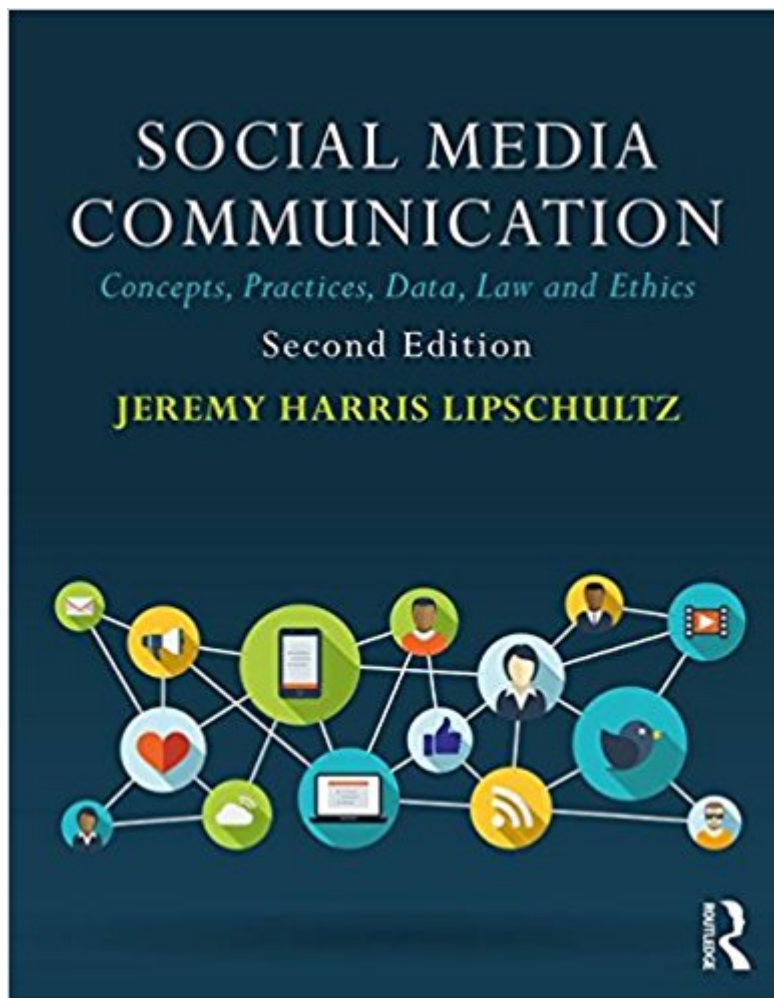




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Social Media Communication: Concepts, Practices, Data, Law And Ethics



Synopsis

In the second edition of *Social Media Communication: Concepts, Practices, Data, Law and Ethics*, Jeremy Harris Lipschultz presents a wide-scale, interdisciplinary analysis and guide to social media. Examining platforms such as Facebook, Instagram, Snapchat, LinkedIn, YouTube and Pinterest, this book explores and analyzes journalism, broadcasting, public relations, advertising and marketing. Lipschultz focuses on key concepts, best practices, data analyses, law and ethics—call promoting the critical thinking professionals and students need to use new networking tools effectively and to navigate social and mobile media spaces. Featuring historical markers and contemporary case studies, essays from some of the industry’s leading social media innovators and a comprehensive glossary, this practical, multipurpose textbook gives readers the resources they’ll need to both evaluate and utilize current and future forms of social media. For more information about the book, supplementary updates and teaching materials, follow the Social Media Communication Facebook page, @JeremyHL on Twitter and the UNO Social Media Lab on SlideShare. Facebook: www.facebook.com/SocialMediaCommunication Twitter: @JeremyHL #UNOSML #SMC2018 #SMProfs SlideShare: www.slideshare.net/jeremylipschultz

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Customer Reviews

"Lipschultz provides a practical guide to the complex world of social media. Whether you need a quick reference or are wrapping your head around the whole subject, this book gives you what you need in the moment and pointers to solid references for further study." — Jim Sterne, Founder eMetrics Summit & Board Chair, Digital Analytics Association

Jeremy Harris Lipschultz is Isaacson Professor in the UNO Social Media Lab, and School of Communication, University of Nebraska at Omaha. He is a blogger for The Huffington Post, LinkedIn Pulse and ChicagoNow, and has authored or co-authored six previous books and dozens of articles. Lipschultz is an international media source and frequently speaks on industry and social trends.

Good book. Well organized.

The book provides a comprehensive look at social media and communication

The textbook seems to lean very heavily on past and current social media research, providing very little of the author's own ideas. If you want a good literature overview, this serves the purpose. The book is like one long literature review. Many of the practices lean more toward Fortune 500 company level practices not applicable to small PR firms or departments. Books on social media become outdated pretty quickly as the landscape changes almost monthly. Lipschultz is up to date on current social media technology, and many of the concepts are translatable across platforms. Much of the literature cited is current, and there is a sound foundation on communication theory presented.

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