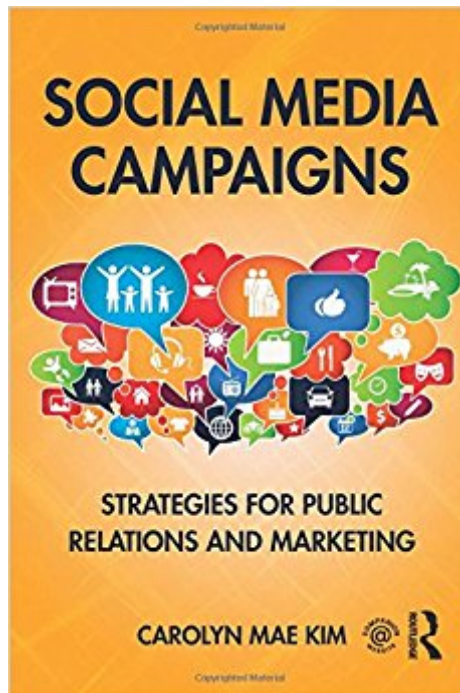


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# Social Media Campaigns: Strategies For Public Relations And Marketing



## Synopsis

Social media has ushered in a new era of communication between organizations and key stakeholders. This text guides readers through a four-step process of developing a robust social media campaign. Covering the latest industry standards and best practices to engage digital audiences through social listening, strategic design, creative engagement and evaluation, each chapter also includes expert insights from social media professionals. Focusing on principles rather than a specific platform, this is a text dedicated to developing social media competency that can adapt to any organization or environment.

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## Customer Reviews

Carolyn Mae Kim is an assistant professor of public relations at Biola University. Her research specialties include credibility, digital strategy, media ecology and public relations education.

Loved this book - as a PR professional I'm always looking for ways to widen my expertise for clients. It really did teach me practical ways to make a difference for them and I am so excited to pass this along to my colleagues!

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