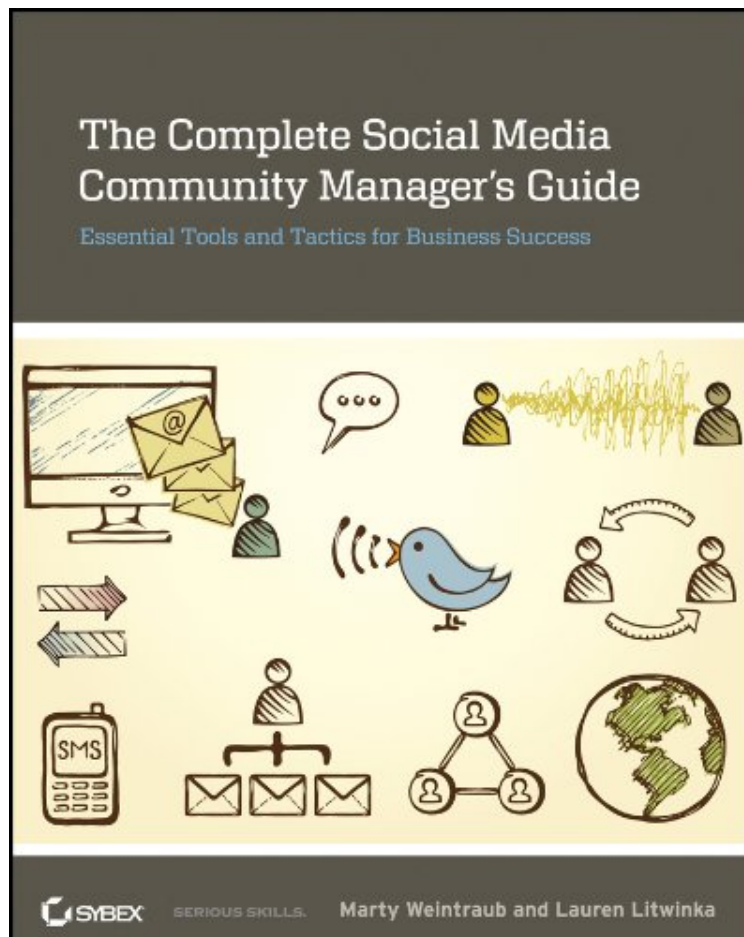


(Online library) The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success

The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success

Marty Weintraub, Lauren Litwinka
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Marty Weintraub, Lauren Litwinka : The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success:

7 of 9 people found the following review helpful. Superb up-to-date book on community management tacticsBy R. GarnerThis is a fantastic book for community management tactics on Twitter and Facebook, and gets very deep into the "how to" aspects of conversing with, and seeking out your audience. In addition, Weintraub and Litwinka cover many other critical aspects of community management such as setting up dashboards (I particularly like the detailed use of Outlook for RSS - a much overlooked tool that most marketers already have, and are not using), crisis management specific to key social platforms, social CRM metrics. There are also a ton of tools and social spaces listed

in detail, to help community managers make an initial evaluation. I also particularly liked the detail of the "paid organic" aspect of some of the major networks like Twitter, LinkedIn, and Facebook. This book is definitely a "must have" for the beginning to advanced community manager, or the marketer who is looking for a fresh and up-to-date guide on the state on social community management. 0 of 0 people found the following review helpful. Four Stars By carlos quiza gaytan excellent book ! 2 of 3 people found the following review helpful. One of the Finest Books I've Read on Social Media By Matt G This is an excellent book on social media marketing and community management. It is the only one I'd recommend to people. Most social media books are heavy on platitudes, multi-year strategy, and the same tired case studies. By contrast, this book will help just about anyone set up a solid social media program, with actionable insights usable today. The section about 'paid-organic' social media is particularly relevant.

A unique approach to today's hottest new job in social media Today's social community managers use social media platforms and act as brand evangelists and community advocates. From creating viral content to crisis communication to leveraging community content, social managers manage online social communities and deal with what comes. Luckily, *The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success* is the perfect resource for how to do this increasingly high-profile and crucial job. The book features proven tactics and techniques for effective management and includes more than 40 field-tested tools and templates. If you're a social community manager, learn how to grow a community and achieve the results you need. Topics include a detailed guide to today's social media platforms, how to organize and successfully share content, using metrics and reporting, and more. Helps social media community managers develop, cultivate, and convert their social media communities Does a deep dive into today's crucial social media platforms Provides a complete toolkit of over 40 field-tested tools and templates on everything from how to craft a plan to developing an editorial calendar, tracking results, and more Explains how you can organize and successfully share content among your target community and how to leverage that content to further amplify your message *The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success* is a must-have resource for one of the hottest new careers in today's social world.

From the Back Cover Masterfully Manage All of Your Social Media Communities Community managers are the linchpins of today's social media marketing campaigns, and *The Complete Social Media Community Manager's Guide* is your ultimate guide on how to do the job effectively, efficiently, and profitably. This detailed, step-by-step road map shows you how to cultivate, convert, and manage all of your social media communities and gives you a running start with downloadable, ready-to-use tools and templates. The book covers it all—proven social media best practices, crafting a strategy, setting realistic goals and metrics, and little-known paid-organic tactics for leveraging community-generated content to amplify your messaging. Packed with proven techniques, insightful case studies, and sensible advice, it's a must-read for everyone who wants to succeed with social media. Understand the diverse roles and responsibilities of today's community manager Follow proven steps for building an awesome social media marketing plan Sell your boss, colleagues, and company stakeholders on your social strategy Discover how to seed quality conversations and promote engagement within your community Explore paid-organic amplification through social ads across Facebookreg;, Twitterreg;, YouTubereg;, and other channels Learn crucial rules for swift and effective crisis management Measure and document your success with an arsenal of tools and reports This timely guide will lend a sense of structure, purpose, and measurement to the social media community manager's role." —Andrew Goodman, Cofounder, HomeStars When it comes to thinking about and executing a successful, holistic, and structured social media program that delivers real results for your company, this book covers everything you should know, and more." —Imelda Khoo, Global e-Marketing Manager, Tektroniks Complete with job expectations framework, sample templates, PR safety harnesses, and community thrill tips, this book is a must-have resource." —Angie Schottmuller, Chief of Conversion Marketing, Unbounce.com About the Author Marty Weintraub is CEO of aimClearreg;, an Inc. 500-honored search and social marketing agency whose community management training credits include Intel, Siemens, Tektronix, United Health Group, and others. Marty is also the author of *Killer Facebook Ads* and regularly speaks at SES, SMX, Pubcon, and other conferences. Lauren Litwinka is an Online Marketing Account Manager and Publications Manager at aimClear, with expertise in community management, online journalism, holistic social befriending, and content syndication. She writes a monthly column for Search Engine Land, and both authors contribute to the aimClear blog, which was named one of Technorati's Top 10 Small Business Blogs and one of PRWeb's 25 Essential PR Bloggers You Should Be Reading.