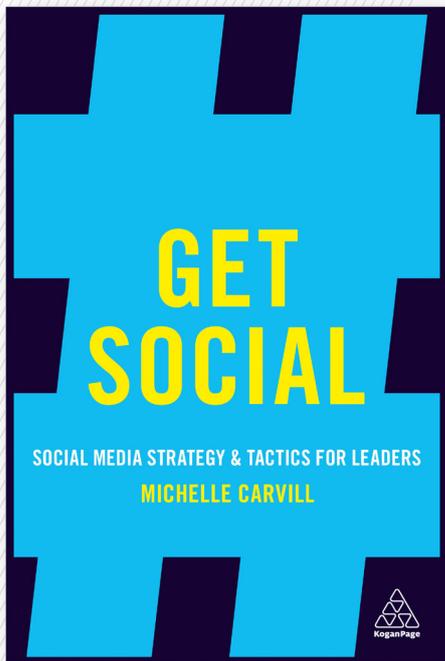


NEW BOOK

Why leaders need to 'Get Social'

THE WHAT, WHERE, WHY AND HOW OF BECOMING A BETTER LEADER BY USING SOCIAL MEDIA



In today's business world, you can guarantee that all competitors, employees, stakeholders, promoters and detractors will be living and breathing social media.

Even at a time when social media platforms face a backlash and people are increasingly concerned about how their data is being used, the reality is that any leader who wants to make an impact and be trusted and influential must be active in the same space as their audience.

Yet while most leaders have woken up to the power of social media as a marketing channel, many are still hesitant to adopt it themselves.

Now a new book, *'Get Social – Social Media Strategy and Tactics for Leaders'*, provides practical guidance and strategic steer for anyone who is serious about taking action and upping their social media game. The book works through strategy and tactics – explaining how even the most technophobe of leaders can choose and use the right platforms to get key messages to the right people and achieve tangible business benefits.

A practical guide for business leaders

With 82% of customers being more likely to trust a company whose leadership team engages with social media, it's never been so important to get to grips with being social.

Aimed at CEOs, leaders and leadership teams, marketing expert Michelle Carvill offers guidance on how your own social media activity can align with your business, why it matters and the huge impact that 'being social' can have. It explains how social media can enable you to listen in 'real time' to what is

happening in your sector, share your viewpoint in an authentic way, defend and mitigate misconceptions, and share your brand's values.

Get Social takes the reader through each of the main social media channels with a quick "20 second" overview of each. Then, detailed business strategies are provided for Twitter, LinkedIn, Facebook, Instagram, Snapchat, Google+, YouTube and WhatsApp, complete with simple and digestible tips for the practical use of these channels in your business. It also considers the wider social media strategy and activity across the organisation and the role that you as a leader play and how your activity aligns to build brand, thought leadership, transparency and trust.

Create your own social media strategy in 90-days

Get Social simplifies social media jargon and demonstrates how platforms can be used to produce effective business results. It cuts through the irrelevant noise and misconceptions and shows how social technologies can be used to reach customers and employees directly, through conversations and content that connects to the wider organisational strategy.

This is not a theoretical book – tried and tested practical tools and regular exercises and action steps give readers the ability to launch themselves directly into the social conversation. The book guides the reader through various exercises, culminating in the creation of a 90-day social media strategy in the last chapter, providing immediate results for both career and business.

Get Social: Social Media Strategy & Tactics for Leaders by Michelle Carvill will be published on 3 May 2018 by Kogan Page, priced at £14.99.

ABOUT THE AUTHOR

Michelle Carvill founded Carvill Creative, a digital marketing and social media agency in 2002. A strategic marketer, Michelle works with organisations developing and delivering strategic solutions and speaking and training on social media, digital marketing, content creation and online strategies, both in the UK and overseas, for businesses such as the BBC, PwC, LinkedIn, Air Products and the Association of Corporate Counsel.

She also founded Social Souls – an online group for likeminded individuals who are generous in their own learning and experience and are keen to learn from others. 'Get Social' is Michelle's second book on how social media can be used to get ahead in business. More information about Michelle can be found at www.michellecarvill.com

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Michelle Carvill

Michelle Carvill is an experienced speaker and is available to provide expert comment, interviews and by-lined articles on a number of social media, marketing and leadership topics, including:

How to construct your own effective 90-day social media strategy

Social media in 20 seconds: Quick summaries of social media giants and why you need them

5 key social media lessons from successful CEOs (T-Mobile, PwC and more)

Seven ways you can improve your LinkedIn profile

The importance of 'tuning in' to your industry online and how it can help you

Is a 'fear of saying the wrong thing' holding you back on social media?

Stop calling it 'social media' – why we need to change the way we think about social media

Five benefits of being a 'social' CEO

Top tips for having an Instagram page which stands out

What can Zuckerberg, Musk and Trump teach us about leading via social media?