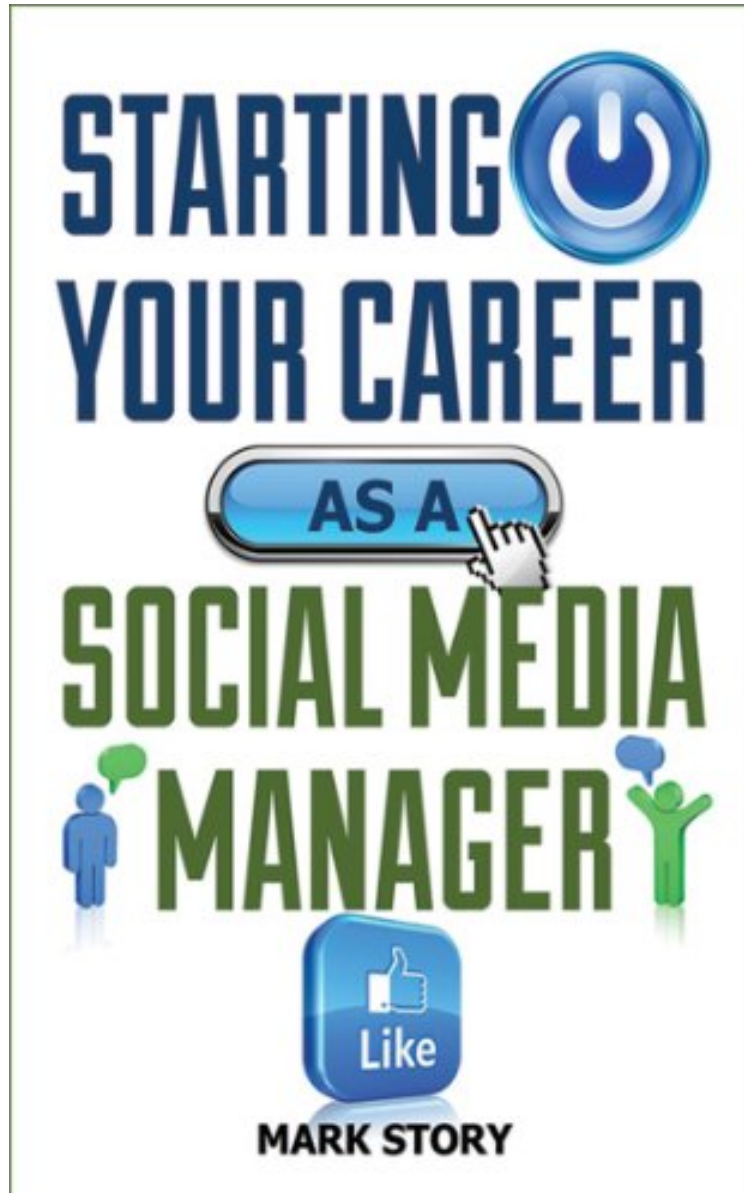


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## Starting Your Career as a Social Media Manager

Mark Story

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**Mark Story : Starting Your Career as a Social Media Manager** before purchasing it in order to gage whether or not it would be worth my time, and all praised Starting Your Career as a Social Media Manager:

1 of 2 people found the following review helpful. Valuable map to a successful careerBy Robert FrenchToday, social media jobs are often the new entry level positions for new graduates. Also, social media jobs frequently dominate job postings/availabilities for public relations. Whether you're a student just getting ready to enter your career or a

professional seeking to make a change, you need a path to follow. You need guidance. Mark has it for you. Mark Story has charted the course for you in *Starting Your Career as a Social Media Manager*. If you want to go places in your career, follow Mark's map. He is the first ever director of new media at the United States Securities and Exchange Commission. Think Sarbanes-Oxley and all the precarious situations social media may offer your employer. Mark has dealt with them. Mark gets it. He does not serve up kool aid. We are grateful that Mark has spoken to many classes at Auburn University. The students are always thankful for his guidance and advice. Full-disclosure: Yes, I was interviewed for the book. I chose to participate because of Mark's unique and excellent experience in education and professional PR practice. 0 of 0 people found the following review helpful. Five Stars By Leonard Natural thanks 1 of 2 people found the following review helpful. Huge help in my career By B. rizzo I needed this book to round out my understanding of social media and to help me establish my consultancy, it was a great help and good value.

This exciting career manual explores the fundamentals of the social media manager's profession and its endless possibilities. The explosion of social media sites like Facebook, Twitter, and LinkedIn has created a need for highly skilled practitioners—experts who not only are fluent in social media platforms but know how to use them strategically. *Starting Your Career as a Social Media Manager* is a must-have for anyone considering launching a career in this growing field, offering useful advice making yourself marketable to potential employers using social media tools, advancing your career, and identifying the "best fit" social media employers and positions for you. Social media specialists are employed by companies as diverse as boutique shops, government agencies, and large corporations, so it can be a challenge to find your niche and land the job you want. This practical guide also offers tips for establishing an online presence, interviewing, and understanding different roles and responsibilities in the field. Additional topics include: Making the choice to pursue a career in social media Enhancing your skill set Deciding on an area of specialization Developing your personal brand Making good job choices Knowing what to expect when you get hired Maintaining intellectual curiosity Keeping an eye out for the next big thing Identifying "the next step" And more Few paths offer more possibilities, freedom, and growth potential than a career in social media. If you like the sound of that, follow this guide!

About the Author Mark Story is a blogger, guest columnist, and podcaster on the practical use of social media, and the director of new media at the United States Securities and Exchange Commission. He is the first-ever person to hold the role and has since 2008. Prior to the SEC, Story was a senior vice president at Fleishman-Hillard in Washington, DC, where he developed online public affairs, media, crisis, litigation and public relations programs for leading companies such as ATT, Circuit City, EDS, Kroll Fraud Solutions, and Revolution.com and helped shape issue debates through coalition creation and management, grassroots and issue-based web campaigns. Also an educator, Mark has served as an assistant professor at the University of Maryland University College and taught at Georgetown University from 2007 to 2009, where he designed and developed courses on using social media for public relations and public affairs.