

Posterous Spaces

Yogesh K. Dwivedi,Matti Mäntymäki,M.N. Ravishankar,Marijn Janssen,Marc Clement,Emma L. Slade,Nripendra P. Rana,Salah Al-Sharhan,Antonis C. Simintiras

Blogging For Dummies Susannah Gardner,Shane Birley,2012-01-24 Presents detailed information about blogging, discussing how to set up and maintain a blog, find the right audience, add photographs and audio, use social networks for promotions, and explore money making options.

Digital Literacies Nicky Hockly,Gavin Dudeney,Mark Pegrum,2014-06-03 Dramatic shifts in our communication landscape have made it crucial for language teaching to go beyond print literacy and encompass the digital literacies which are increasingly central to learners' personal, social, educational and professional lives. By situating these digital literacies within a clear theoretical framework, this book provides educators and students alike with not just the background for a deeper understanding of these key 21st-century skills, but also the rationale for integrating these skills into classroom practice. This is the first methodology book to address not just why but also how to teach digital literacies in the English language classroom. This book provides: A theoretical framework through which to categorise and prioritise digital literacies Practical classroom activities to help learners and teachers develop digital literacies in tandem with key language skills A thorough analysis of the pedagogical implications of developing digital literacies in teaching practice A consideration of exactly how to integrate digital literacies into the English language syllabus Suggestions for teachers on how to continue their own professional development through PLNs (Personal Learning Networks), and how to access teacher development opportunities online This book is ideal for English language teachers and learners of all age groups and levels, academics and students researching digital literacies, and anyone looking to expand their understanding of digital literacies within a teaching framework.

Blogging to Drive Business Eric Butow,Rebecca Bollwitt,2012-09-25 BLOGGING TO DRIVE BUSINESS USE BLOGGING TO SUPERCHARGE SALES, CUSTOMER LOYALTY, INNOVATION, AND PROFITS Blogging can help you deepen customer loyalty, reach new customers, gain indispensable feedback, and drive more sales. This no-nonsense guide shows how to craft a business blog that does all that, and more—building your business and increasing your profits. Top e-marketers and business bloggers Eric Butow and Rebecca Bollwitt help you define clear goals, generate the right content with the right tools, attract visitors, build communities, and avoid costly mistakes. They draw on their own extensive experience, as well as the work of innovators from companies such as Intel, Starbucks, ING Direct, Procter & Gamble, and Tumblr. WHATEVER YOUR ROLE IN THE BUSINESS, YOU'LL LEARN HOW TO: Launch a blog that truly represents the best of your business Create a comprehensive, long-term blogging strategy to maximize the return on investment (ROI) from your blog Staff your blogging initiative Integrate blogs with other offline and online marketing programs, including social networking websites Use your blog to drive customers and prospects to the business Push up-to-the-minute information to customers via RSS Build a thriving online community—and learn from what it tells you Manage comments (and decide whether to have them) Operate successful contests and sweepstakes campaigns on your blog Utilize podcasts, vlogs, microblogging, and other new techniques Gain business value from hot new Web 3.0 technologies, including widgets, mashups, personal agents, and the Semantic Web Track your blog performance, spot and respond to trends, and translate and report data you receive from your blog

Social Media Marketing All-in-One For Dummies Jan Zimmerman,Deborah Ng,2012-10-10 Learn the latest social media marketing techniques Social media continues to evolve at breakneck speed, and the savvy marketer needs to keep up. This bestselling guide to social media marketing has been completely updated to cover the newest vehicles, including Groupon and Rue La La, location-based services like Foursquare, and new social networking sites like Google+ and Pinterest. Checklists, case studies, and examples will help you decide the best places to spend your marketing dollars, and you'll learn about valuable social media tools and analytics methods that can help you assess the success of your efforts. A completely updated, all-in-one guide to social media marketing, a valuable way for businesses to reach current and new customers, assist customers with problems, and complete transactions Covers the latest sites and location-based services including Groupon, Rue La La, Foursquare, Google+, Pinterest, and more Minibooks examine the social media mix; tools and techniques; using content to grow your brand; Twitter, Facebook, Pinterest, and Google+ marketing; other sites; and how to measure results and build on success The perfect guidebook for the social media strategist, website manager, marketer, publicist, or anyone in charge of implementing and managing an organization's social media strategy Social Media Marketing All-in-One For Dummies, 2nd Edition helps you get the most from every minute and dollar you spend on marketing.

Assignments as Controversies Ibrar Bhatt,2017-03-16 Approaching academic assignments as practical controversies, this book offers a novel approach to the study of digital literacy. Through in-depth accounts of assignment writing in college classrooms, Bhatt examines ways of understanding how students engage with digital media in curricular activities and how these give rise to new practices of information management and knowledge creation. He further considers what these new practices portend for a stronger theory of digital literacy in an age of informational abundance and ubiquitous connectivity. Looking also at how institutional digital learning policies and strategies are applied in classrooms, and how students may embrace or avoid imposed technologies, this book offers an in-depth study of learner practices. It is through the comprehensive study of such practices that we can better understand the efficacy of technological investments in education, and the dynamic nature of digital literacy on the part of students charged with using those technologies.

microDomination Trevor Young,2013-02-12 How to harness your passion, develop your platform, and build acommunity of fans to sustain your micro-business If you dream of launching your own business, but aren't surewhat that business should be, microDomination has theanswer. This new book from entrepreneur and communications guruTrevor Young, shows you how to tap into your particular area ofexpertise and build a small business around what you know and love.No matter what particular subject you're knowledgeable in, from dogtraining to cooking to financial planning, microDominationshows you how to build a brand around yourself and turn that brandand expertise into profits even from the comfort of your ownhome. In the first part of the book, Young uses real-life examples tointroduce you to the businesspeople—or micromavens—who are living their dreams and earning money doingwhat they love. The second part of the book reveals thenuts-and-bolts strategies and tactics you can use to emulate theirsuccess and achieve your goal of microdominating. Includes inspirational case studies and practical advice onstarting a micro-business based on your talent or expertise Features actionable guidance on using content marketing andsocial media to grow your brand and business Written by a leading thinker in the fields of public relations,marketing, and communications If you're stuck in a dead-end job or just dream of turning yourhobby into a business, microDomination gives you a provenplan for turning your passion into prosperity.

The Rough Guide to the Best Android Apps Rough Guides,2012-08-02 So many apps and so little time. How do you get to the best with a minimum of fuss? The Rough Guide to the Best Android Apps solves the problem. It reveals the 400 best free and paid for applications for smartphones and tablets in all categories. Whether its navigation or news, photography or productivity, games or utilities this book highlights the best Android apps available from the marquee names to the hidden gems. Discover now the 400 apps your Android device should be using.

Teaching Arts and Science with the New Social Media Charles Wankel,2011-03-22 Covers a range of approaches to applying social media in teaching arts and science courses. This title covers collaborative social media in writing courses, the use of wikis as a platform for co-creation of digital content, and powerful data sharing.

For Anacreon Terence Kuch,2014-08-05 Variations on poems attributed to Anacreon or his followers.

Social Media: The Good, the Bad, and the Ugly Yogesh K. Dwivedi,Matti Mäntymäki,M.N. Ravishankar,Marijn Janssen,Marc Clement,Emma L. Slade,Nripendra P. Rana,Salah Al-Sharhan,Antonis C. Simintiras,2016-08-22 This book constitutes the refereed conference proceedings of the 15th IFIP WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2016, held in Swansea, UK, in September 2016 The 47 full and 17 short papers presented were carefully reviewed and selected from 90 submissions. They are organized in the following topical sections: social media strategy and digital business; digital marketing and customer relationship management; adoption and diffusion; information sharing on social media; impression, trust, and risk management; data acquisition, management and analytics; e-government and civic engagement; e-society and online communities.

Follow Me! Creating a Personal Brand with Twitter Sarah-Jayne Gratton,2012-07-02 Make the most of Twitter as a tool for creating a personal brand Twitter boasts more than 100 million active users with 50 million of them actively tweeting every day, making Twitter an indisputably powerful marketing platform. With this insightful book, author and Twitter guru Sarah-Jayne Gratton offers real-world examples and proven

techniques for capturing a Twitter audience and using that audience to spread the word about you to build a personal brand. Details ways in which you can use Twitter to build a personal brand Shows you how to maximize Twitter's potential as a powerful marketing tool for your own benefit Encourages you to take advantage of Twitter's vast audience Follow Me! Creating a Personal Brand with Twitter escorts you through using Twitter to create and execute a surefire personal marketing campaign that spans the globe.

Fare Business con i blog Eric Butow, Rebecca Bollwitt, 2013-10-23 T00:00:00+02:00 Il blog può aiutarvi a rafforzare la fedeltà dei clienti e ad acquisirne di nuovi, a ottenere il feedback indispensabile e a incrementare il fatturato. Questa guida pratica mostra come costruire un blog aziendale che vi permetta di tagliare questi traguardi, facendo crescere l'attività e gli utili. Gli autori, esperti di e-marketing e di blog aziendali, vi aiutano a definire obiettivi chiari, a produrre i contenuti giusti con gli strumenti appropriati, ad attrarre i visitatori, e a evitare costosi errori. Per far questo, si basano sulla loro vasta esperienza oltre che sul lavoro di innovatori svolto per società del calibro di Intel, Starbucks, ING Direct, Procter & Gamble e Tumblr. Qualunque sia il vostro ruolo nell'azienda, imparerete a: - Avviare un blog che rappresenti davvero il meglio della vostra azienda - Creare una strategia completa e a lungo termine per massimizzare la redditività dell'investimento (ROI) - Assegnare gli incarichi alle persone giuste - Integrare il blog con gli altri programmi di marketing off-line e on-line, compresi i social network - Usare il blog per avvicinare all'azienda i clienti acquisiti e quelli potenziali - Comunicare informazioni sempre aggiornate ai clienti tramite i feed RSS.

Tampil Maksimal ngeBlog di Posterous Arista Prasetyo Adi & Ridwan, 2014-05-26 Posterous merupakan platform blog yang diidam-idamkan banyak orang. Jika sebelumnya berbagai layanan blog hanya menyediakan fasilitas dasar untuk menuliskan artikel saja, kini kebutuhan yang lebih lengkap telah disediakan oleh Posterous. Selain menuliskan artikel, Anda bisa menambahkan dokumen, video, audio, mengganti nama domain, memiliki fitur berbagi dengan jejaring sosial yang lain, dan berteman seperti layaknya di dalam Facebook. Kelengkapan ini rasanya-rasanya menjadi hal yang masuk akal ketika melihat Twitter ternyata berada di balik layanan blog yang beralamatkan di posterous.com. Posterous menjadi buah bibir pengguna internet pada pertengahan Maret 2012. Pada saat itu, Posterous resmi diakuisisi oleh raksasa situs jejaring Twitter. Sejak menjadi bagian dari pemilik Twitter, diprediksi platform blog ini akan secanggih dan sepopuler Twitter. Anda akan merasakan pengalaman yang lebih kaya dibandingkan dengan blog lain yang ada sebelumnya. Dengan perlengkapan yang menjadi satu dalam satu blog, layanan ini akan menjadi favorit di dunia blog.

Plan social media y community manager Julián Marquina-Arenas, 2012-11 Las redes sociales empezaron como un juego pero actualmente han penetrado en nuestra sociedad a todos los niveles: empresas, organizaciones políticas, instituciones culturales, administraciones públicas... Prácticamente no existe ninguna actividad humana que no se refleje de una u otra forma en ellas. Algunas empresas han sido reacias a aceptarlo, pero la situación está cambiando con rapidez, y una gran mayoría se está dando cuenta de que es obligado tener vida en la web 2.0 si no quieren perder oportunidades o quedar desconectadas de sus clientes. Nadie era consciente de ello, pero el enorme éxito de esta nueva forma de comunicación pone en evidencia que era algo que le hacía falta a la humanidad para, en cierto modo, recuperar el contacto personal que se había perdido con la masificación. Ahora es posible hablar y que nos escuchen todos. Y el community manager es la voz humanizada de las empresas y organizaciones para conversar con sus clientes y usuarios. (EDITOR).

Social Media Commerce For Dummies Marsha Collier, 2012-11-08 Capture customers and sales with social media commerce Social media commerce is a booming industry. By using social networks in the context of e-commerce transactions, brands large and small are making their products more available and more convenient for customers. This one-of-a-kind guide introduces you to social media commerce and explains how you can use social media to provide better customer service, collect payments online, and build your customer base. Online marketing expert Marsha Collier helps you determine where you have the best opportunity to reach your market, which sites you should integrate with, and much more. Your customers are communicating with each other via social media; making purchasing opportunities available on social media sites adds convenience for your customer and opens up new sales opportunities. This step-by-step guide explains social media commerce and shows what you can accomplish. Helps you determine the sites where your business should have a presence. Demonstrates how customers can help promote your brand as they recommend products and services to others on their social networks. Author Marsha Collier is the undisputed expert on eBay and a recognized authority on social media marketing. Social Media Commerce For Dummies helps you offer your customers better service while giving them the opportunity to share information about your product with their social media contacts.

Food Blogging For Dummies Kelly Senyei, 2012-03-08 Bloggers and foodies everywhere will want this full-color book The only thing better than cooking and eating is talking about it! Combine your two loves—food and blogging—with this ultimate guide for food bloggers everywhere. Food Blogging For Dummies shows you how to join the blogosphere with your own food blog. This unique guide covers everything: how to identify your niche, design your site, find your voice, and create mouthwatering visuals of your best recipes and menus using dazzling lighting and effects. You'll learn how to optimize your blog for search, connect with social media, take your blog mobile, add widgets, and much more. Walks you through the technicalities of starting your own food blog Explores what you need to consider before your first post ever goes public Shows you how to create lip-smacking food visuals using special lighting and clever effects Explains SEO and how to make sure your site and recipes are searchable Goes into social media and how to use it effectively with your blog Here's everything you need to know about food blogging.

Teaching Online Susan Ko, Steve Rossen, 2010-05-24 Teaching Online: A Practical Guide is a practical, concise guide for educators teaching online. This updated edition has been fully revamped and reflects important changes that have occurred since the second edition's publication. A leader in the online field, this best-selling resource maintains its reader friendly tone and offers exceptional practical advice, new teaching examples, faculty interviews, and an updated resource section. New to this edition: new chapter on how faculty and instructional designers can work collaboratively expanded chapter on Open Educational Resources, copyright, and intellectual property more international relevance, with global examples and interviews with faculty in a wide variety of regions new interactive Companion Website that invites readers to post questions to the author, offers real-life case studies submitted by users, and includes an updated, online version of the resource section. Focusing on the how and whys of implementation rather than theory, this text is a must-have resource for anyone teaching online or for students enrolled in Distance Learning and Educational Technology Masters Programs.

MARKETING Y PYMES, Las principales claves de marketing en la pequeña y mediana empresa. Juan Carlos Alcaide, Sergio Bernués, Esmeralda Díaz-Aroca, Roberto Espinosa, Rafael Muñiz, Christopher Smith,

Language Learning with Technology Graham Stanley, 2013-04-04 ... Contains over 130 practical classroom activities suitable for beginners to more advanced learners, incorporating a wide range of up-to-date tools, such as mobile technologies and social networking--Page 4 of cover.

The Life of Charles Dickens John Forster, 1876

Unveiling the Power of Verbal Artistry: An Emotional Sojourn through **Posterous Spaces**

In some sort of inundated with screens and the cacophony of quick conversation, the profound energy and mental resonance of verbal art often disappear in to obscurity, eclipsed by the regular barrage of noise and distractions. However, situated within the lyrical pages of **Posterous Spaces**, a captivating function of fictional splendor that pulses with natural feelings, lies an unforgettable journey waiting to be embarked upon. Composed by a virtuoso wordsmith, that exciting opus manuals visitors on an emotional odyssey, lightly revealing the latent possible and profound affect stuck within the elaborate internet of language. Within the heart-wrenching expanse of this evocative evaluation, we can embark upon an introspective exploration of the book's central subjects, dissect its captivating writing type, and immerse ourselves in the indelible impact it leaves upon the depths of readers' souls.

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