## Why Social Media is Important

### #1: Social Media is where your audience is!

## facebook

Over 955 million users

>80% of America's top colleges use social media in their recruiting process

23% of users login 5+ times per day

# twikker

26% are ages 18-29 or 144.3 million people

Over 340 million tweets daily

60% of brand followers were likely to refer the brand to a friend

### BLOGGING

60% of businesses have a blog

55% more website visitors for companies that blog

79% more Twitter followers for companies that blog





### **Publicity How To Make The Media Work For You**

**Bruce C. Brown** 

#### **Publicity How To Make The Media Work For You:**

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studies and a career coaching approach this textbook takes aspiring translators on an explorative journey that helps them answer these questions for themselves so they can become the professional translators they aspire to be Each chapter of this hands on guide opens with key guestions that budding translators might typically ask themselves and encourages them to reflect on their relevance for their own situation through regular discussion points and Topics for discussion and assignments Targeted suggestions for further reading at the end of each chapter guide users in deepening their knowledge Written primarily for students on translation courses the accessible language tone and design of this book will appeal to anyone who is thinking of embarking upon a career in translation Additional resources are available on the Routledge Translation Studies Multi-Media and Marketing Liv Montgomery, 2011-02-15 More and more online marketers and business owners are recognizing the tremendous benefits of incorporating media into their online marketing strategy Multimedia more easily and effectively captivates your audience and grab s the attention of your prospects visitors subscribers and customers Time and time again research has shown that using audio and video increases conversation rates buy rates and subscription rates for a product or service But what if you re not a Hollywood producer or a technical genius Well no worries there Liv Montgomery the eCommerce Gal shows you step by step how to make the most of multi media to boost your web presence and turn casual visitors into loyal customers **Textbook of Psychiatric Administration and Leadership, Third Edition** Sy Saeed, M.D., M.S., FACPsych, John Lauriello, M.D., Laura Weiss Roberts, M.D., M.A., 2022-12-15 Preceded by Textbook of administrative psychiatry new concepts for a changing behavioral health system edited by John A Talbott Robert E Hales 2nd Effective PR: Be Your Own Expert: Teach Yourself Angela Murray, 2010-11-26 PR is an important part of ed c2001 running any successful business yet many people are unaware of its potential and therefore unable to exploit it to the full Effective PR Be Your Own Expert covers all aspects of the field including PR campaigns media liaisons communicating with your audience sponsorship entertainment crisis management and using PR professionals Current trends and technologies are also included to ensure that this book is current and relevant to all types of business Spin careers in PR and media relations are covered in detail Topics include Planning a PR campaign Media relations Audience communication Sponsorship Entertaining and corporate hospitality Internal PR Specialist PR Evaluating success Useful addresses and further reading are also included to enable you to take your campaigns in a number of directions NOT GOT MUCH TIME One and five minute introductions to key principles to get you started AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success based on the author's many years of experience TEST YOURSELF Tests in the book and online to keep track of your progress EXTEND YOUR KNOWLEDGE Extra online articles at www teachyourself com to give you a richer understanding of PR THINGS TO REMEMBER Quick refreshers to help you remember the key facts TRY THIS Innovative exercises illustrate what you ve learnt and how to use it

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