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Social Media for Strategic Communication Karen Freberg, 2018-07-13 Social Media for Strategic Communication Creative Strategies and Research Based Applications by Karen Freberg teaches you the skills and principles needed to use social media in persuasive communication campaigns The book combines cutting edge research with practical on the ground instruction to prepare you for the real world challenges you will face in the workplace The text addresses the influence of social media technologies strategies actions and the strategic mindset needed by social media professionals today By focusing on strategic thinking and awareness it gives you the tools they need to adapt what you learn to new platforms and technologies that may emerge in the future A broad focus on strategic communication from PR advertising and marketing to non profit advocacy gives you a broad base of knowledge that will serve you wherever your career may lead Discovering Public Relations Karen Freberg, 2024-02-16 Discovering Public Relations introduces students to the field of PR in a practical applied and hands on way that prepares them for the modern workplace Author Karen Freberg highlights modern and contemporary PR practices emphasizing social media digital communication and creative innovation Understanding that creativity alone can't create success Freberg shows students how to choose and implement evidence based practices to guide their strategic campaigns The Second Edition transforms students into successful PR professionals by giving them the tools to think creatively innovate effectively and deploy research backed tactics for successful campaigns *Content Marketing For Dummies* Susan Gunelius, 2011-05-12 Get the whole picture and learn to create a successful online content marketing program Successful online marketing is about more than creating a Facebook page or writing a corporate blog Brands need to build lasting connections with the right customers online through an effective online content marketing strategy and this book shows you how It explores ways to create a content marketing strategy identify the content that will keep your customers coming back create that content distribute it online and measure the results with hands on step by step guidance Content marketing is an essential element of successful online marketing and brand building this book shows you how to begin creating and distributing content online to market your business Explains why content marketing is important and how to create an online content marketing strategy which tools to use and what to avoid Shows how to create content and get it published online in long or short form Offers plenty of tips case studies and worksheets to ensure success Online content marketing positions your business and your product for lasting customer interaction Content Marketing For Dummies gives you the tools to create a program that works *AI for Small Business* Phil Pallen, 2025-01-14 Artificial intelligence is rapidly changing the world and small businesses are no exception With this essential guide small business owners and entrepreneurs will learn how to use this new technology to automate tasks save time and money make better decisions grow their businesses faster and stay ahead of the AI curve Brandweek, 2008-04 *Using Social Media in the Classroom* Megan Poore, 2015-11-09 A book for every teacher's bookshelf This book gives a comprehensive overview of the tools and apps that

can be used to help turn a mediocre teaching session into an outstanding one Cheryl Hine Leeds City College Megan Poore s updated text is needed more than ever as social media becomes increasingly integrated in many aspects of education I would recommend it to all practising teachers and trainee teachers whatever their subject Sue Howarth University of Worcester This is an essential guide to using social media to enhance teaching and learning in schools It combines practical information on using all forms of social media for educational purposes and provides indispensable advice on how to tackle issues arising from social media use in the classroom Key topics include using blogs wikis social media networks and podcasting digital literacy and new modes of learning digital participation cyberbullying and understanding risk online This second edition includes Reflective tasks in each chapter inviting you to critically consider important aspects of using social media in education Expanded coverage of game based learning and mobile learning New examples tailored for use in primary and secondary schools A website including additional resources and handouts c This is essential reading for anyone training to teach in schools and experienced teachers seeking to improve their understanding of using social media for teaching in informed and appropriate ways *Mediaweek* ,2008 *Adweek* ,2008-04 **A Student's Guide to the Internet** Courtland Bovee,2000 **Broadcasting & Cable** ,2008 **U.S. News & World Report** ,2007 Content Reading and Literacy Donna E. Alvermann,Stephen F. Phelps,2005 The Fourth Edition Builds on Past Strengths and Adds New Ones Student Centered Culturally Diverse Students Evidence Based Standards Written by renowned authors Donna Alvermann and Steven Phelps the Fourth Edition includes more emphasis and information on addressing the literacy needs of English language learners and culturally diverse students a new focus on evidence based practices and standards and key information on newer frameworks for reading and writing instruction such as the sociocultural New Literacies Framework that equips students to teach content area literacy from a student centered approach What Continues to Make This Book a Best Seller Increased discussion of English language learners New evidence based research icons highlighting current research New standards icons from various subject areas help pre service teachers make the connection on how content area literacy instruction helps them meet the standards in their disciplines New writing icons throughout the chapters point to writing examples Thoroughly revised Chapter 7 Reading to Learn New information for all of the content areas in every chapter is represented in the examples lessons vignettes and scenarios making it easier for students enrolled from different discipline areas to locate content specific relevant examples Ringing Endorsements for Content Area Reading and Literacy Fourth Edition Chapter 14 Teaching for Diversity This is an excellent chapter that certification students and other graduate students can use to understand more about thetypes of diversity categories that are present in instructional settings This textbook is excellent for students Lavernia F Hutchison University of Houston Central Campus There are many strengths in this text I particularly like the way it is laid out I believe that helping the students to see the importance of content literacy from the very beginning is extremely important Immediately following this topic the students then move directly into

diversity which includes the understanding the meaning of language and culture Both of these topics form the basis for the rest of the course Overall I believe that this book is an excellent text for teaching in the Content Area Randy M Wood Baylor University The strengths of this text include the authors in depth knowledge of the field of content area reading Their chapter on assessing textbooks is invaluable for secondary teachers who don t understand the difficulty of some textbooks and the problems these texts can cause students The chapter on multiculturalism and the ESL learner is a strength The chapter on vocabulary is outstanding Patricia J Pollifrone Gannon University Please visit the book specific website at <http://www.ablongman.com/alvermann4e> to learn more

Mitigating Bias in Machine Learning Carlotta A. Berry, Brandeis Hill Marshall, 2024-10-18 This practical guide shows step by step how to use machine learning to carry out actionable decisions that do not discriminate based on numerous human factors including ethnicity and gender The authors examine the many kinds of bias that occur in the field today and provide mitigation strategies that are ready to deploy across a wide range of technologies applications and industries Edited by engineering and computing experts Mitigating Bias in Machine Learning includes contributions from recognized scholars and professionals working across different artificial intelligence sectors Each chapter addresses a different topic and real world case studies are featured throughout that highlight discriminatory machine learning practices and clearly show how they were reduced Mitigating Bias in Machine Learning addresses Ethical and Societal Implications of Machine Learning Social Media and Health Information Dissemination Comparative Case Study of Fairness Toolkits Bias Mitigation in Hate Speech Detection Unintended Systematic Biases in Natural Language Processing Combating Bias in Large Language Models Recognizing Bias in Medical Machine Learning and AI Models Machine Learning Bias in Healthcare Achieving Systemic Equity in Socioecological Systems Community Engagement for Machine Learning

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New Directions for Writers Cheryl Reed, Carol Ann D. Ellis, 2003 *New Directions for Writers* is a student oriented developmental writing book developed to help readers meet the writing requirements of the real world as well as the classroom Please Provide For those interested in developing their writing skills

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