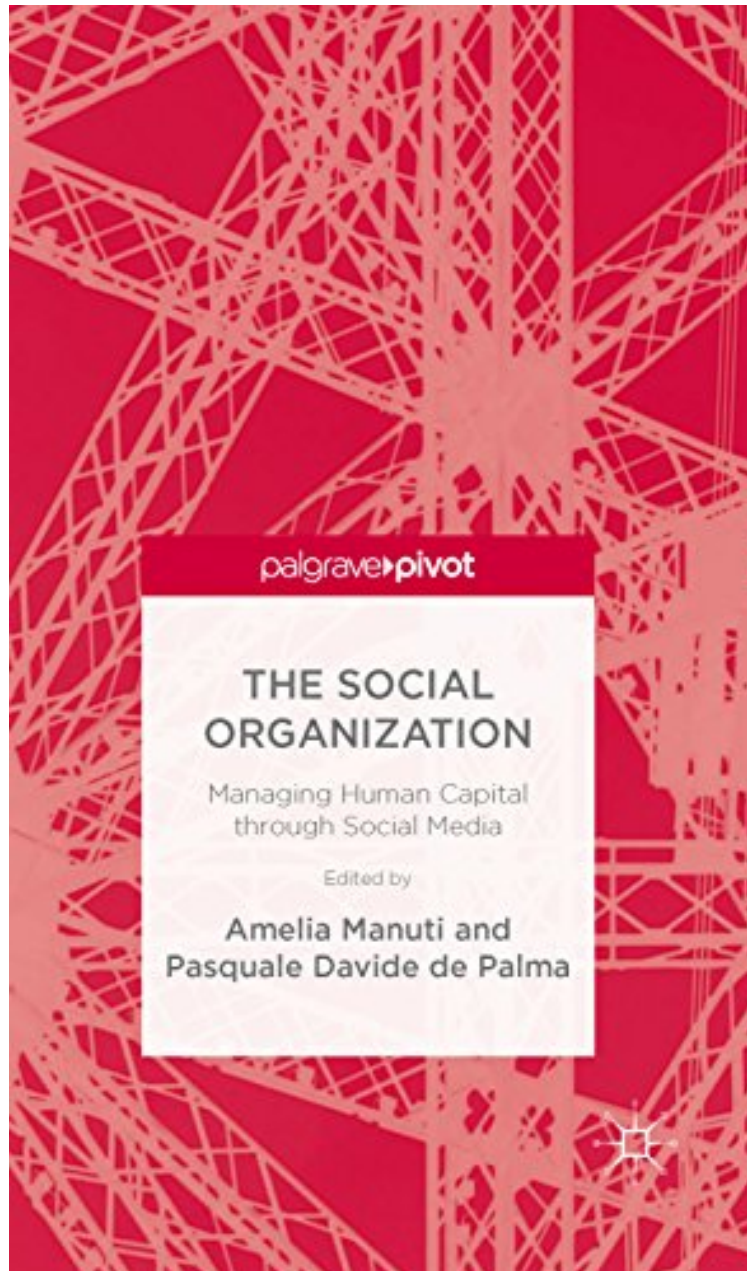


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The Social Organization sheds light on how social media usage is transforming the way organizations make sense of their identity and processes. By adopting a human capital perspective and merging research from communication studies and management, it argues that social media could be fruitfully exploited by organizations as a competitive advantage.