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The Social Media Starter Kit (Paperback)

By Kerry Rego

Kerry Rego Consulting Books, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.It s time to have a solid understanding of what social media is all about for you and your organization. The step-by-step process within these covers includes strategy, the tools to use, crisis plans, policies, how to hire the right person for the job, measuring return on investment, the best content to share, what you REALLY need to know, templates for getting started, value added digital content, and so much more. This book is your guide to establish your social plan, how to set up a system for success, and will provide you peace of mind because at the end you ll know what s important to a great social media presence.



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