# Social Media Management Briefing

SocialMediainBusiness.com

## April 2013 - Issue 5

Dear colleagues,

Welcome to our newsletter, where you will find out the reasons why social media is important for leadership, how Cisco I prize provides a very good case study of collective intelligence, the role the manager's has to play in integrating social media within an organization, interesting social media quotes, and much more. We hope you enjoy it, and don't forget to sign up to our new webinar to further your interest on social media in business!

Why Sign up for the Social Media in Business Bookinar right now?

- Learn how to take your business one step forward by integrating social media
- Buy the course now and get on the limited 100 spots with introductory offer
- Bring along a study partner for free
- Bonuses and many free tools will be given to both you and your partner
- Course can be viewed from an iPad or ereader
- Optional Quiz for each module
- Pre-work can be accessed straight away

Sign up now and start seeing the returns of your investment for your business!

**Click Here**

Best Wishes
Steve Nicholls

---

## Buy Today...

**Click here to buy Social Media Book and Course**

SOCIAL MEDIA in Business
SUCCEEDING IN THE NEW INTERNET REVOLUTION
Steve Nicholls

### Let's Connect

### Listen to Steve Nicholls

Radio Shows

Steve Nicholls Interviewed by Alex Mandossian Stay tuned to listen to the entire interview

socialmediainbusiness.com

Steve Nicholls interviews at the Dublin Web Summit
**Watch Now**

# WEB SUMMIT 2013: CROWD FUNDING



Web summit 2013: Crowd funding The 2013 Web Summit that recently took place on the 1st of March in London was a great channel for the growing importance of crowd funding, which it put forward through one of its key panels. Crowd funding refers to the collective cooperation of individuals who each make a…

Read More

# THE INTERCONNECTIVITY OF SOCIAL MEDIA



The interconnectivity of social media Would Facebook be as successful without YouTube? Perhaps. Would YouTube be as successful without Facebook? Perhaps. But the fact that both coexist on the social media landscape allows them to reinforce and support each other in an unprecedented way. Facebook uses the advantage that YouTube gives – the opportunity…

Read More

# SOCIAL MEDIA: THE MANAGER'S ROLE



Social media: The manager's role The manager has a crucial role in directing and implementing a social media project within the DNA of his or her organization. Here are six ways in which a manager needs to be involved when it comes to social media implementation within the realm of business: Common language …

Read More

# WHY IS SOCIAL MEDIA IMPORTANT FOR YOUR BUSINESS?



Why is social media important for your business? With the constant expansion of social technology; more and more companies are making use of the business potential it provides. Some industries, however, remain behind. As a study conducted in 2012 by MIT, in collaboration with Deloitte (MIT/Deloitte), finds; entertainment, media and publishing as well as …

Read More

# CISCO I PRIZE: AN EXAMPLE OF COLLECTIVE INTELLIGENCE



Cisco I prize: an example of collective intelligence This case study provides an excellent example of how social media can be leveraged to raise collective intelligence opportunities. Cisco I-Prize is a competition that Cisco put in place in 2007, targeted at all innovators around the globe, including Cisco's internal workforce. Its success was such that …

Read More

# WHY IS SOCIAL MEDIA IMPORTANT FOR LEADERSHIP?



Why is social media important for leadership? Social media offers many business opportunities, one of which is a contribution to leadership. According to the findings from the Social Business Global Executive Study and Research Project conducted in 2012 by the Massachusetts Institute of Technology (MIT), in collaboration with Deloitte, social media tools have the …

Read More

## WEB SUMMIT 2013 – THE FUTURE OF EDUCATION



WEB SUMMIT 2013 – THE FUTURE OF EDUCATION During the 2013 Web Summit that took place on the 1st of March in London, one of society's core pillars was tackled during its discussions panels: education and its future. Technology is bound to – and has already started – impacting on education. Papers are slowly …

Read More

## SALESFORCE.COM GIVES A GLIMPSE OF THE FUTURE OF COLLABORATION



Salesforce.com gives a glimpse of the future of collaboration Salesforce.com is becoming one of the major global leaders in the business of enterprise software, and the direction it is taking with its new product offerings clearly highlights the direction business is taking in general: one that is increasingly more social. Salesforce.com shared some insights on…

Read More

## SOCIAL MEDIA QUOTE



SOCIAL MEDIA QUOTE – 17 Ultimately, brands need to have a role in society. The best way to have a role in society is to understand how people are talking about things in real time." – Jean-Philippe Maheu, chief digital officer at Ogilvy How can companies contribute to society – by giving interesting products, by giving …

Read More

# SOCIAL MEDIA COOL TOOLS



SOCIAL MEDIA COOL TOOLS By joining the course Social Media in Business Bookinar, you will have access to a set of different bonuses and tools to help you through your learning process, as well as to use at your leisure after the course has ended. Please check our learning section to find out more …

Read More