



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

By Jeremy Harris Lipschultz

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#### 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 battlefield, 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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