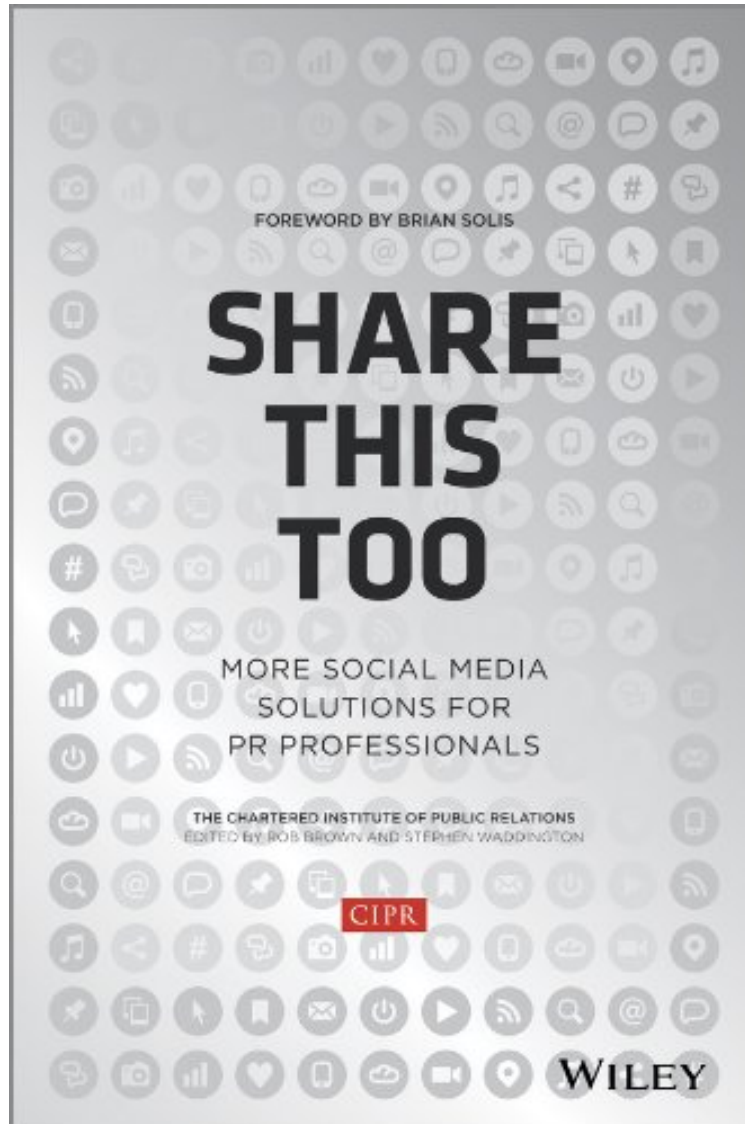


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## Share This Too: More Social Media Solutions for PR Professionals

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**CIPR (Chartered Institute of Public Relations) : Share This Too: More Social Media Solutions for PR Professionals** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Share This Too: More Social Media Solutions for PR Professionals:

1 of 1 people found the following review helpful. Very goodBy SussmanResearch by the Chartered Institute of Public Relations (CIPR) Social Media Panel, and shows best practice and applied theory - papers submitted by 30 plus leading social media consultants, from various related backgrounds. The book is divided up into 7 topic areas, these then are subdivided into short chapters and are not overly technical and are almost 'layperson' friendly, giving information in a concise way. None the less this is for all intents and purposes a handbook, and assumes the reader is

knows the tenets of subject at hand. I might add that the Wikipedia study, is both very interesting and disturbing. The rise of social media and its rapidly changing nature, and the way it interfaces with the people is something that is radically changing landscape of brands. This then leads to the next progression of how brands communicate with their audiences/consumers. To be adept in social media is to stay ahead of the opposition and offer real benefit to your client. This hand book tries to do exactly that. 0 of 0 people found the following review helpful. Everyone who uses Social Media for Business Should Have This Book By Wendy Jones When I first saw this book I wasn't sure whether to get it as I do not work in the field of PR. However, it looked good so I thought I would give it a go. This is one of the best decisions I have made. It says at the beginning of the book that it could be used by anyone, and they are right. What it does give us is a fascinating insight into the world of social media and how we can use to it enhance our online reputation. From start to finish it is packed full of so much advice that I barely know where to start reviewing it. Each chapter is concise and to the point and written by a different expert in the field. Each chapter gives a number of case studies which are skilfully used to explain and enhance the discussion in the text. These are, on the whole, from large brands, but could easily be applied to any business large or small. Although this would appear to be an academic text it does not come across as such. It is easy to read and the points are expertly made in a style which makes them easy to understand and apply. I would highly recommend this book for anyone who wishes to use social media in business. This is one of those few books which, If I could give it more than five stars I would. This is high praise indeed from someone who reads and reviews a lot of books.

The follow up to Share This: The Social Media Handbook for PR Professionals. Share This is a practical handbook to the changes taking place in the media and was conceived and written by 24 public relations practitioners using many of the social tools and techniques that it addresses. The book covered the media and public relations industry, planning, social networks, online media relations, monitoring and measurement, skills, industry change and the future of the industry. Share This Too is also a pragmatic guide for anyone that wants to continue working in public relations. It is a larger book with more than 30 contributors, including all of those from the highly successful first book and many of whom are successful authors in their own right. It probes more deeply into the subject and is divided into seven sections: The future of public relations Audiences and online habits Conversations New channels, new connections Professional practice Business change and opportunities for the public relations industry Future proofing the public relations industry The content entirely complements the first book rather than merely updates it. It delves deeply into what is current in the theory, delivery and evaluation of 21st century public relations and organisational communication.

Is it an essential purchase? In a word, yes. To use the digital parlance of relationships, if Share This was a flash of ankle, this is the kiss, deeper and more rewarding, hinting at what is to come - if you put the work into it. (The Drum, September 2013) From the Inside Flap "Share This Too builds on the great practical start made by Share This and provides a treasure trove of informed analysis and comment on the PR industry, its future and how to approach that future practically. The contributors are movers and shakers in the industry, thinkers and doers who are widely respected. The scope of the book is ambitious, but among its wide-ranging chapters, the serious PR professional will find any amount of useful content to help deal with an ever-changing industry." — Steve Walker, VP EMEA Public Relations, Oracle "Packed full of insightful thinking and practical advice — a must-read for all communicators in our digitally disrupted times." — Will McInnes, MD at social business consultancy NixonMcInnes Author of Culture Shock "A collaboration between some of the brightest minds in PR, Share This Too not only makes the case that public relations has changed forever, but provides incredibly valuable guidance for how practitioners can and should thrive amidst that change. A must-read." — Jay Baer, President of Convince Convert and Author of Youtility: Why Smart Marketing is About Help not Hype From the Back Cover Share This Too isn't just a book about a specialist area of public relations; it is about how the entire practice of PR is evolving and the immediate future of the profession. Share This was conceived as a practical handbook for communication and public relations practitioners interested in changes taking place in public relations and the media. Share This Too is even more ambitious. It's a guide for anyone that works in communications or public relations. It contains brand new and original material by more than 30 contributors - each of whom is an acknowledged expert in their field. Created by the Chartered Institute of Public Relations (CIPR) Social Media Panel, Share This Too probes deeply into the state of the art theory, delivery and evaluation of 21st century public relations and communication. 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, visit [www.cipr.co.uk](http://www.cipr.co.uk)