Social Media Performance Evaluation and Success Measurements

Part of the Advances in Social Networking and Online Communities Book Series

Michael A. Brown Sr. (Florida International University, USA)

Description:

There are many different social media platforms that provide a wide array of services. Exploring the results yielded by these platforms can enhance their usefulness and impact on society’s advancement.

Social Media Performance Evaluation and Success Measurements is a pivotal reference source for the latest scholarly research on social networking participation expectations and values to examine individual performance in digital communication activities. Features coverage across a range of topics, such as crisis communication, social networking engagement, and return on investments.

Readers:

This publication is ideally designed for academicians, practitioners, and researchers seeking current research on the benefits of utilizing the social network environment of today.


Topics Covered:

- Computer Mediated Communications (CMC)
- Crisis Communication
- Return on Investments
- Social Networking and Individual Performance (SNIP)
- Social Networking Engagement
- Web 2.0

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