



Erste Hilfe für Social Media Manager

By Andreas H. Bock

Dpunkt.Verlag GmbH Sep 2014, 2014. Taschenbuch. Condition: Neu. Neuware - Wenn Sie als Social Media Manager im Unternehmen an der Umsetzung Ihrer Aufgaben verzweifeln Dann verraten Ihnen acht renommierte Social Media-Profis wirksame Rezepte und Best Practices, mit denen Sie wieder mehr Erfolg und Freude im Job haben. Die Autoren bieten Problemlösungen für alle Bereiche des Joballtags und zeigen, wie Sie - eine Social Media-Strategie für Ihr Unternehmen auf- und umsetzen, - Richtlinien für Mitarbeiter entwerfen, - Ihre Workflows z.B. für Freigaben etablieren, - die übrigen Mitarbeiter stärker an Ihren Social Media-Aktivitäten beteiligen, - mit externen Dienstleistern wie Agenturen arbeiten, - Ihre Arbeit intern kommunizieren und - mit dem Management Ihrer Firma sprechen. Dieses Buch bietet Ihnen echte Hilfestellungen, praxisnah und übertragbar. Ideal als Ratgeber für Ihren Social Media-Alltag im Unternehmen! 174 pp. Deutsch.

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