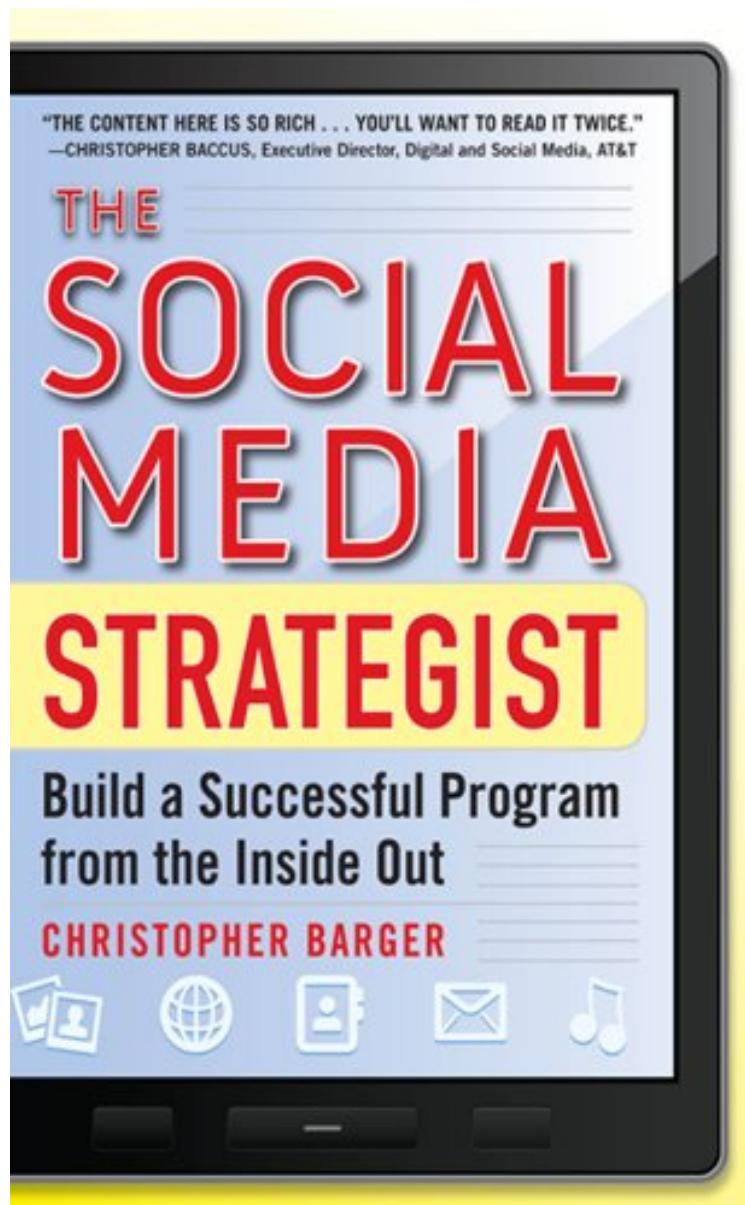


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## The Social Media Strategist: Build a Successful Program from the Inside Out (Management Leadership)

*Christopher Barger*

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**Christopher Barger : The Social Media Strategist: Build a Successful Program from the Inside Out (Management Leadership)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Social Media Strategist: Build a Successful Program from the Inside Out (Management Leadership):

5 of 5 people found the following review helpful. Insights into social media strategy development from a true expert - an excellent read! By M. Gomez It is refreshing to find a book about social media strategy that has compelling, timely and useful content AND is a joy to read. Christopher Barger calls upon his corporate communications and social media development experiences at General Motors and IBM to offer an excellent resource for organizations of all sizes, filled with real-life examples, anecdotes and lessons-learned. What truly impressed me about *The Social Media Strategist* was the focus on developing an effective and successful social media strategy. This may sound like a colossal no-brainer (I can hear you saying, "Yes, but that's the name of the book!") - trust me when I say that I've read far too many books, posts and articles that SAY they'll help you develop a strategy, but don't. The author provides concrete advice, actionable ideas and insights that make sense from both a business perspective and a social media perspective. All too often you get one or the other - rarely do you get both in one place. Christopher Barger learned by doing, and he shares his hard-won knowledge in an eminently readable book. I'd say it belongs on the shelf of every organization that values excellence in social media, but you'll reach for it so often that it might be easier to keep it on your desk. Simply stated, if you want to develop a successful social media strategy or if you want to enhance an existing strategy, do yourself a favor and read this book.

2 of 2 people found the following review helpful. Essential reading from the trenches By Maddie Grant I stand by my praise quote: "This book is a MUST READ for anyone implementing social media for a large organization--you'll learn the true, valuable lessons from someone who's been there and learned the craft the hard way." We need more books like this. So many businesses are doing the work of social media management - and, if they are doing it successfully, humanizing themselves in the process - and we want to read more insights from people who are actually living and breathing it, not those who are just playing with it and presenting the same old ideas everywhere they go to audiences who don't know any better. THIS is the kind of book you should be reading - with lessons from the trenches, not just from the podium. (Though if Christopher is speaking somewhere - go, and relish the opportunity to ask him questions as someone who's truly immersed in the real work of social media.)

0 of 0 people found the following review helpful. Finally! A social media guide from someone who's worked for large companies. By Dave Jones If you've been frustrated by other social media books' inability to give you actionable insights on how to introduce, manage and measure social media at large organizations like yours, then you'll be happy you read Barger's book. He's been there and done that at IBM and GM, navigated the internal politics, inter-department turf wars and ingrained social media into both those huge companies. This isn't theoretical "what social media COULD do for your company" stuff. This is "what social media HAS DONE" for two of the biggest brands in the world by a fellow who was there. Barger's the ultimate social media insider and you'll more from him in the first few chapters than you will in many other books combined.

Build a powerful social media strategy to increase buzz—and the bottom line In today's fast-paced professional climate, large companies are learning that launching a website and taking a wait-and-see approach to engaging customers is not enough. Competition is fierce, and those who master the social media space are the ones who come out on top. There is greater urgency than ever before to establish a vibrant social media program—and it all starts with a key strategist who can best organize and leverage all of the organization's resources to cut through the bureaucracy and get real-time results. This is where *The Social Media Strategist* comes in. Before tackling specific social media programs, you first have to get your own organization—and everyone in it—on board with making social media a business strategy priority. Christopher Barger, the award-winning former social media director at General Motors and IBM's former "blogger-in-chief," describes all the challenges particular to getting a comprehensive social media program off the ground in a large firm. *The Social Media Strategist* teaches you how to: Manage internal office politics, from your legal team to the policy makers to the human resource department Present new ideas to lawyers and executives in a compelling, convincing way Teach your employees the guidelines and protocols they'll need to represent your company Turn your organization into a true media outlet, publishing content that is generated by in-house employees and is truly engaging to an outside audience "Telling a company from the outside what it should do is one thing," writes Barger. "Actually making it happen from the inside is quite another." Here, he takes the bold step of starting where all successful endeavors begin: by planning well, by putting all the moving parts in the right place, by constructing a solid foundation. Consult *The Social Media Strategist* and build the best-suited social media infrastructure for your company. Then, and only then, can you begin to raise your profile, connect with customers, and increase your profits using the most powerful new business tool.

About the Author Christopher Barger is senior vice president of global programs at Voce Connect, a division of Porter Novelli, which assists clients around the world in developing social media programs and strategies. He spent four years as director of global social media at General Motors, and he served as IBM's "blogger-in-chief," playing a crucial role in developing IBM's online presence.