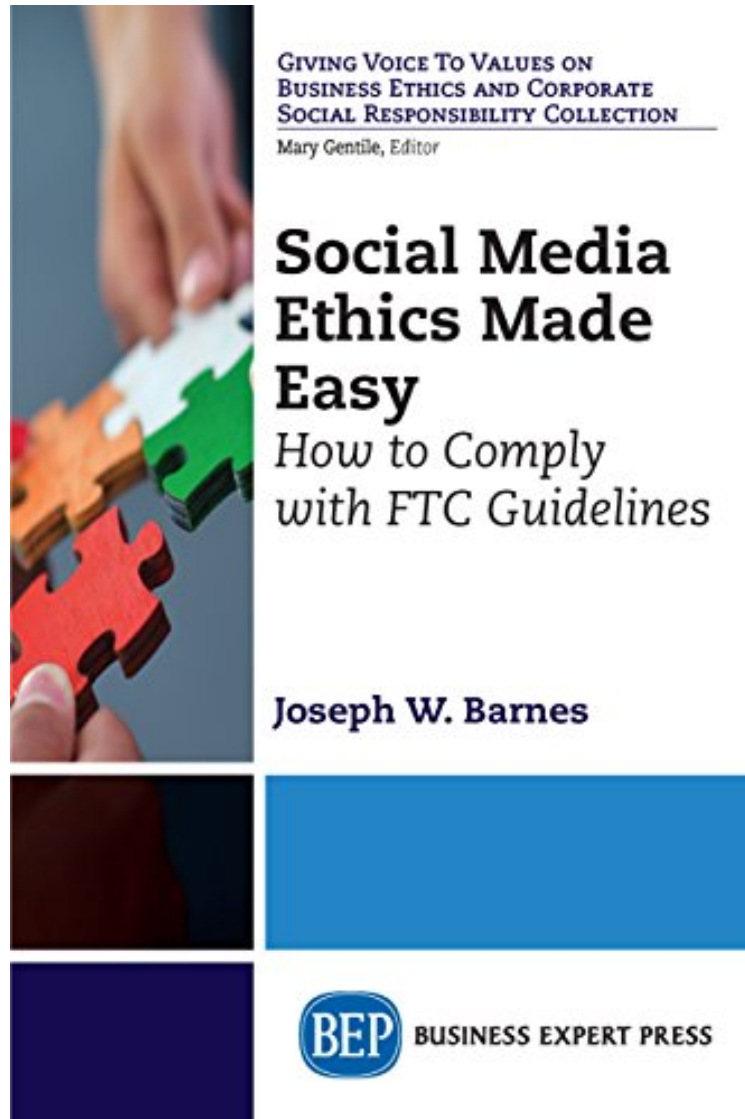



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Social Media Ethics Made Easy: How to Comply with FTC Guidelines

Joseph W. Barnes

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Joseph W. Barnes : Social Media Ethics Made Easy: How to Comply with FTC Guidelines before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Media Ethics Made Easy: How to Comply with FTC Guidelines:

1 of 1 people found the following review helpful. Practical GuidanceBy Kristen B.Social media policy can be tricky to navigate. This book was easy to understand and provided very practical advice for organizations trying to manage social media. The tools that you learn in this book can very quickly be applied in a wide range of environments. I

particularly appreciated the sample social media ethics policies. This is a good read for anyone who is studying/teaching marketing or who works with social media within their current role. Note: I did receive a complimentary copy of this book in order to review. 1 of 1 people found the following review helpful. Expertly covers important digital issue: ethics

By Steve
This book examines an often overlooked, yet critically important, social media issue - ethics. Everyone working in digital media marketing should read this book. In fact, the risks are applicable to every business and every industry.

Social Media Ethics Made Easy takes an in-depth look at the risks of social, digital and mobile media marketing without structured policies. Readers will learn what is at stake from the law to their reputation, and what happens if businesses and/or individuals do not disclose relationships or comply with (FTC) Federal Trade Commission regulations. Readers will come to understand what they should do, why, and how they should do it. The issues in this book affect every single business from for-profits, to nonprofits, to government and educational institutions. It also addresses the impact on every single social/digital media participant and why they must learn about these guidelines so they can protect their own personal brand. This book is intended for a broad audience including students and professors in both undergrad and graduate schools, and practicing business executives. The goal is to inform management practice and help current and future business leaders navigate through the ethical laws and compliance issues affecting social, digital and mobile media.

About the Author
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