

Actions on Page

October 25 - October 31



We have insufficient data to show for the selected time period.

Page Views

October 25 - October 31

24

Total Page Views ▲ 14%



Page Previews

October 25 - October 31

4

Page Previews ▲ 33%



Page Likes

October 25 - October 31

1

Page Likes ▲ 100%



Reach

October 25 - October 31

1,539

People Reached ▼ 45%



Recommendations

October 25 - October 31



We have insufficient data to show for the selected time period.

Post Engagements

October 25 - October 31

28

Post Engagement ▼ 95%



Page Responsiveness

As of October 30, 2018

90%

Response Rate ▲ 0%

3 days 5 hrs

Response Time ▲ 0 hrs 0 mins

Videos

October 25 - October 31

463

Total Video Views ▼ 77%



Facebook Insights Guide 23

S Baum



Facebook Insights Guide 23:

Social Media Campaigns Carolyn Mae Kim, 2020-12-29 This new edition continues to give students a foundation in the principles of digital audience engagement and data metrics across platforms preparing them to adapt to the quickly evolving world of digital media It takes students through the processes of social listening strategic design creative engagement and evaluation with expert insights from social media professionals Thoroughly updated this second edition includes new strategies to guide students in the initial campaign planning phase added content on influencers social care teams and newsjacking coverage of research evaluation the implications of findings and articulating the ROI expanded discussion of ethical considerations in campaign design and data collection and analysis The book is suited to both undergraduate and post graduate students as a primary text for courses in social digital media marketing and public relations or a secondary text in broader public relations and marketing campaign planning and writing courses Accompanying online resources include chapter reviews with suggestions for further resources instructor guides in class exercises a sample syllabus assignments and exams and lecture slides Visit www.routledge.com 9780367896201 Successful Social Networking in Public Libraries Walt Crawford, 2014 Most commentaries to date on library use of social networks such as Facebook and Twitter have focused on a handful of well funded public libraries with high profile employees Now Crawford s *Successful Social Networking in Public Libraries* fills in the rest of the picture offering for the first time an in depth look at how a large variety of public libraries are using social networks Examining nearly 6 000 libraries across the US Crawford Analyzes social network usage by libraries of many different sizes and funding levels showing how many of them are active and effective in quite different ways Offers many examples that will help other libraries establish or refine their own social networking activities Lays out several key questions that libraries should ask themselves such as Who do we want to reach and What s the best way to interact with communities Gives libraries guidelines for setting social networking goals and conducting ongoing evaluation Includes illuminating comments from numerous librarians on the front lines of communication Based on broad research Crawford draws a vivid portrait that shows how a wide range of public libraries is conducting digital outreach and marketing through social networking *The Unofficial Guide: The Color Companion to Walt Disney World* Bob Sehlinger, Len Testa, 2016-09-06 PART 11 RECREATION It s More Run When You re Wet Water Sports Back on Dry Land Spectator Sports Spa Pleasures Index Photo Credits About Unofficial Guides 8 - 1 ULTIMATE SOCIAL MEDIA COLLECTION Goncalo Paxe Jorge Miguel, 8 in 1 TRAINING GUIDE FOR SOCIAL MEDIA MARKETING 2020 Designed to take you by the hand and walk you through the process of getting the most out of Social Media Marketing in 2020 on behalf of your business This Exclusive eBook Training Will Show You Step By Step Topic By Topic And Tool By Tool What You Need To Know on Social Media Marketing Within this package Latest YouTube Business Marketing Made Easy Latest Email Marketing Made Easy Latest Facebook Marketing Made Easy Latest Instagram Marketing Made Easy Latest Next Level LinkedIn Marketing Made Easy

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tools like Springshare's LibInsights and Orangeboy's Savannah to more focused web analytics tools like Google Analytics Piwik and Woopra and data visualization tools like Tableau or Google Data Studio Focusing on digital analytics principles and concepts this book walks you through the many tools available including step by step examples for typical library needs

Közösségi média mérése Balassa Lilla, Klausz Melinda, Ha egy kicsit odafigyelsz statisztikánkra rengeteg fejlesztett tudnivaló és az ingyenes fizetett piacutakat is elgedtettség vizsgálatunkkal is a közösségi médiáról szólt ugyanis szinte minden kiderített a közösségi média az is hogy mi a valószínűleg a legfontosabb Milyen tartalmat kedvelnek leginkább Melyek a trendek az adott területen De vajon melyik adatot érdemes mérni és hogyan Melyik felleten milyen mutatkozhatnak a jelentések egyáltalán az egyes mutatkozások közötti közösségi média csak 5 könyvben ezekre a kérdésekre keressük a választ és segítjük az olvasókat a közösségi médiáról szóló mainak megértésében és helyes használatában a Facebook Youtube Pinterest Instagram Youtube és még megannyi fellet esetében Marketing and Smart Technologies José Luís Reis, José Cascalho, Marc K. Peter, Luís Paulo Reis, Maria Teresa Tiago, 2025-07-02 This book includes selected papers presented at the International Conference on Marketing and Technologies ICMarkTech 2024 held at University of Azores Ponta Delgada Azores Portugal between December 5 and 7 2024 It covers up to date cutting edge research on artificial intelligence applied in marketing virtual and augmented reality in marketing business intelligence databases and marketing data mining and big data marketing data science web marketing e-commerce and v-commerce social media and networking geomarketing and IoT marketing automation and inbound marketing machine learning applied to marketing customer data management and CRM and neuromarketing technologies

Social Media and Society Regina Luttrell, Adrienne A. Wallace, 2024-07-01 Exploring social media's integration with modern society this text empowers students as social media consumers and creators The thoroughly updated second edition includes a new chapter on AI technologies Features include full color visuals glossary chapter questions and activities and theory ethics and diversity and inclusion boxes Social Media Strategy Keith A. Quesenberry, 2024-02-12 The fourth edition of Social Media Strategy is an essential step by step blueprint for innovating change supporting traditional marketing advertising and PR efforts and leveraging consumer influence in the digital world With a completely integrated marketing advertising and public relations framework Keith Quesenberry's up to date textbook goes beyond tips and tricks to systematically explore the unique qualities challenges and opportunities of social media Students learn core principles and proven processes to build unique social media plans that integrate paid earned shared and owned media based on business objectives target audiences big ideas and social media categories This classroom and industry proven text has been updated with a new infographics and concise reading sections with frequent tables checklists and templates New and updated case studies in each chapter engage students in contemporary examples from small businesses large corporations and non profit organizations Focusing on cross disciplinary strategic planning content creation and reporting this accessible and highly practical text is an essential guide for students and professionals alike Features Each chapter includes a preview chapter

objectives case studies pull quotes video links bulleted lists infographics tables and templates Chapters end with a chapter checklist key terms and definitions and Experiential Learning sections with questions exercises and Discover and Explore activities Keywords are bolded and defined in the text at the end of each chapter and in a comprehensive glossary Template worksheets for key strategy components with business context examples New to the Fourth Edition Fully redesigned robust graphics engage students visually New figures include average online advertising costs uses of AI in social media and the latest generative AI integrations by company and platform Fact sheets for each social media platform provide essential data for easy reference Data includes daily and monthly user activity main user demographics advertising CPC and CPM and content insights Recurring College Cupcakes business example allows students to follow a strategic process in context Appendix with a list of practical resources to keep students current in the world of social media recommended professional certifications personal branding and a section on the negative effects of social media on mental health and society Instructor Support Materials <https://textbooks.rowman.com/quesenberry4e> Test banks Template worksheets Case Briefs Sample syllabi PowerPoint slides Student Flashcards Find additional templates and social media strategy updates on the author's blog <https://www.postcontrolmarketing.com>

The Art of Social Media Guy Kawasaki, Peg Fitzpatrick, 2014-12-04 By now it's clear that whether you're promoting a business a product or yourself social media is near the top of what determines your success or failure And there are countless pundits authors and consultants eager to advise you But there's no one quite like Guy Kawasaki the legendary former chief evangelist for Apple and one of the pioneers of business blogging tweeting Facebooking Tumblring and much much more Now Guy has teamed up with Peg Fitzpatrick who he says is the best social media person he's ever met to offer *The Art of Social Media* the one essential guide you need to get the most bang for your time effort and money With over one hundred practical tips tricks and insights Guy and Peg present a bottom up strategy to produce a focused thorough and compelling presence on the most popular social media platforms They guide you through steps to build your foundation amass your digital assets optimize your profile attract more followers and effectively integrate social media and blogging For beginners overwhelmed by too many choices as well as seasoned professionals eager to improve their game *The Art of Social Media* is full of tactics that have been proven to work in the real world Or as Guy puts it great stuff no fluff

[Social Media for Communication and Instruction in Academic Libraries](#) Joe, Jennifer, Knight, Elisabeth, 2019-03-01 The subject of the use of social media has renewed interest because of the impact that it had on the last U S presidential election and the impact that social media networks will have on subsequent elections As guides in the information world it is thus important that librarians be well versed in social media This has called attention to the relevance and urgency of incorporating social media use into the academic library both as a marketing tool and as an instruction tool *Social Media for Communication and Instruction in Academic Libraries* is an essential reference source that offers guidance in using social media in academic libraries and in instruction with a special emphasis on assessment and evidence based

practice Featuring research on topics such as digital libraries marketing and web analytics this book is ideally designed for librarians administrators educators managers information technology specialists professionals researchers and students

HowExpert Guide to 365 Marketing Tips HowExpert,2024-08-27 If you re looking to elevate your business and achieve lasting success then HowExpert Guide to 365 Marketing Tips is your must have resource Unlock your marketing potential with 365 daily tips each designed to guide you through the complex marketing landscape Whether you re a seasoned pro or just starting out this guide will provide the insights you need to thrive Why settle for generic advice when you can have tailored daily tips that address your business s needs This guide is more than just another marketing book it s your personal marketing mentor offering practical strategies for every aspect of marketing from foundational tactics to advanced digital techniques These tips will give you the confidence and knowledge to drive your business forward What You ll Discover Inside Introduction Start your marketing journey by understanding the critical role of marketing setting SMART goals and learning how to use this guide to grow your business Chapter 1 January Foundational Marketing Strategies Define your target audience craft a unique brand message and set actionable goals that guide your efforts throughout the year Chapter 2 February Content Marketing Tips Master storytelling repurpose content for maximum reach and engage your audience through compelling visual and audio formats Chapter 3 March Social Media Marketing Tips Leverage social media by building a content calendar optimizing profiles and engaging followers to transform your platforms into powerful tools Chapter 4 April Email Marketing Tips Improve your email campaigns with strategies for segmentation personalization and automation to drive higher conversions Chapter 5 May Search Engine Optimization SEO Tips Boost your online visibility with SEO best practices that increase traffic improve search rankings and enhance user experience Chapter 6 June Paid Advertising Tips Maximize your ROI by choosing the right platforms crafting compelling ad copy and targeting the ideal audience for each campaign Chapter 7 July Influencer Marketing Tips Amplify your brand s reach by collaborating with influencers who align with your brand s values and building lasting partnerships Chapter 8 August Public Relations PR Tips Protect your brand s reputation with effective PR strategies from crafting press releases to managing crises with confidence Chapter 9 September Event Marketing Tips Create memorable brand experiences by planning and promoting events that resonate with your audience whether online or in person Chapter 10 October Partnership and Collaboration Tips Expand your reach by forming strategic partnerships that open new markets and enhance your brand s credibility Chapter 11 November Traditional Marketing Tips Master timeless marketing techniques like direct mail radio ads and word of mouth campaigns that still drive results today Chapter 12 December Digital Marketing Tips Stay competitive with advanced digital strategies including AI automation and data driven marketing Conclusion Review key strategies and build a sustainable marketing plan that adapts as your business grows Appendices Access additional resources readings and templates to streamline your marketing efforts HowExpert Guide to 365 Marketing Tips offers a daily marketing tip for the entire year

covering essential categories This structure ensures manageable actionable advice each day making it an invaluable resource for building a successful marketing plan no matter your industry or expertise Start your journey to marketing mastery today with HowExpert Guide to 365 Marketing Tips your one stop guide to a year of marketing excellence HowExpert publishes how to guides on all topics from A to Z

Regulating Digital Industries Mark MacCarthy, 2023-11-07 Regulating Digital Industries is the first book to address the tech backlash within a coherent policy framework It treats competition privacy and free speech as objectives that must be pursued in a coordinated fashion by a dedicated industry regulator It contains detailed discussions of current policy controversies involving social media companies search engines electronic commerce platforms and mobile apps It argues for new laws and regulations to promote competition privacy and free speech in tech and outlines the structure and powers of a regulatory agency able to develop implement and enforce digital rules for the twenty first century Deeply informed by the history of regulation and antitrust in the United States it brings to bear insights from the breakup of AT T and the Microsoft case and from broadcasting and financial services regulation to enrich the discussion of remedies to the failure of tech competition the massive invasion of privacy by digital firms and the information disorder perpetuated by social media platforms It offers a comprehensive summary of regulatory reform efforts in the United States and abroad and shows how accomplishing the goals of these reform efforts requires the establishment of a single digital agency with jurisdiction to reconcile and balance the complementary and conflicting goals of promoting competition protecting privacy and preserving free speech in digital industries It discusses in detail how a digital regulatory agency would be structured and the powers it would need to have It confronts head on some of the challenges in establishing a strong digital regulator including the First Amendment roadblock that limits government authority over digital speech and the judicial opposition to the expansion of the administrative state It is essential reading for policymakers public interest advocates industry representatives academic researchers and the general public interested in a coherent policy approach to today s tech industry discontents

The Social Media Bible Lon Safko, 2012-05-08 The go to guide to social media skills now in an updated and revised Third Edition The Social Media Bible is comprehensive 700 plus page social media resource that will teach corporate small business and non profit marketers strategies for using social media to reach their desired audiences with power messages and efficiency This newly revised 3rd edition addresses technology updates to the iPad apps Foursquare and other geotargeted networks New case studies and company profiles provide practical examples of how businesses have successfully implemented these strategies using the newest social media marketing tools Updates and changes to Google s search engine algorithms More information on plug ins widgets apps and integration Updates on Twitter and Yammer and new information on Google The latest in mobile marketing Master the latest social media tools and deliver powerful messaging in the most effective way possible with The Social Media Bible

Connecting With Consumers Through Effective Personalization and Programmatic Advertising Remondes, Jorge, Madeira, Paulo, Alves,

Carlos,2024-01-10 In the rapidly evolving digital landscape the ability to connect with consumers through personalized and programmatic advertising has become a vital skill for global companies As the market undergoes a paradigm shift towards consumer centric approaches the need for comprehensive knowledge in this domain is escalating every day Connecting With Consumers Through Effective Personalization and Programmatic Advertising addresses a timely and pivotal theme that is crucial for companies and the academic community By bridging the gap between theory and practice this book equips readers with the tools and strategies necessary to make informed decisions and navigate the dynamic landscape of digital marketing The book s invaluable content serves as a reliable resource for decision makers in companies seeking to optimize their digital marketing strategies It also delves into the depths of knowledge skills and processes behind effective personalization and programmatic advertising offering valuable insights for researchers teachers students and professionals alike

Social Media Entertainment Stuart Cunningham,David Craig,2019-02-26 Winner 2020 Outstanding Book Award given by the International Communication Association Honorable Mention 2020 Nancy Baym Book Award given by the Association of Internet Researchers How the transformation of social media platforms and user experience have redefined the entertainment industry In a little over a decade competing social media platforms including YouTube Facebook Twitter Instagram and Snapchat have given rise to a new creative industry social media entertainment Operating at the intersection of the entertainment and interactivity communication and content industries social media entertainment creators have harnessed these platforms to generate new kinds of content separate from the century long model of intellectual property control in the traditional entertainment industry Social media entertainment has expanded rapidly and the traditional entertainment industry has been forced to cede significant power and influence to content creators their fans and subscribers Digital platforms have created a natural market for embedded advertising changing the worlds of marketing and communication in their wake Combined these factors have produced new radically shifting demands on the entertainment industry posing new challenges for screen regimes media scholars industry professionals content creators and audiences alike Stuart Cunningham and David Craig chronicle the rise of social media entertainment and its impact on media consumption and production A massive industry defining study with insight from over 100 industry insiders Social Media Entertainment explores the latest transformations in the entertainment industry in this time of digital disruption

Social Media Regina Luttrell,2018-08-02 Updated to reflect the latest innovations this third edition of Social Media helps readers understand the foundations of and principles behind social media manage and participate within online communities and succeed in the changing field of modern public relations

The Oxford Handbook of Language Policy and Planning James W. Tollefson,Miguel Pérez-Milans,2018-05-07 This Handbook provides a state of the art account of research in language policy and planning LPP Through a critical examination of LPP the Handbook offers new direction for a field in theoretical and methodological turmoil as a result of the socio economic institutional and discursive processes of change taking place

under the conditions of Late Modernity Late Modernity refers to the widespread processes of late capitalism leading to the selective privatization of services including education the information revolution associated with rapidly changing statuses and functions of languages the weakening of the institutions of nation states along with the strengthening of non state actors and the fragmentation of overlapping and competing identities associated with new complexities of language identity relations and new forms of multilingual language use As an academic discipline in the social sciences LPP is fraught with tensions between these processes of change and the still powerful ideological framework of modern nationalism It is an exciting and energizing time for LPP research This Handbook propels the field forward offering a dialogue between the two major historical trends in LPP associated with the processes of Modernity and Late Modernity the focus on continuity behind the institutional policies of the modern nation state and the attention to local processes of uncertainty and instability across different settings resulting from processes of change The Handbook takes great strides toward overcoming the long standing division between top down and bottom up analysis in LPP research setting the stage for theoretical and methodological innovation Part I defines alternative theoretical and conceptual frameworks in LPP emphasizing developments since the ethnographic turn including ethnography in LPP historical discursive approaches ethics normative theorizing and transdisciplinary methods and the renewed focus on socio economic class Part II examines LPP against the background of influential ideas about language shaped by the institutions of the nation state with close attention to the social position of minority languages and specific communities facing profound language policy challenges Part III investigates the turmoil and tensions that currently characterize LPP research under conditions of Late Modernity Finally Part IV presents an integrative summary and directions for future LPP research

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