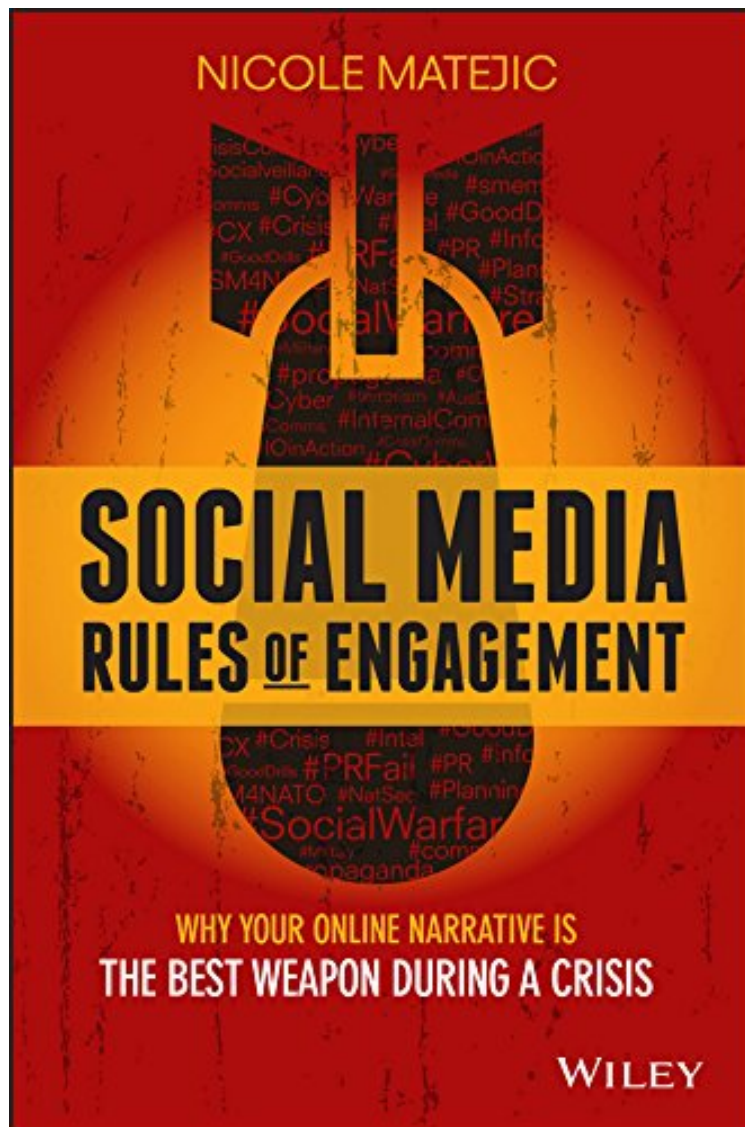


(Get free) Social Media Rules of Engagement: Why Your Online Narrative is the Best Weapon During a Crisis

## Social Media Rules of Engagement: Why Your Online Narrative is the Best Weapon During a Crisis

Nicole Matejic

*\*Download PDF / ePub / DOC / audiobook / ebooks*



[Download](#) [Read Online](#)

#849886 in eBooks 2015-04-20 2015-04-20 File Name: B00WJZ4P8W | File size: 38.Mb

**Nicole Matejic : Social Media Rules of Engagement: Why Your Online Narrative is the Best Weapon During a Crisis** before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media Rules of Engagement: Why Your Online Narrative is the Best Weapon During a Crisis:

0 of 0 people found the following review helpful. Five StarsBy A W McLaughlinIf you work in comms, PR, marketing, business development or customer service, this book is a must for you!0 of 0 people found the following

review helpful. MATEJIC - The SUN TSU of Social Media Marketing By Jon J. Cardwell; Crisis communicators need to be able to read and drive social media data and analytics like a sales junkie on a communication high #SMROERdquo; mdash; Matejic, Social Media Rules of Engagement, pg. 13 Nicole Matejic is like the Sun TSU of Social Media marketing. Truly, her book, Social Media Rules of Engagement reads like THE ART OF WAR for those in PR, advertising or business consultation. As a former military man, I can appreciate this tremendously. As a pastor who supplements his income with copywriting and advertising and social media consultation to local businesses, this book has offered tremendous insights with which Irsquo;ll be able to help my clients. At first, I was wondering what the book was about when it emphasized weaponry and best defense in a social media ldquo;crisis.rdquo; After reading Social Media Rules of Engagement, I realized that ldquo;crisisrdquo; is a great word for the SOCIAL MEDIA strategies author Matejic presents. This is more than what social media and business marketers call ldquo;Reputation Management.rdquo; These are surefire strategies that may be implemented, not only after a crisis strikes, but also social media strategies that may be applied and implemented as preventative maintenancemdash; before damage control is needed. Yes, CRISIS is an excellent word. We need to have that kind of attitude about anything that damages our reputations, especially in business. Ms. Matejicrsquo;s ldquo;No-BSrdquo; reputation is evident from page one, providing actionable info, while presenting perspectives to adjust our attitudes where the discipline of doing business springs forth from the marrow of our bones. If you run or own a business, or if you have anything to do with helping a business grow, maintaining its image, integrity, message and marketing identity, this is the book for you. You can be sure Irsquo;ll be reading this more than once, and in my humble opinion, one of the best books written in its niche. 0 of 0 people found the following review helpful. how to play a defensive game in business is essential By Customer If you have ever had, and who hasn't had, a confrontation with a client be it large or small, safeguarding your business is important. The book "SOCIAL MEDIA RULES OF ENGAGEMENT" by Nicole Matejic is worth every minute of your time to read and to keep it handy in times of crises. Knowing how to play a defensive game in business is essential. In the Social Media world if it can happen, chances are, it will. Keeping your online image positive and safe from all of the possible attacks: being a disgruntled client, a former employee, or a virus attack are duly covered. The price of the book will potentially save you greatly.

Avoid becoming a #PRFail with a solid social media strategy Social Media Rules of Engagement guides you in the development of a bullet-proof social media strategy. You can manage any crisis effectively by having a plan before you actually need onemdash;and by understanding and influencing your audience with military precision. This original, engaging, and informative text with case studies from the coalface offers you the tools you need to avoid scandal and media crises, and to learn how to leverage social media, big data, and influence in your communications strategies. Social media has established itself as a critical part of any external communications strategymdash;but the very nature of social media leads to crises that organisations are not always prepared to face. To execute an effective social media strategy, you need to build influence, while leveraging the data that supports a targeted approach. This innovative guide focuses on how to create a holistic social media strategy, and how to defend your organization from social media crisis. Develop a risk management strategy that protects your social media interactions around the clock Avoid common mistakes by reading case studies of business faux pasmdash;and learning exactly what not to do in a crisis Cultivate influence both in the boardroom and on the information battlefield by defining your story and knowing your audience segments Leverage digital interactivity features to enrich the content in the book Social Media Rules of Engagement is an integral resource to guide your social strategy toward success.

From the Back Cover How can you avoid becoming the next big #PRFail? The way we consume information has fundamentally changed, and now there are more people listening than ever. Social Media Rules of Engagement gives you the tools you need to avoid scandal, manage a crisis, influence audience response and take ownership of your online narrative. The success of your organisation could depend on it. Through first-hand experience, leading social media crisis communicator Nicole Matejic demonstrates how to save yourself and your organisation from disaster. Social Media Rules of Engagement shows you: how to plan for a social media crisis before it happens what to do, and not do, in crisis communications how to make big social media data work for you why social media influence is the currency of the future. Whether you work in the private or public sector, in military strategic communications, information operations, public affairs, crisis and issues management or corporate affairs, this book shows you how to manage your social media presence so your #PRFail doesn't manage you. About the Author NICOLE MATEJIC is an internationally recognised military information operations adviser and social media crisis communicator. She is the co-founder and CEO of global military think tank Info Ops HQ, a regular lecturer and trainer to NATO, and the CEO of Social Media Monster aka The #SocialFirefighterreg;, offering crisis communications services and training to both the public and private sectors.