

Social Media Strategy: Tools for Professionals and Organizations

Fact Sheet

Posting, tweeting and messaging on social media platforms is easy and entertaining. Doing so in a way to achieve important professional and organizational goals is hard and challenging. What's the best way to master this challenge? In a word, **strategy**. *Social Media Strategy: Tools for Professional and Organizations* guides you through the strategy-making process while revolutionizing your thinking about social media.

Intended Readers

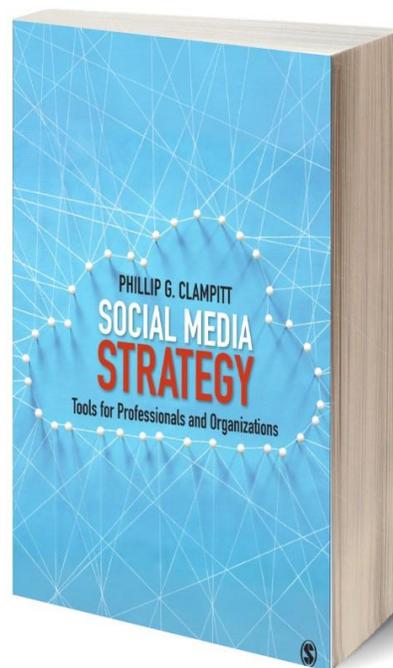
- Professionals tasked with managing social media
- Social media content providers
- Instructors of social media courses
- College students intrigued by the possibilities of social media
- Executives tasked with crafting a social media strategy

Key Features

- Offers a strategic framework crafted around the 5 Cs of Social Media: Coordinates, Channels, Content, Connections, and Corrections (#5CsofSocial)
- Guides readers through the social media strategy-making process
- Illustrates how to use the 5 Cs of Social through case studies

Bonus

Social Media Strategy: Tools for Professional and Organization is only the starting point. The accompanying website (www.amazingSMstrategy.com) is designed to be a digital hub connecting, enlightening and inspiring social media professionals, scholars, instructors, and students. The website will feature blog posts about social media strategy written by professionals in the field, prominent scholars, and thoughtful students. For example, the “Research Spotlight” features lessons for the field derived from top social media scholars.



About the Author



Phillip G. Clampitt received his Ph.D. in organizational communication from the University of Kansas. He holds the Blair Endowed Chair of Communication and was previously the Hendrickson Professor of Business at the University of Wisconsin-Green Bay where he is a full professor. Dr. Clampitt is the chair of four units at UWGB: Information & Computing Science, Communication, Computer Science, and Information Science. Sage Publications recently published the sixth edition of his best-selling book, *Communicating for Managerial Effectiveness 6e*. He co-authored two books with Robert J. DeKoch (President/COO of the Boldt Company): *Embracing Uncertainty: The Essence of Leadership* and *Transforming Leaders into Progress Makers*.

Phil's work on "Decision Downloading" was featured in the *MIT Sloan Management Review* and the *Wall Street Journal*. Additionally, he has published in numerous journals, including *The Academy of Management Executive*, *Journal of Communication Management*, *Journal of Business Communication* and *Management Communication Quarterly*. He has contributed chapters to numerous works including: *Handbook of Communication Audits for Organisations*, *Communication Audits*, and the *International Encyclopedia of Organizational Communication*. He also is on the editorial board of many professional journals. Over the past thirty years he has worked on communication and leadership issues with many organizations including Nokia, PepsiCo, Schneider National, The Boldt Company, Dental City, National University and the Menasha Corporation.

Phil has been a guest speaker at the U.S. Army War College where they use his books in their Strategic Leadership class. In addition to many guest-speaking opportunities in the U.S., he has also been invited to speak internationally at places such as The University of Pisa, The University of Aberdeen, The University of Ulster, as well as to numerous multi-national businesses and professional organizations.

His students have heard him ask, "So what?" so often that they started calling him "Dr. So What." Subsequently, he developed a related website (www.drsowhat.com) that highlights his passionate commitment to critical thinking and thoughtful inquiry.

Contributors

Contributors to the book include professionals from a wide range of organizations and scholars from various academic disciplines.

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Amy Martin, talent maximizer and juggler-in-chief, is the Manager of Talent Acquisition and Talent Management at Menasha Corporation in Neenah, Wisconsin. A native Floridian, Amy earned a Master's degree in Human Resources and Industrial Relations from the University of Illinois at Urbana-Champaign and has worked in multiple corporate human resources roles for the past 15 years. You can connect with Amy at <https://www.linkedin.com/in/amyjoymartin>. Contact: Amy.Martin@menasha.com

Ryan Martin (Ph.D.) is a psychologist at the University of Wisconsin-Green Bay. His research interests include the study of healthy and unhealthy anger in a variety of contexts (e.g., assessment and treatment of anger problems, understanding how anger is expressed online). He received his Ph.D. in Counseling Psychology from the University of Southern Mississippi. Contact: martinr@uwgb.edu

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Katelyn Staaben is a social media specialist in the B2B advertising industry. Her clients range from producers of golf turf products, snow and ice control, and specialized sealing solutions. See [LinkedIn.com/in/katelynstaaben](https://www.linkedin.com/in/katelynstaaben) for more information. Contact: katelynstaaben@gmail.com

Endorsements

“The essential guide for managing social media! Clampitt’s clear and logical approach for planning social media strategy and then devising follow-on implementation tactics forms an indispensable element of today’s managerial and executive tool-bag. Whether you are an expert or a novice, Clampitt’s Social Media Strategy gives you a real and decisive managerial advantage in today’s fast moving communication marketplace.” - James R. Barker, Herbert S. Lamb Chair of Business Education, Rowe School of Business, Dalhousie University, Canada

“Professor Clampitt has again demonstrated his unique ability to blend academic research and practitioner applications in his latest book. Social Media Strategies is designed for the student or professional interested in analyzing audiences and developing strategies to maximize effectiveness in the fast paced, competitive environment of social media. In crafting strategies, the reader is provided principles on how to establish Coordinates, select and use various Channels, generate Content, craft important Connections, and integrate Corrections from lessons learned. The book provides an interactive, process-driven model of communication that goes far beyond the simple sender-receiver framework. It is a must read for organizational communicators seeking to understand the complexities of social media and its role in this new era of communicating.” - M. Lee Williams, Distinguished Professor Emeritus, Department of Communication Studies, Texas State University

“This book is refreshing, wise, and practical throughout. It is an indispensable resource for anyone needing a social media strategy that also happens to be a pleasure to read. I can’t think of a better investment for anyone working on these issues.” - Dennis Tourish, Professor of Leadership and Organization Studies, University of Sussex

“As the manager of talent acquisition for a large manufacturing company, the phrase I am constantly hearing is ‘social matters’. I am thrilled to find a book that provides a practical framework and a multitude of ideas and best practices that will help me to continue to build upon our social recruiting strategy. This book is going to prove to be an invaluable resource to my team and to me.” - Amy Martin, Director of Talent Acquisition, Menasha Corporation

“Finally, a social media text that combines liberal arts and social science intellectualism with practical, real-world tips for success in this crucial aspect of professional communications. Its value goes beyond the classroom – everything in the book will resonate with and be useful to PR pros already engaged in social media management.” – Professor Ray Begovich, Franklin College

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