

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$320.00

Editorial:

Año: 2012

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781581159257

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