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Joe Waters, Joanna MacDonald

Facebook Marketing Justin Levy, 2010-05-05 The All-New, Up-to-the-Minute Guide to Facebook® Marketing: Better Techniques, Better Results! In this completely revised book, top Facebook marketer Justin R. Levy shows how to use Facebook to attract more customers and earn more profits. This isn't hype: It's actionable information based on the real experiences of companies and individuals who have used Facebook to supercharge their businesses and careers. Levy covers it all, from the absolute basics to attracting visitors and building your community. You'll discover the latest tools and Facebook Apps—and new best practices for everything from search to privacy. Packed with real case studies, this is the only Facebook business guide you need: your fast, complete blueprint for success. Coverage includes • Learning from the pioneers and avoiding beginner's mistakes • Developing a winning Facebook marketing strategy • Establishing a presence that starts working fast and grows with you • Designing Facebook ads that drive more clickthroughs at lower cost • Using Facebook Connect and Live Stream Box to reach customers outside Facebook • Monitoring what customers are saying about you in real-time • Communicating more powerfully with widgets and Apps • Addressing privacy concerns • Building communities that promote loyalty and innovation • Using Sweepstakes and other traffic builders • Mastering advanced Facebook marketing tips, tricks, and hacks • Preparing for the future of Facebook

Encyclopedia of Social Media and Politics Kerric Harvey, 2013-12-20 The Encyclopedia of Social Media and Politics explores how the rise of social media is altering politics both in the United States and in key moments, movements, and places around the world. Its scope encompasses the disruptive technologies and activities that are changing basic patterns in American politics and the amazing transformations that social media use is rendering in other political systems heretofore resistant to democratization and change. In a time when social media are revolutionizing and galvanizing politics in the United States and around the world, this encyclopedia is a must-have reference. It reflects the changing landscape of politics where old modes and methods of political communication from elites to the masses (top down) and from the masses to elites (bottom up) are being displaced rapidly by social media, and where activists are building new movements and protests using social media to alter mainstream political agendas. Key Features This three-volume A-to-Z encyclopedia set includes 600 short essays on high-interest topics that explore social media's impact on politics, such as "Activists and Activism," "Issues and Social Media," "Politics and Social Media," and "Popular Uprisings and Protest." A stellar array of world renowned scholars have written entries in a clear and accessible style that invites readers to explore and reflect on the use of social media by political candidates in this country, as well as the use of social media in protests overseas Unique to this book is a detailed appendix with material unavailable anywhere else tracking and illustrating social media usage by U.S. Senators and Congressmen. This encyclopedia set is a must-have general, non-technical resource for students and researchers who seek to understand how the changes in social networking through social media are affecting politics, both in the United States and in selected countries or regions around the world.

The Librarian's Nitty-Gritty Guide to Social Media Laura Solomon, 2013 The vast array of social media options present a challenge: it's tough to keep current, let alone formulate a plan for using these tools effectively. Solomon, a librarian with extensive experience in web development, design, and technology, cuts to the chase with this invaluable guide to using social media in any kind of library. With a straightforward and pragmatic approach, she broadens her best-selling ALA Editions Special Report on the topic and Presents an overview of the social media world, providing context for services like Facebook, Twitter, and YouTube, and analyzes how adults' and teens' use of social media impacts the library Offers advice on easy ways to use these tools on a daily basis, with planning strategies for posting and scheduling Addresses the fine points of Facebook, comparing the various types of profiles and accounts Guides readers in the basics of crafting eye-catching status updates, and other social media best practices Shows how to manage and monitor accounts, including pointers on dealing with negative feedback Including a bibliography of additional resources, Solomon's guide will empower libraries to use social media as a powerful tool for marketing, outreach, and advocacy.

Content to Commerce Avi Savar, 2013-05-06 Master the publishing and entertainment world's tools and techniques for content marketing success Over the last decade the convergence of media and technology has turned the marketing world on its head. In order for brands to succeed in today's socially connected world, they must think like publishers and act like media networks. Content to Commerce shows how utilizing publishing- and entertainment-based principles can help brands and marketers use social media effectively—ultimately reaching today's hyper-connected and highly fragmented audiences. From big picture strategy to the tactics and tools require to execute, this book offers a clear approach to social media marketing for both big and small brands alike. Shows how to turn shallow, wide, and short-term projects into deep, narrow, and long-term engagements Explains how to prioritize with a clear escalation path in order to drive big, significant, and measurable value Author Avi Savar is a frequent media commentator on social media, branded content and marketing and was recently named the Jury President of the Cannes Lions International Festival of Creativity's new Branded Content & Entertainment category Content to Commerce will show you how to conquer the media world's medium and control your own brand's destiny.

Location-Aware Services and QR Codes for Libraries Joseph H. Murphy, 2012 The go-to resource for straightforward instruction on using Foursquare, Facebook Places, Gowalla, Bizzy, Google Wallet, augmented reality programs, and QR codes in your library! The book guides you through each step in the implementation process, giving you the information you need to successfully use location aware technologies in library environments. It covers how to create a Foursquare campaign and use it to enhance staff training, use Facebook Places to connect with patrons, create an augmented reality program, create a QR code campaign, create a Gowalla marketing initiative, implement a mobile payment service with Google Wallet and Near Field communication. Once you learn these location-based services and applications, you can meet your mobile user's digital-age needs successfully.

CoolBrands - Around The World In 80 Brands Maarten Schäfer, Anouk Pappers, 2014-02-20 We travel the world... meet people with a vision and brands with a purpose. Here are their stories...

End-User Development Maria Francesca Costabile, Yvonne Dittrich, Gerhard Fischer, Antonio Piccinno, 2011-06-21 This book constitutes the refereed proceedings of the Third International Symposium on End-User Development, IS-EUD 2011, held in Torre Canne, Italy, in June 2011. The 14 long papers and 21 short papers presented were carefully reviewed and selected for inclusion in the book. In addition the volume contains 2 keynote speeches, 14 doctoral consortia, and information on 3 workshops. The contributions are organized in topical sections on mashups, frameworks, users as co-designers, infrastructures, methodologies and guidelines, beyond the desktop, end-user development in the workplace, meta-design, and supporting end-user developers.

Raising Children in a Digital Age Bex Lewix, 2014-02-21 Twitter, Facebook, blogging, chat rooms, email, the internet and beyond - for most parents, teachers and youth workers, getting to grips with new technology is a bit of a challenge. But keeping children safe is a much bigger one. As technology changes, and young people grasp it faster than the older generations do, it can be a real struggle to know what to do to help, equip and defend. Dr Bex Lewis is an expert in new technology. She knows how it works, what to do and where to go for the latest information. It is rarely possible to keep young people away from new technology, nor is it wise. This book will enable parents, teachers and youth workers to give young people the equipment they need to get the best out of new technology and to avoid the dangers. For more information visit www.lionhudson.com/drrex

Social Media for Strategic Communication Karen Freberg, 2018-07-13 At last, a book that covers social media strategy in a practical, timely way that will help guide our students as they transition to the professional world. —Gina Baleria, San Francisco State University Social Media for Strategic Communication: Creative Strategies and Research-Based Applications teaches students the skills and principles needed to use social media in persuasive communication campaigns. The book combines cutting-edge research with practical, on-the-ground instruction to prepare students for the real-world challenges they'll face in the workplace. The text addresses the influence of social media technologies, strategies, actions, and the strategic mindset needed by social media professionals today. By focusing on strategic thinking and awareness, it gives students the tools they need to adapt what they learn to new platforms and technologies that may emerge in the future. A broad focus on strategic communication—from PR, advertising, and marketing, to non-profit advocacy—gives students a broad base of knowledge that will serve them wherever their careers may lead. Visit the author's blog at <http://karenfreberg.com/blog/> to get tips for teaching the course, industry related news, & more! The free, open-access Student Study site at study.sagepub.com/freberg features carefully selected video links, flashcards, social media accounts to follow, and more! Instructors, sign in at

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The Routledge Companion to Copyright and Creativity in the 21st Century Michelle Bogre,Nancy Wolff,2020-11-25 These collected chapters and interviews explore the current issues and debates about how copyright will or should adapt to meet the practices of 21st-century creators and internet users. The book begins with an overview of copyright law basics. It is organized by parts that correspond to creative genres: Literary Works, Visual Arts, Fine Art, Music, Video Games and Virtual Worlds, Fashion, and Technology. The chapters and interviews address issues such as copyright ownership in work created by Artificial Intelligence (AI), the musical remix market, whether appropriation is ever a fair use of a copyrighted work or if it is always theft, and whether internet-based platforms should do more to deter piracy of creators' works. Each part ends with an essay explaining the significance of one or two landmark or trendsetting cases to help the reader understand the practical implications of the law. Written to be accessible to both lay and legal audiences, this unique collection addresses contemporary legal issues that all creators need to understand and will be essential reading for artists, designers, and musicians as well as the lawyers who represent them.

Feature and Narrative Storytelling for Multimedia Journalists Duy Linh Tu,2015-01-09 Feature and Narrative Storytelling for Multimedia Journalists is the first text that truly focuses on the multimedia and documentary production techniques required by professional journalists. Video and audio production methods are covered in rich detail, but more importantly, various storytelling techniques are explored in depth. Likewise, author Duy Linh Tu tackles the latest topics in multimedia storytelling, including mobile reporting, producing, and publishing, while also offering best practices for using social media to help promote finished products. Whether you're a student, a professional seeking new techniques, or simply looking to update your skills for the new digital newsroom, this book will provide you with the information and tools you need to succeed as a professional journalist. Integrated: The lessons in this book deftly combine traditional media production principles with storytelling craft. It is written with the perspective of modern professional journalists in mind. Practical: While rich with theory, this text is based on the real-world work of the author and several of his colleagues. It features Q&As with some of the best editors and video producers from top publications, including NPR, Vice, and Detroit Free Press, as well as profiles of leading video news organizations such as Frontline, Mediastorm, and Seattle Times. Proven: The author uses pedagogy from the world-renowned Columbia Journalism School as well as case studies from his own award-winning work. Interactive: The text is exercise- and drill-based, and the companion website provides multimedia examples and lesson files, as well as tutorials, case studies, and video interviews.

Routledge Handbook of Sport Communication Paul M. Pedersen,2013-03-20 The Routledge Handbook of Sport Communication is the only book to offer a fully comprehensive and in-depth survey of the contemporary discipline of sport communication. It explores communication within, through, and for sport in all its theoretical, conceptual, cultural, behavioral, practical and managerial aspects, tracing the contours of this expansive, transdisciplinary and international discipline and demonstrating that there are few aspects of contemporary sport that don't rely on effective communications. Including contributions from leading sport media and communications scholars and professionals from around the world, the book examines emerging (new and social) media, traditional (print, broadcast and screen) media, sociological themes in communication in sport, and management issues, at every level, from the interpersonal to communication within and between sport organisations and global institutions. Taking stock of current research, new ideas and key issues, this book is an essential reference for any advanced student, researcher or practitioner with an interest in sport communication, sport business, sport management, sport marketing, communication theory, journalism, or media studies.

Mobile Social Marketing in Libraries Samantha C. Helmick,2015-08-20 Learn how to encourage library patrons to create their own content and tag it with the library's location. Mobile Social Marketing in Libraries walks you through the process of planning, creating, and sharing mobile social marketing content for your library.

Disasters 2.0 Adam Crowe,2012-04-10 Emerging social media and so-called Web 2.0 technologies will continue to have a great impact on the practice and application of the emergency management function in every public safety sector. Disasters 2.0: The Application of Social Media Systems for Modern Emergency Management prepares emergency managers and first responders to successfully appl

Starting and Running an Online Business for Dummies Kim Gilmour,Dan Matthews,Greg Holden,2011 With strategies to help you identify your market, design your website, choose services, trade securely, boost sales and stay ahead of the competition, this book is just what you need to survive.

Progress in Artificial Intelligence Francisco Pereira,Penousal Machado,Ernesto Costa,Amílcar Cardoso,2015-08-26 This book constitutes the refereed proceedings of the 17th Portuguese Conference on Artificial Intelligence, EPIA 2015, held in Coimbra, Portugal, in September 2015. The 45 revised full papers presented together with 36 revised short papers were carefully reviewed and selected from a total of 131 submissions. EPIA 2015, following the standard EPIA format, covers a wide range of AI topics as follows: ambient intelligence and affective environments, artificial Intelligence in medicine, artificial intelligence in transportation systems, artificial life and evolutionary algorithms, computational methods in bioinformatics and systems biology, general artificial intelligence, intelligent information systems, intelligent robotics, knowledge discovery and business intelligence, multi-agent systems: theory and applications, social simulation and modelling, text mining and applications.

Killer Visual Strategies Amy Balliett,2020-06-05 Discover the foundation, power, and necessity of visual communication with this essential guide Visual communication has changed. It's gone from being an optional medium for relaying information to an important method for building connections and increasing understanding. We now use visual storytelling to help us establish and strengthen relationships, engage distracted audiences, and bring clarity to complexity. Killer Visual Strategies examines how visual communication has transformed how brands connect with their customers and colleagues alike. It looks at the growing audience demand for quality visual content and how organizations must meet this demand or risk being left behind. Killer Visual Strategies traces the history of visual communication and explores why it now plays an integral role in our daily lives. As Amy Balliett tells the story of this evolving medium, she naturally incorporates visuals, such as timelines and data visualizations throughout. In addition to providing actionable rules to follow for creating high-impact visual content, Balliett also explores the latest trends, including visual search, augmented reality (AR), and virtual reality (VR). Then, she looks forward to what lies ahead in this dynamic field. The book's topics can benefit readers in a range of professions where visual content is now vital to sharing a message. Learn best practices for visual communication Gain inspiration from countless visual examples Stay on top of the latest trends in visual communication Understand visual communication for marketing, sales, design, HR, and more Killer Visual Strategies provides a clearer picture of the evolution of visual communication as a fundamental part of how a story is told.

Locative Media Rowan Wilken,Gerard Goggin,2014-08-07 Not only is locative media one of the fastest growing areas in digital technology, but questions of location and location-awareness are increasingly central to our contemporary engagements with online and mobile media, and indeed media and culture generally. This volume is a comprehensive account of the various location-based technologies, services, applications, and cultures, as media, with an aim to identify, inventory, explore, and critique their cultural, economic, political, social, and policy dimensions internationally. In particular, the collection is organized around the perception that the growth of locative media gives rise to a number of crucial questions concerning the areas of culture, economy, and policy.

Cause Marketing For Dummies Joe Waters,Joanna MacDonald,2011-08-09 Create a mutually beneficial partnership between nonprofit and for-profit enterprises Cause marketing creates a partnership with benefits for both a nonprofit entity and a business. Written by an expert on cause marketing whose blog, SelfishGiving.com, is a key resource on the subject, this friendly guide shows both business owners and marketers for nonprofits how to build and sustain such a partnership using social media such as Facebook and Twitter. It covers new online tools, how to identify potential partners, tips on engaging your fans, and how to model a campaign on proven successes. Cause marketing is not marketing a cause, but a partnership between business and nonprofit that benefits both This guide offers an easy-to-understand blueprint for finding appropriate partners, planning and setting up a campaign using Facebook, Twitter, and blogs, measuring campaign success, and more Explains online tools such as Quick Response Codes, services like Causon and The Point, and location marketing services including Foursquare, Whrrl, and Gowalla Features case studies that illustrate successful campaign techniques Cause Marketing For Dummies helps both businesses and nonprofits reap the benefits of effective cause marketing.

The Social Media Industries Alan B. Albarran,2013 This volume provides a timely and innovative look at the business aspects of social media.

Examining social media in both descriptive and analytical ways, the chapters included herein present an overview of the social media industries, considering the history, development, and theoretical orientations used to understand social media. It is intended for scholars, researchers, and students in media and communication, as well as media practitioners.

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