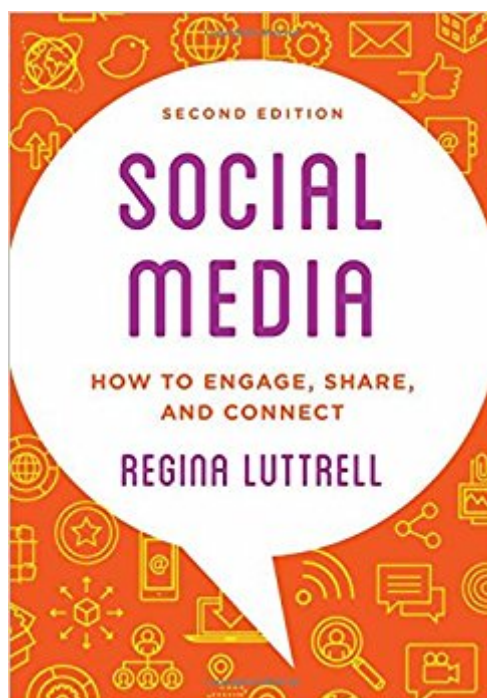


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# Social Media: How To Engage, Share, And Connect



## Synopsis

Updated to reflect the latest technological innovations and challenges, the second edition of *Social Media: How to Engage, Share, and Connect* will help readers understand and successfully use today's social media tools. Luttrell's text offers: a thorough history of social media and pioneers of the field; chapters on specific subjects such as photo-sharing, video, crisis communication, ethics, and "sticky social" among others; discussions on appropriate use of social media in public relations, where the profession stands today and where it is headed in the future; and real-world examples of successful social media campaigns. This book will become your go-to reference guide for all things social media-related as it applies to public relations and the everyday duties of PR professionals.

## Book Information

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## Customer Reviews

There is much to admire about Luttrell's approach to social media, but two things stand out above the rest. The first is the combination of professional applications of social media with the insistence that practitioners have a critical and reflexive perspective. Readers of this book are positioned to see themselves as citizens with the power to influence business and culture through social media. Second, Luttrell's commitment to interactivity with the reader is a model all professors and professionals should imitate. When you discuss the material with #LRNSMPR, it is like you have a co-teacher in Luttrell. (Christopher A. Medjesky, University of Findlay) A clear and

practical guidebook for social media students and practitioners. As more students are asked to take on social media responsibilities in their internships and careers, this book will remain a useful reference after their course ends. Luttrell approaches social media from a public relations perspective and provides advice and guidelines, supported by case studies and theory, for developing an effective social media strategy for an organization. This book makes clear that even as social media tools change rapidly, the importance of engaging with audiences remains the same. (Michelle Calka, Manchester University) I learned from Luttrell's book, and I am certain others will as well. The campaigns and cases she cites are contemporary, exhibit best practices, and show a link between business needs and social media strategy, usage, and outcomes. The book discusses the importance of social media strategy in a way that students can understand and apply. (Jennifer Jiles, Georgia State University) I am not familiar with another text that does such a comprehensive job of not only covering social media but also providing recent, relevant, and practical exercises and activities. This second edition of Social Media uses very current events as illustrations and examples, and it teaches how to incorporate social media platforms into ad strategies. This is one of the tightest, most integrated texts on a discipline I have ever seen. (Tim Chandler, Hardin-Simmons University) Without hesitation I recommend the second edition of Social Media. Luttrell is truly an experienced PR expert whose text is useful both in an academic setting as well as for PR practitioners. The text is well-written, well-researched, and rich with examples that nicely illustrate the theories in a practical element. (Anna D'Aloisio, Molloy College) An excellent choice for undergraduates. Employing accessible and engaging language, Luttrell provides relevant examples of industry practice and interesting insights from professionals. The second edition puts strong emphasis on recent developments in social media; new chapters and topics cover ethical issues and consumer behaviors. It is clear that these revisions and additions keep the book current in the rapidly-evolving new media advertising industries. (Kenneth C. C. Yang, University of Texas at El Paso)

Regina Luttrell is associate professor of public relations and social media at Eastern Michigan University and author of *The Millennial Mindset: Unraveling Fact from Fiction* (2016).

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