

[E-BOOK] Social Media, Crisis Communication, and Emergency Management: Leveraging Web and Mobile Technologies, Second Edition

Social Media, Crisis Communication, and Emergency Management: Leveraging Web and Mobile Technologies, Second Edition

Connie M. White

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2018-12-15Original language:EnglishPDF # 1 .0 x .0 x .0l, .0 #File Name: 1482223422288 pages | File size: 78.Mb

Connie M. White : Social Media, Crisis Communication, and Emergency Management: Leveraging Web and Mobile Technologies, Second Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media, Crisis Communication, and Emergency Management: Leveraging Web and Mobile Technologies, Second Edition:

As social media continues to evolve at a rapid pace, emergency professionals need to know how to effectively implement and utilize social media and Web 2.0 technologies. This includes communication across agencies in emergency planning, preparedness, and response as well as for in-crisis communication with the public at large. This second edition has been completely updated and includes new chapters on emerging analytical tools, the state of social media usage in other countries, and social media use in related areas such as fire, police, EMS, public health, NGOs,

and school emergencies.