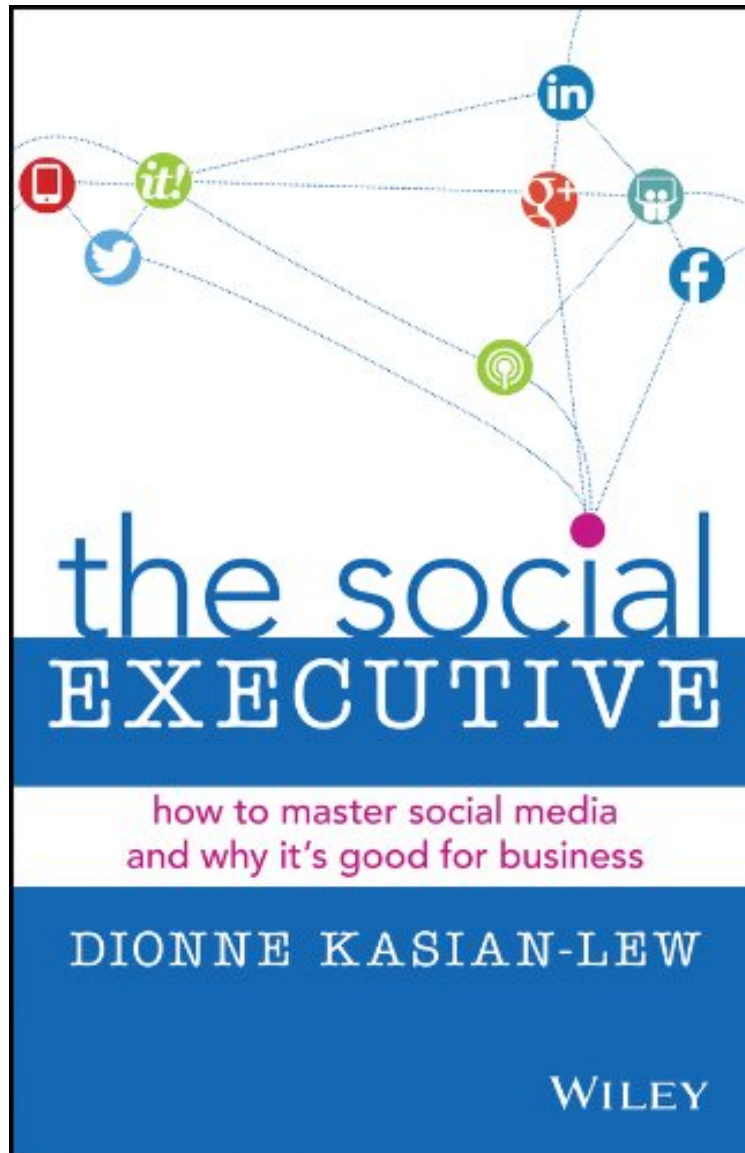


(Read download) The Social Executive: How to Master Social Media and Why It's Good for Business

The Social Executive: How to Master Social Media and Why It's Good for Business

Dionne Kasian-Lew

*audiobook / *ebooks / Download PDF / ePub / DOC*



DOWNLOAD



READ ONLINE

#1194353 in eBooks 2014-05-23 2014-05-23 File Name: B00KJZ41HY | File size: 23.Mb

Dionne Kasian-Lew : The Social Executive: How to Master Social Media and Why It's Good for Business

before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Social Executive: How to Master Social Media and Why It's Good for Business:

0 of 0 people found the following review helpful. One of the best explanations for the C-Suite of the value of social media participation By Walter J. Adamson This book is an easy read for the C-level who are wondering why and in

particular HOW to become personally engaged in social media. It is written from a practitioner's viewpoint. The author is a Public Relations professional with deep experience in working CEOs and other C-level in support of media relations and public affairs, so she understands their risk profiles and reputation issues. One of the key recommendations is not to enter into social unless you are prepared to show some part of yourself as a person. It's not about the C-level all being on social to promote the brand and company, but rather to be engaged with other stakeholders across the range of your personal values, interests and opinions and well as those which represent the companies. In short, the Social Executive needs to be seen as human.² of 2 people found the following review helpful. Very valuable info on why you need to be on Social Media, what's in it for you and EXACTLY what to do to make it work for you! By Jomlette I just loved this. As a Business Coach I'm passionate about social media, but this gives a professional context that is very useful. First of all, it blows the myths about social media out of the water. I still hear people talking about social media as if it's a new fad when it's actually absolutely necessary to the bottom line. And there's so much data in the book to show that I think it will put people's minds at ease that Social Media is not going away anytime soon and is necessary to build your business. Obviously, Social media is a powerful business tool. Those of us who are on the platforms don't need convincing, we see the connections that develop, we understand the synergies. But you've got to be there to see that and that's been one of the biggest hurdles, getting decision-makers to get onboard in the first place. This book really addresses their fears directly and takes away those obstacles. As a coach, getting my clients' to remove obstacles is the first step towards higher success. Now for the thing that I love the most about this book: It shows you HOW TO DO IT. People have so little time and they want someone to show them how to pull it all together. Otherwise it's overwhelming. In a nutshell, the book tells us: As professionals, you have very little time, you need to be on social media and why, and here's a simple formula you can follow every day that will manage it for you. So valuable.² of 2 people found the following review helpful. Delivers a clear path to become a Social Executive lead a Social Business with success! By J. E. Church Gone are the days when executives can assign social media to a younger generation. In today's digital world, the strongest leaders are those who are socially savvy! Research shows that "social CEOs" outperform their peers by 26 per cent in every industry. Research also shows that employees trust and want to follow their CEO (and other leaders) if they have a strong social media presence. If you have not already embraced social media, Dionne's book will take you through the steps to not only master "social" personally, but to understand the corporate risk factors you must manage in order to lead a social enterprise. I began following Dionne about 6-months ago because I loved her fact-based writing and strong positioning of the power of social media for a C-level Enterprise leader. When I heard she had a new book coming, I had to jump on it! I encourage every executive to read this book and begin mastering the next wave of business transformation. I also encourage anyone who strives to be a leading executive to get this book — the research-backed data coupled with Dionne's executive business experience truly delivers the information every professional can apply to strengthen their social media and social governance capabilities!

Social media is not about social media. It's about leadership and connections. Billions of conversations are taking place in social networks every day. But for busy executives and business owners, time constraints make it hard to dedicate time to demystifying these communication opportunities. In *The Social Executive*, readers are given evidence-based, data-driven strategies for mastering social media, and using it to enable business success. This book's easy, straightforward, practical style ensures that you will gain a solid working platform in the shortest amount of time possible. The focus is on the reasons why social media is important for executives, and how it aligns perfectly with business strategies. *The Social Executive* is for analogue people who know they need to be digital but need a guiding hand - the book is a safety net - it's saying - we will guide you there - we will tell you why - we will tell you how - let us help you to remain relevant and become more influential - it's about human communication. It gives the tips and tools to adapt to new online environments, and the confidence to use them to build credibility, authority deeper and new business relationships. Written by Dionne Kasian-Lew, an expert who has advised many executives on the topic of corporate social media use, this resource also helps professionals pinpoint the most important social networks to invest time in, and explores which platforms are best suited for various communication goals. Brings together strategy and concrete actions, so can learn not only the most rewarding approaches, but how best to carry them out. Delves into the benefits of a strong presence on the most popular social networks, including Twitter, LinkedIn, SlideShare, Pinterest, Instagram, Google+ and YouTube. Presents hard evidence that shows the positive results of investing time and energy in social networks. Focuses on the most important aspects of social networks that can be learned in a short period, and is designed for busy professionals. Social networks represent a powerful way to make connections and draw attention and interest to your company. This resource can help you hit the ground running and become social media savvy efficiently and effectively.

From the Back Cover Social media is no longer the domain of playful conversations about everyday life. It's where real business is accomplished daily. Building and maintaining networks has always been an important part of business. While networking for managers may still involve face-to-face relationships, today's strategy includes

social media because of its global reach, focus and efficiency. The Social Executive explains why social media is an essential professional investment, and how to get moving on building your own professional platform online. This book shows you how to: nurture the right relationships online formulate a strategy that will give you a constant global social media presence share ideas and information online with key colleagues and clients grow your online influence while maintaining a busy schedule use key social media platforms including LinkedIn, Twitter and Google+ increase your visibility, showcase your reputation, and find new business. About the Author DIONNE KASIAN-LEW is the CEO of The Social Executive, a specialist social media consultancy that trains boards of directors and executives on how to make the most of their online presence. A frequent author and speaker, she is rated in the top 1 per cent for global community influence by Kred.