

1. Record Nr.	NYU005750003
Titolo	Social media for business : what you need to know
Pubbl/distr/stampa	[Place of publication not identified] : SmartPros, 2013
Descrizione fisica	1 online resource (1 video file, approximately 26 min.) : digital, .flv file, sound
Altri autori (Enti)	Kanopy (Firm)
Collocazione	Electronic access
Lingua di pubblicazione	Inglese
Formato	Videoregistrazione
Livello bibliografico	Monografia
Note generali	Title from title frames.
Sommario/riassunto	Public and private sector organizations must tread carefully with social networks or risk the possibility of legal entanglements, loss of business, and perhaps worst of all, unhappy customers. In this report, expert and attorney Peter Vogel, discusses the key areas of concern that organizations should be aware of as they ramp up the use of social tools and networks to engage their customers and business partners. Track: Peak performance methodologies and proven practices that advance the management skills of IT professionals. Learning objectives: Understand the current state of social media and its impact on business and organizations today. Recognize the current business and legal challenges that surround the use of social software and networks across the enterprise. Identify best practices to maximize the benefits of social investments.