Social Media in the Public Sector Field Guide. Designing and Implementing Strategies and Policies

Description: Stocked with real-life examples and case studies, this book explores myriad social media tools and provides step-by-step guidance on how to implement them based on mission, goals, and strategy. Written in a jargon-free and accessible style, the book is a go-to resource for anyone in government who wants to put the power of social media to work for their organization.

Praise for Social Media in the Public Sector Field Guide

“Twitter and Facebook and Blogs, Oh My! In this bewildering new field of social media, Mergel and Greeves expertly provide practical advice for governments to harness the power of these new online services.”

?Bill Schrier, deputy director, Center for Digital Government, eRepublic.com; former CTO (CIO), City of Seattle

“This is simply a must-read book for anyone interested in or involved with social media in the public sector. The authors take a refreshing and original approach supported by excellent examples regarding the evolving role social media is playing and can play in government. I cannot think of two better experienced authors to help guide us through the new realities of social media in government.”

?Dr. Alan R. Shark, executive director, Public Technology Institute; assistant professor, Rutgers University School of Public Affairs and Administration

“In the local government sector there seem to be three schools of thought regarding social media: I've got a Facebook page?let's jump right in!, Not happening on my watch!, and Who cares? This field guide is perfect for any of the above, as it provides practical applications and rationale for why local government needs to connect with people where they are?which is on the Internet. Our association of nearly 500 innovative local governments knows that Mergel and Greeves are the perfect authors for this must-have tutorial.”

?Karen Thoreson, president and chief operating officer, Alliance for Innovation

“Every day on GovLoop.com, our network of 60,000 government leaders share best practices and ask questions about using social media in government. I've often been asked by members for a good reference to help them get going on their federal, state, or local government social media programs. I never had an answer?now I do: This field guide is the go-to resource to ensure your social media programs deliver real mission results. Mergel and Greeves are experts in the field?a blend of research and real-world experience to get you to where you need to go.”

?Steve Ressler, founder and president, GovLoop.com

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