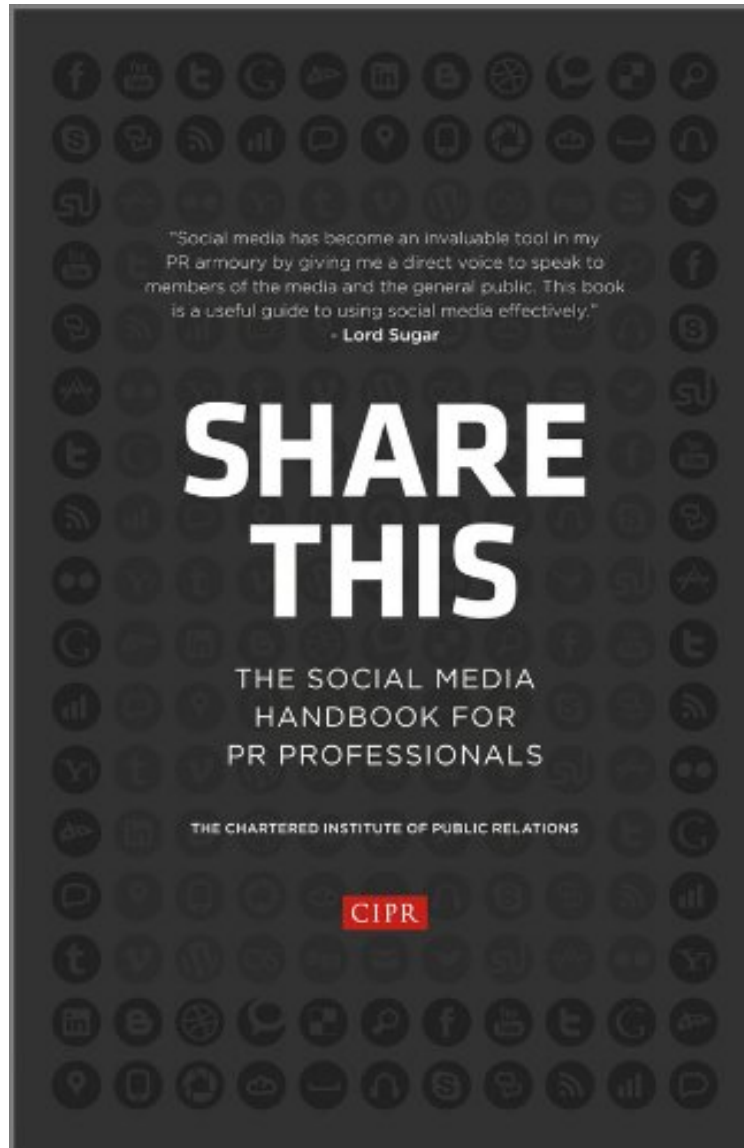


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0 of 0 people found the following review helpful. A good for PR concept in Social Media WorldBy NuttaputchThis book put a lot of efforts to describe effects from Social Media that change the way of communications, then tackle with thoughts on how PR professional can leverage on it. It's not 100% how-to book at all. For people who are keen with Social Media may jump over some chapters. But for people who do not know Social Media very well, it's another

good book to go through from start to key action lists in PR Job.0 of 0 people found the following review helpful. Not sure I'd recommend this. By M. Wilmering It's a collection of essays by British p.r. personnel. Some good info, but some essays are too brief, or the subject too obvious. For someone who knows very little about social media, as I did, it was OK. For the real pro, it's probably fairly useless.0 of 0 people found the following review helpful. Great Strategy, well communicated By Lynn Conradt-Eberlin Although I purchased this book as a classroom requirement, I would recommend it to anyone considering a social media strategy.

Share This is a practical handbook to the biggest changes taking place in the media and its professions by the Chartered Institute of Public Relations (CIPR) Social Media Panel. The book was conceived and written by more than 20 public relations practitioners representing a cross-section of public, private and voluntary sector expertise using many of the social tools and techniques that it addresses. The book is split into 26 chapters over eight topic areas covering the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. It's a pragmatic guide for anyone that works in public relations and wants to continue working in the industry. Share This was edited by Stephen Waddington with contributions from: Katy Howell, Simon Sanders, Andrew Smith, Helen Nowicka, Gemma Griffiths, Becky McMichael, Robin Wilson, Alex Lacey, Matt Appleby, Dan Tyte, Stephen Waddington, Stuart Bruce, Rob Brown, Russell Goldsmith, Adam Parker, Julio Romo, Philip Sheldrake, Richard Bagnall, Daljit Bhurji, Richard Bailey, Rachel Miller, Mark Pack, and Simon Collister.

'A comprehensive handbook, which would be useful for anyone looking to get to grips social media. (Talk Business, October 2012) a pragmatic guide and an invaluable insight for anyone working in the challenging world of public relations today (Flybe, December 2012) 'Social media has become an invaluable tool in my PR armoury by giving me a direct voice to speak directly to members of the media and the general public. This book is a useful guide to using social media effectively.' Lord Sugar "Social media is PR. And this is a book by PR professionals and experts in social media. If you're a PR professional, get the expertise and insights of the CIPR Social Media panel and impress your friends and clients. Gets a +1 from me. Like." Paul Mylrea, Director of Communications, BBC "This crowd-sourced book on social media is a welcome addition to PR literature, as it brings together a range of insights and world-views of social media and helps the sense-making process on its roles, value creation and appropriate strategies. I hope it will be regularly updated, as this is such a fast-moving field." Professor Tom Watson, Professor of Public Relations, Bournemouth University "Blogs like mine set the news agenda for traditional media, PRs would be daft to ignore a book about how old-school spin is dead and full of advice about how to work better now that social media has rewritten the rules." Paul Staines (aka Guido Fawkes) "This book challenges the minds and expands the horizons of PR and marketing professionals operating in today's digital age, providing excellent insight into how to survive and thrive in it." Steve Walker, FCIM, EMEA VP Corporate Communications, Oracle Corporation "Social media presents significant opportunities to the PR industry, and understanding and embracing these is critical to business success. This book covers and shines light on some of the most important topics in social media today. A must read for anyone in the PR business." Andrew Bloch, Vice-Chairman and Founder, Frank PR "If you want to join a conversation on the convergence of digital and PR, this book is the conversation to go for. A series of essays that shakes up the status quo, questions conventional PR practices, and takes thoughtful positions in a social tone that will challenge, engage and entertain the reader. Get it while it's hot!" Gerry Brown, FCIM, Lead Digital Analyst, Bloor Research "Share This is a brilliant concept - well conceived, well packaged, well written and a 'must read' for any PR professional practicing today. To have such a broad compilation of views on social media -- written specifically from a PR perspective -- is definitely something our industry has been crying out for." Trevor Young (aka PR Warrior), Edelman Australia "From corporate communications to brand marketing, social is now at the heart of what we do as PR professionals. This book provides outstanding practical guidance developed by some of our industry's most distinguished practitioners and honed through the very methods that they recommend." Marshall Manson, Managing Director, Digital, EMEA, Edelman "When trying to make sense of the rapidly evolving social media world it makes sense to listen to the wisdom of crowds and Share This: The Social Media Handbook for PR Professionals does exactly that, being the result of a collaborative, online process using Google Documents. What makes Share This really valuable is the assumption that the PR reader isn't starting from scratch; so those with a working knowledge of social media can use the book to provide practical and trend-led insights and apply them to communication challenges today and probably tomorrow. As PR realises the power of social media to radically change how brands communicate with their audiences, never has there been a better time to read this book." Avril Lee, Partner, CEO London, Ketchum Pleon "From the Inside Flap There has never been a more exciting time to work in the public relations profession. Thanks to the internet organisations who are able to engage with markets directly in a two-way conversation. But there is a growing chasm between those individuals that have the skills and expertise to work in this new market, and those that do not." The Chartered Institute of

Public Relations (CIPR) created the Social Media Panel in 2010 to provide guidance to the Institute, its members, and the wider profession. Since then it has been at the forefront of helping practitioners tackle the shift that is taking place in the profession through leadership, guidance and training. Share This is a development of the digital leadership provided to the profession by the CIPR. The book covers 26 different areas of development in the profession written by industry leading practitioners. This practical handbook has been created by the Chartered Institute of Public Relations (CIPR) Social Media Panel which provides leadership and guidance to the Institute, its members and the wider public relations profession. The CIPR is the professional body for UK public relations, providing access to training, learning and development, events, news and research. For further information please visit: <http://www.cipr.co.uk>