



Social Media: How to Engage, Share, and Connect

Regina Luttrell

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A new Second Edition of this book is forthcoming. Tentative publication date: 9/2016

Social Media: How to Engage, Share, and Connect will help readers understand and successfully use social media tools through

- a thorough history of social media and pioneers of the field;
- chapters on specific subjects such as photo-sharing, video, networks, and crisis communication, among others;
- discussions on appropriate use of social media in public relations, where the profession stands today and where it is headed in the future;
- and real-world examples of successful social media campaigns.

This book will become your go-to reference guide for all things social media-related as it applies to public relations and the everyday duties of PR professionals.

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