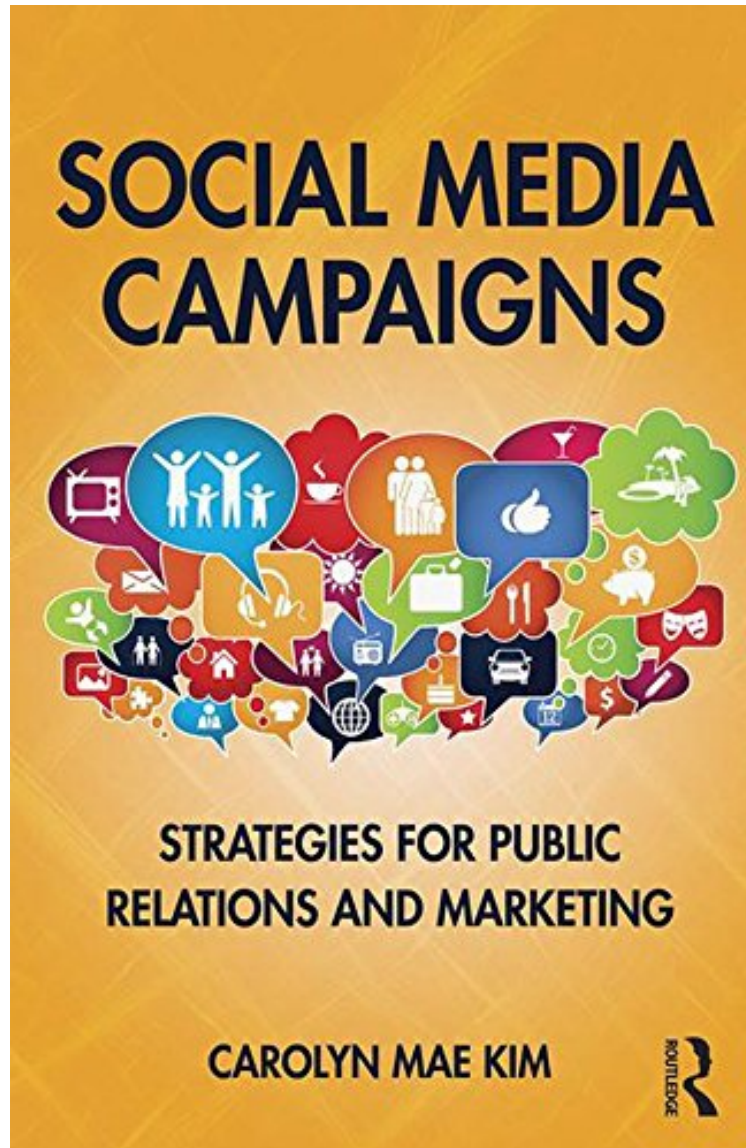


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Social Media Campaigns: Strategies for Public Relations and Marketing

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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.?

About the Author 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.