

THE BOOK OF
**SOCIAL
MEDIA**

STRATEGIES & TACTICS

PRNews
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SOCIAL
MEDIA
STRATEGIES & TACTICS
Vol. 2

Foreword

Dear reader,

Can you imagine living in a world without indoor plumbing or electric lights? It's a bit hard to conceptualize how people lived without those conveniences, and we're approaching a point where you could say the same about social media. It's not just that the various social media platforms are so deeply ingrained into our daily lives; just as indoor plumbing and electric light were invented long before you were born, so it is with social media and a generation of young consumers growing quickly into adulthood.



One implication of this is the necessity of fluency. We are not just communicating with people like us who have adopted and learned the ways of social media as if acquiring a foreign language; we are also communicating with native speakers, as it were. Incongruities in the grammar of our social media use are thus laid bare. Slips of the tongue are met with derision. Stutters and malapropisms are compiled in clickbait articles with titles like "Social Media Fails."

For all these difficulties, though, social media has given us numerous avenues to spread our messages in ways unimaginable in the recent past, all framed and phrased in a way that's entirely under our control—if we have what it takes to communicate effectively. This requires, among other things, being familiar enough with various platforms to know if they're a good fit for your brand, coming up with content strategies that feel natural and authentic to those platforms, harnessing extra help in the form of influencers, brand ambassadors and user-generated content and being able to analyze how well it all is working. In these pages, our experts—brand managers, agency practitioners, academics and more—will show you how to do just that, and more.

Since our first Social Media Guidebook, the advent of live streaming video has spread across the social landscape like wildfire, so we urge readers to take particular note of the chapter on live streaming. It's that rare area where you can be a pioneer right now—and perhaps our readers will be learning from your groundbreaking work in a future edition of this book.

Sincerely,

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