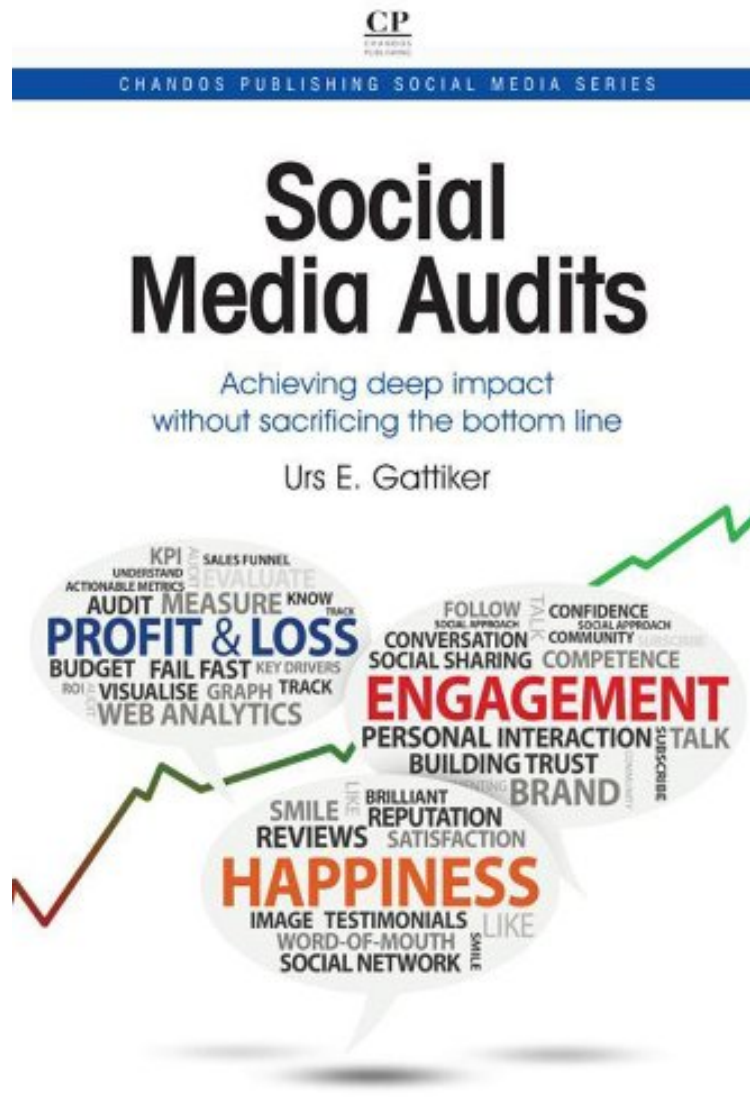


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Social Media Audits: Achieving Deep Impact Without Sacrificing the Bottom Line (Chandos Publishing Social Media Series)

Urs E Gattiker

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Social media is quickly becoming important to most businesses, but many managers, professionals, and marketing experts are unsure about the practicalities of social media marketing and how to measure success. *Social Media Audits* gives people dealing with social business in their working life a guide to social media marketing, measurement, and how to evaluate and improve the use of social media in an organizational context. This book consists of three parts, the first of which introduces the reader to concepts and ideas emerging in social media. The second part considers the need to shift from traditional "shout marketing" to a more conversational, social approach to customers. The third part moves the discussion towards a systematic approach to evaluating social media activities. Offers guidance on the use of social media and measuring the success of social media in a business environment Provides practical information on what social media can do for business and how it can be used Aimed at those who use social media in their workplace