



The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success

Marty Weintraub, Lauren Litwinka

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A unique approach to today's hottest new job in social media

Today's social community managers use social media platforms and act as brand evangelists and community advocates. From creating viral content to crisis communication to leveraging community content, social managers manage online social communities and deal with what comes. Luckily, *The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success* is the perfect resource for how to do this increasingly high-profile and crucial job. The book features proven tactics and techniques for effective management and includes more than 40 field-tested tools and templates.

If you're a social community manager, learn how to grow a community and achieve the results you need. Topics include a detailed guide to today's social media platforms, how to organize and successfully share content, using metrics and reporting, and more.

- Helps social media community managers develop, cultivate, and convert their social media communities
- Does a deep dive into today's crucial social media platforms
- Provides a complete toolkit of over 40 field-tested tools and templates on everything from how to craft a plan to developing an editorial calendar, tracking results, and more
- Explains how you can organize and successfully share content among your target community and how to leverage that content to further amplify your message

The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success is a must-have resource for one of the hottest new careers in today's social world.

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