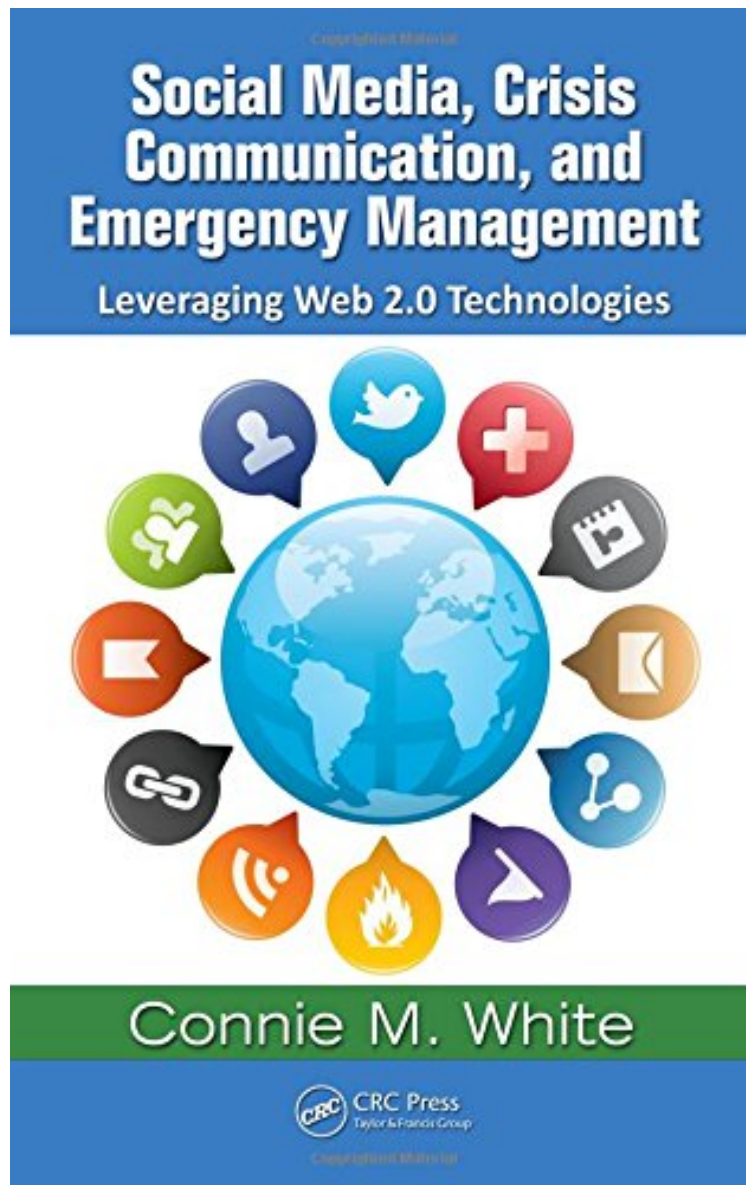


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Social Media, Crisis Communication, and Emergency Management: Leveraging Web 2.0 Technologies

Connie M. White

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1 of 1 people found the following review helpful. **Social Media, Crisis Communication, and Emergency Management: Leveraging Web 2.0 Technologies** By Hall am working on a project that will require leveraging social media. I purchased the book through Kindle. Being a an individual who has little exposure to social media I was looking for a book that would expalin to me how it would be the most useful in my project. Dr. White's book did just that. She explained and used examples through out the book that showed me how and why social media would be beneficial to the project. I think that this bbok would be invaluable to people needing to learn about social media as well as those who already are involved and need additonal insight. I found it to be well written and comprehensive.-DR. H.E. Goudarzi, CPP - President - Goudarzi Protective Services, Inc.3 of 3 people found the following review helpful. **Excellent Book...Well Written!**By James T. SoukupThis book is a must if you are considering adding Social Media to your organization. It is very well written and will help our Public Safety Departments here in Durham, NC establish their Facebook and Twitter accounts.3 of 4 people found the following review helpful. **SHADES OF THE ZUCKERBERG PARADIGM**By B, HamlinLearn to embrace social media technology in the emergency management business or get run over by the train. This is a must read for any progressive emergency management program.

Although recent global disasters have clearly demonstrated the power of social media to communicate critical information in real-time, its true potential has yet to be unleashed. **Social Media, Crisis Communication, and Emergency Management: Leveraging Web 2.0 Technologies** teaches emergency management professionals how to use social media to improve emergency planning, preparedness, and response capabilities. It provides a set of guidelines and safe practices for using social media effectively across a range of emergency management applications. Explaining how emergency management agencies can take advantage of the extended reach these technologies offer, the book supplies cutting-edge methods for leveraging these technologies to manage information more efficiently, reduce information overload, inform the public, and ultimately save lives. Filled with real-world examples and case studies, it is an ideal self-study resource. Its easy-to-navigate structure and numerous exercises also make it suitable for courses at both the undergraduate and graduate levels. From crowdsourcing and digital volunteers to mapping and collective intelligence, **Social Media, Crisis Communication, and Emergency Management: Leveraging Web 2.0 Technologies** facilitates a clear understanding of the essential principles of social media. Each chapter includes an example of a local-level practitioner, organization, or agency using social media that demonstrates the transformative power of social media in the real world. The book also includes numerous exercises that supply readers with models for building their own social media sites and groupsmaking it a must-read for anyone who wants to learn more about the communication and information structures supported by social media. Visit the authors homepage: <http://sites.google.com/site/conniemwhite/Home>