleeves and get down to business. In it, we simplify tasks that might otherwise be complicated—like adopting and tracking key performance metrics, developing online ad campaigns, or creating Facebook apps like games, giveaways and sweepstakes with the capacity to go viral. Businesses can harness the unique advantages of this new medium, but they need a practical, no-nonsense guide like this one. Otherwise they risk being ignored, wasting time and money or, even worse, damaging their own brand and seeing a well-intentioned online program blow up. The book is heavy on the how-to, case studies, campaign results and other statistics, and interviews with ecommerce managers at businesses large and small. It also includes the author's own experiences at Green Mountain Coffee Roasters, Wine of the Month Club, and others. While this book will be accessible enough for someone implementing a social media program for the first time, it's ambitious enough to benefit experienced SM hands who are looking for good ideas and techniques to push their online community to the next level of size, interactivity, and buzz.

Social Media and Crisis Communication Yan Jin, Lucinda L. Austin, 2022-02-25 The second edition of this vital text integrates theory, research, and application to orient readers to the latest thinking about the role of social media in crisis communication. Specific crisis arenas such as health, corporate, nonprofit, religious, political, and disaster are examined in depth, along with social media platforms and newer technology. *Social Media and Crisis Communication, Second Edition* provides a fresh look at the role of visual communication in social media and a more global review of social media and crisis communication literature. With an enhanced focus on the ethics section, a short communication overview piece, and case studies for each area of application, it is practical for use in a variety of learning settings. A must-read for scholars, advanced students, and practitioners who wish to stay on the leading edge of research, this book will appeal to those in public relations, strategic communications, corporate communications, government and NGO communications, and emergency and disaster response.

Advances in Advertising Research XIV Alexandra Vignolles,

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