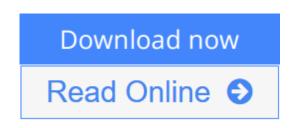


Social Media Communication: Concepts, Practices, Data, Law and Ethics

By Jeremy Harris Lipschultz



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In *Social Media Communication: Concepts, Practices, Data, Law and Ethics,* Jeremy Harris Lipschultz presents a wide-scale, interdisciplinary analysis and guide to social media. Examining platforms such as Twitter, Facebook, LinkedIn, Pinterest, Youtube and Vine, the book explores and analyzes journalism, broadcasting, public relations, advertising and marketing. Lipschultz focuses on key concepts, best practices, data analyses, law and ethics—all promoting the critical thinking professionals and students need to use new networking tools effectively and to navigate social and mobile media spaces. Featuring contemporary case studies, essays from some of the industry's leading social media innovators, and a comprehensive glossary, this practical, multipurpose textbook gives readers the resources they'll need to both evaluate and utilize current and future forms of social media.

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Editorial Review

Review

"In the brief history of social media, Jeremy Harris Lipschultz has emerged as a leading thinker and influencer. While other scholars remained safely on distant hillsides, observing troop movements through telescopes, Dr. Lipschultz reported from the battlefront, assessing the impact of these empowering tools on media, business, society and individuals. *Social Media Communication* provides valuable context for students and those using social media for business or personal connections." ?Lou Heldman, Vice President for Strategic Communications, Wichita State University

"Lipschultz in this new book offers a number of conceptual and theoretical insights into social media in journalism, PR, and advertising?his discerning attention to various ethical and legal issues facing social media communicators is refreshingly global and extremely timely." ?Kyu Ho Youm, University of Oregon

"For beginners and experts alike, this textbook is a much-needed must-read for anyone who wants to know more about the ins and outs of social media." ?Veronica Hefner, Chapman University

About the Author

Jeremy Harris Lipschultz is Isaacson Professor in the School of Communication, University of Nebraska at Omaha. He is a blogger for *The Huffington Post* and *ChicagoNow*, and has authored or co-authored six previous books and dozens of articles. Lipschultz is an international media source and frequently speaks on industry and social trends.

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