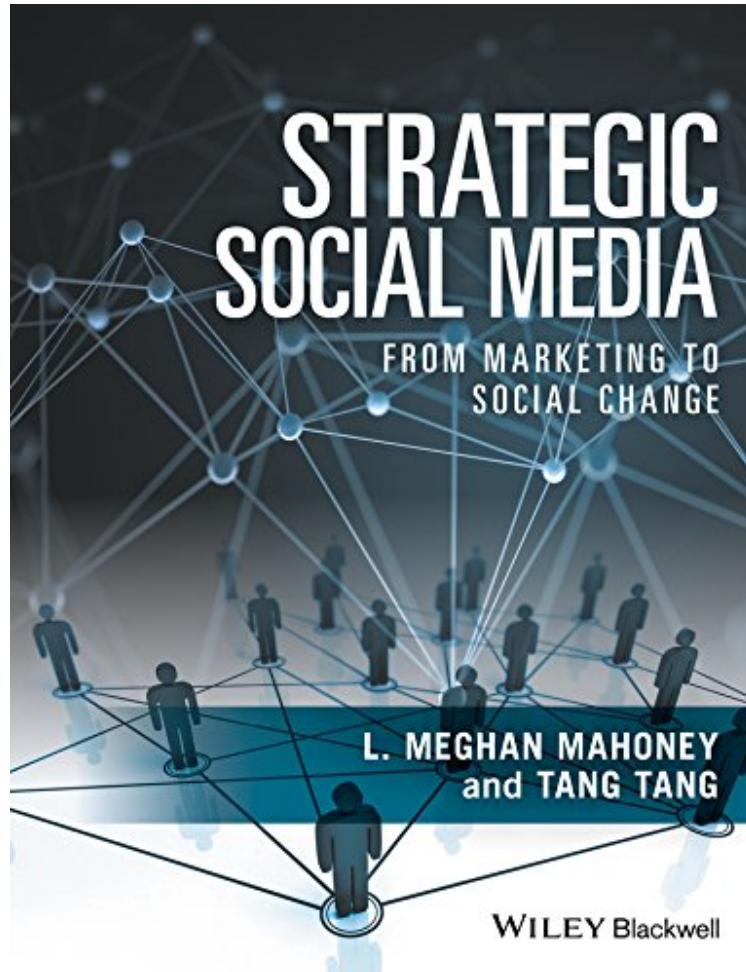


(Mobile book) Strategic Social Media: From Marketing to Social Change

Strategic Social Media: From Marketing to Social Change

L. Meghan Mahoney, Tang Tang
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Strategic Social Media is the first textbook to go beyond the marketing plans and how-to guides, and provide an overview of the theories, action plans, and case studies necessary for teaching students and readers about utilizing social media to meet marketing goals. Explores the best marketing practices for reaching business goals, while also providing strategies that students/readers can apply to any past, present or future social media platform Provides comprehensive treatment of social media in five distinct sections: landscape, messages, marketing and business models, social change, and the future Emphasizes social responsibility and ethics, and how this relates to capitalizing

on market share Highlights marketing strategies grounded in research that explains how practitioners can influence audience behaviour Each chapter introduces theory, practice, action plans, and case studies to teach students the power and positive possibilities that social media hold

About the Author
L. Meghan Mahoney is Associate Professor in the Department of Communication Studies at West Chester University of Pennsylvania. She regularly publishes research on issues related to new media audiences, social media, and marketing messages for behaviour and social change, most recently in the *Journal of Media Education*, *Journal of Intercultural Communication*, *Journal of Medical Internet Research*, *Journal of Development Communication*, and the *Journal of Media and Communication Studies*. She currently serves as Chair of the Management, Marketing Programming Division of the Broadcast Education Association, and Social Media Coordinator for the Eastern Communication Association. Tang Tang is Associate Professor and Director of Graduate Studies in the School of Communication at The University of Akron. She has published articles in the *Journal of Broadcasting Electronic Media*, *International Journal on Media Management*, *Mass Communication Society*, *Journalism Mass Communication Educator*, and *Journal of Sports Media*. She is a Faculty Fellow of the National Association of Television Program Executives, and has held leadership positions in the Broadcast Education Association and the International Communication Association.