



# Social Media in Context: Writers Explore the Marketplace

*Danae Denton*

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## **Social Media in Context: Writers Explore the Marketplace** Denae Denton

Social Media in Context: Writers Explore the Marketplace brings the world of social media to a practical level, exploring it through the experiences of resourceful entrepreneurs and established corporations, novice users, and expert consultants. Addressing and going far beyond the use of Facebook and Twitter to reach consumers and build professional relationships, Social Media in Context illustrates how marketers and public relations professionals can:

- meet and engage potential audiences through interactive location-based marketing
- boost employee productivity by injecting corporate intranets with social media in order to streamline communication
- help transform society by creating and participating in niche social networks and in expansive online communities of forums and blogs, where voices unite to promote common goals
- discover unconventional and creative means of marketing their services and products online and interacting with audiences on your own terms

By professional writers for professional writers, Social Media in Context offers a scholarly, research-based approach that is at the same time immensely readable. Its nine chapters are replete with everyday applications offered by expert users of social media in the workplace and beyond. This accessible collection will serve as an excellent source on social media within marketing and professional writing courses.

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