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Social Media PR Tweet Book01: 140 Bite-Sized Ideas for Social Media Engagement

Janet Fouts, Rajesh Setty

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PR has always been demanding. With expectations of lightning-fast responses, today's consumers, vendors and general public all make it challenging to manage and control corporate messaging and PR. Surely you have heard somebody promoting social media as a silver bullet or band-aid for all PR issues? Therein lies the danger...and the opportunity. It's very easy to make PR blunders with social media, simply because you cannot control it. Then how do you learn to use social media, work with it, exploit its potential fully and make it an integral component of your PR toolkit?

In *#SOCIAL MEDIA PR tweet Book01* Janet Fouts shows you how. Social media, as she explains lucidly, is not about one-way broadcasting but about two-way communication. Sure, your company's PR messaging needs to go out but after that you also need to engage your audience, assimilate feedback and close the loop. In other words, social media is all about dialog.

With her expertise in social media coaching, Janet understands that while many of us are individually passionate about social media, the corporations or enterprises we belong to don't necessarily share our passion or knowledge. Also, companies are tired of being sold on social media concepts; they want actionable information. Which is why Janet wrote this book in the actionable, accessible and increasingly-popular tweet format. Delivered in 140 characters or less, Janet's tweets demonstrate the value that can be communicated in small packages. For example, she knows that it's very likely within a corporate environment to be sold on a particular social platform or toolset. Which is why she cautions: Stay platform agnostic. Strategy isn't about the tools.

The tips and guidelines in *#SOCIAL MEDIA PR tweet Book01* will get you on the road to understanding the potential of social media for PR. You will learn about communicating and inbound media, with individual sections related to Facebook, Twitter, blogs and promotional events. With Janet Fouts' book at hand, you can confidently harness the power of social media for your PR messaging.

#SOCIAL MEDIA PR tweet Book01 is part of the THiNKaha series whose 100-page books contain 140 well-thought-out quotes (tweets/ahas).

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