

Chancen Und Risiken Social Media

Michael Ortiz

Social Media Strategy in Policing Babak Akhgar, Petra Saskia Bayerl, George Leventakis, 2019-10-11 This book addresses conceptual and practical issues pertinent to the creation and realization of social media strategies within law enforcement agencies. The book provides readers with practical methods, frameworks, and structures for understanding social media discourses within the operational remit of police forces and first responders in communities and areas of concern. This title - bridging the gap in social media and policing literature - explores and explains the role social media can play as a communication, investigation, and direct engagement tool. It is authored by a rich mix of global contributors from across the landscape of academia, policing and experts in government policy and private industry. Presents an applied look into social media strategies within law enforcement; Explores the latest developments in social media as it relates to community policing and cultural intelligence; Includes contributions and case studies from global leaders in academia, industry, and government.

Social Computing and Social Media. User Experience and Behavior Gabriele Meiselwitz, 2018-07-10 The two volumes set LNCS 10913-10914 of SCSM 2018 constitutes the proceedings of the 10th International Conference on Social Computing and Social Media, SCSM 2018, held as part of the International Conference on Human-Computer Interaction, HCII 2018, held in Las Vegas, NV, USA, in July 2018. The total of 1171 papers and 160 posters presented at the 14 colocated HCII 2018 conferences. The papers were carefully reviewed and selected from 4346 submissions. These papers which are organized in the following topical sections: social media user experience, individual and social behavior in Social Media, privacy and ethical issues in Social Media, motivation and gamification in Social Media, social network analysis, and agents, models and algorithms in Social Media.

Loss of Control and Technology Acceptance in (Digital) Transformation Michael Ortiz, 2023-01-08 In the context of the (digital) transformation of economy and society, the technology acceptance of the population is increasingly influenced by a perceived loss of control through new technologies. Loss of control is defined in this volume as a multi-causal, multi-modal and cyclical process of transition of control and conceptually brought together in a multi-dimensional heuristic model. The results of a first quantitative-empirical analysis for Baden-Württemberg based on this model confirm that loss of control is a central factor influencing technology acceptance, but is perceived differently by different socio-demographic groups.

Social Media for Leaders Stefanie Babka, 2023-10-27 This book provides you with a concise and accurate overview of the key business challenges, opportunities and risks related to social media. Regardless of the type and size of company or department you manage, whether you offer industrial goods, consumer goods or services - social media is a factor you should monitor and manage. Stefanie Babka helps you ask yourself and your employees the right questions, find answers and thus face the internal challenges. Because social media is a management task. For example, the following questions are highlighted: Are you aware of the risks of uncoordinated and improper use of social media by your employees in their private or professional lives? Have you taken everything into account in terms of data protection law, or do you already have one foot in jail as a manager? Are you spending too much money on social media campaigns? Do you have the right social media strategy? Is it aligned with your company's goals? Are you in control or does social media anarchy reign in your company? What opportunities and risks do internal social media applications bring for collaboration in teams or organizational units? How can social media be used as a strategic management tool? Social media concerns every company. Whether you like it or not. For the 2nd edition, all contents have been revised and the chapter As a manager on the social web has been expanded to include, among other things, the topic of virtual management and leading virtual teams.

Social-Media-Marketing am Beispiel der Versicherungsbranche Claudia Hilker, 2017-02-03 Social Media haben sich längst in der Wirtschaft etabliert. Versicherungen können mit Social-Media-Marketing hohe Reichweiten mit geringen Kosten erzielen. Trotzdem sind Versicherungen im Branchenvergleich rückständig bzgl. Einsatzfelder und Nutzungsintensität. Die Analyse zeigt drei Probleme in der Strategie-Entwicklung und Umsetzung: (1) Nur die Hälfte der Versicherungen verwendet eine Social-Media-Strategie mit Integration in die strategische Marketing-Kommunikation. (2) Nur die Hälfte der Versicherungen misst die Social-Media-Erfolge. (3) Viele Versicherer haben Defizite in der Strategie-Umsetzung. Insgesamt fehlen Nutzen-Argumente zum ökonomischen Social-Media-Marketing für Versicherungen. Deshalb ist die Wirksamkeit der Investitionen im Social-Media-Marketing unklar. Daraus resultieren Vorbehalte gegenüber Social-Media-Marketing auf Management-Ebene und ein geringer Stellenwert im Unternehmen. Die Dissertation untersucht, wie Versicherungen in Deutschland mit Social-Media-Marketing ihre Unternehmensziele strategisch und operativ unterstützen können. Dr. Hilker analysiert Modelle zur Social-Media-Erfolgsmessung und erstellt eine Social-Media-Balanced-Scorecard für eine Versicherung, Kap. 4.1. Die Dissertation untersucht das Facebook-Marketing der dreißig größten deutschen Versicherungen über drei Jahre (2012-2014) und gibt dazu Handlungsempfehlungen, Kap. 4.2. Dr. Hilker hat Fallbeispiele aus der Praxis (Allianz, Debeka) in Bezug auf von Online-Reputation analysiert und gibt Handlungsempfehlungen zur proaktiven Krisen-Prävention, Kap. 4.3. Zudem gibt sie Handlungsempfehlungen zur Social-Media-Integration in die Wertschöpfung. Die Forschungsziele werden durch einen iterativen Prozess mit Evaluation von Kausalzusammenhängen und explorativen und deskriptiven Methoden verfolgt. Der Beitrag der Dissertation für die Wissenschaft ist im Bereich Marketing-

Management bzw. in der Kommunikationspolitik anzusiedeln. Die Dissertation zeigt, dass Social-Media-Marketing das Erreichen von Unternehmenszielen in Versicherungen fördern kann, z. B. in den Bereichen: Reputationsaufbau, Service-Kommunikation, Kundenbeziehungen und indirekte Umsatzsteigerung. Deutlich wird, dass es für Wirkungserfolge nicht ausreicht, nur eine Social-Media-Strategie zu entwickeln. Ebenso erforderlich ist eine sorgfältige Umsetzung mit Ergebnismessung, operatives Management mit qualifizierten Mitarbeitern und IT-Werkzeuge (Social-Media-Monitoring, Business-Intelligence-Analysen).

Pragmatics of Social Media Christian Hoffmann, Wolfram Bublitz, 2017-09-11 This handbook provides a comprehensive overview of the pragmatics of social media, i.e. of digitally mediated and Internet-based platforms which are interactively used to share and edit self- and other-generated textual and audio-visual messages. Its five parts offer state-of-the-art reviews and critical evaluations in the light of on-going developments: Part I The Nature of Social Media sets up the conceptual groundwork as it explores key concept such as social media, participation, privacy/publicness. Part II Social Media Platforms focuses on the pragmatics of single platforms such as YouTube, Facebook. Part III Social Media and Discourse covers the micro-and macro-level organization of social media discourse, while Part IV Social Media and Identity reveals the multifarious ways in which users collectively (re-)construct aspects of their identities. Part V Social Media and Functions/Speech Acts surveys pragmatic studies on speech act functions such as disagreeing, complimenting, requesting. Each contribution provides a state-of-the-art review together with a critical evaluation of the existing research.

HR-PR: Get together? Personalmarketing und Public Relations für ein attraktives Arbeitgeberimage in den Social Media Marina Eilert, 2011 804 Fans auf der Fan Site 'Telekom Karriere' in Facebook, 1.047 Follower und 669 Tweets im Twitter Account 'Telekom Karriere', Gesellschafter im e-fellows.net' einem Online-Karrierenetzwerk, ein Unternehmensprofil auf 'Xing' und eines auf der Arbeitgeberbewertungsplattform 'Kununu' u.v.m. - das ist die Deutsche Telekom in den sozialen Netzwerken. Und wieso all das? Um den Dialog mit potenziellen Bewerbern und Bewerberinnen zu intensivieren. Denn es sind die Mitarbeiter, die Leistungsfaktoren wie bspw. Produktivität und Know-how mitbringen und daher die fundamentale und langfristig bedeutendste Ressource für ein Unternehmen darstellen. Oft ist es jedoch nicht leicht für Arbeitgeber, die passenden Mitarbeiter zu finden. Seit einiger Zeit findet das Schlagwort Human Resources-Public Relations (HR-PR) Einzug in Fachtagungen, Seminaren und PR- und Personalfachzeitschriften. Ein Blick in die Unternehmen lässt erkennen, dass die Anzahl der Unternehmen, die eine allgemeine aktive Kooperation zwischen HR- und PR-Abteilung anstreben, steigt. Daher ist es interessant, ob die Zusammenarbeit von HR- und PR auch in den Social Media im Hinblick auf die jeweiligen Zielsetzungen möglich ist bzw. welche Rolle die sozialen Medien dabei spielen. Die übergeordnete Fragestellung dieser Studie lautet deshalb: Kann das Personalmarketing gemeinsam mit der PR ein attraktives Arbeitgeberimage mit Hilfe von Social Media-Diensten kreieren?

Social Computing and Social Media. Human Behavior Gabriele Meiselwitz, 2017-05-11 This book constitutes the proceedings of the 9th International Conference on Social Computing and Social Media, SCSM 2017, held as part of the 19th International Conference on Human-Computer Interaction, HCII 2017, held in Vancouver, Canada, in July 2017. HCII 2017 received a total of 4340 submissions, of which 1228 papers were accepted for publication after a careful reviewing process. The papers thoroughly cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The two volumes set of SCSM 2017 presents 67 papers which are organized in the following topical sections: user experience and behavior in social media, costumer behavior and social media, social issues in social media, social media for communication, learning and aging, opinion mining and sentiment analysis, social data and analytics.

Berufsziel Social Media Nico Lumma, Stefan Rippler, Branko Woischwill, 2013-06-14 Der Arbeitsmarkt für Social Media-Fachkräfte entwickelt sich rasant. Der unmittelbare und schnelle informelle Austausch, Beschäftigte als Aushängeschild bzw. Botschafter des Unternehmens und weitere interaktive Aspekte haben Kommunikationsstrukturen und Arbeitsformen grundlegend verändert. Immer mehr Unternehmen nutzen soziale Netzwerke zur Steuerung von Unternehmenszielen wie Markenloyalität durch Interaktion, Marktforschung oder Produktentwicklung. Dennoch sind in vielen Betrieben die Chancen und Risiken von Social Media noch weitestgehend unerprobt. „Berufsziel Social Media“ gibt einen fundierten und aktuellen Überblick zur Entwicklung eines Arbeitsfelds, das dem Ruf des Arbeitsmarktes nach Spezialisierung wie Strategie-Kompetenz oder Wissen um „Kundenbindung 2.0“, folgt. Das Werk stellt Einstiegs- und Aufstiegsmöglichkeiten vor und wagt einen Blick in die zukünftige Entwicklung der interaktiven Arbeitswelt.

Social Collective Intelligence Daniele Miorandi, Vincenzo Maltese, Michael Rovatsos, Anton Nijholt, James Stewart, 2014-09-17 The book focuses on Social Collective Intelligence, a term used to denote a class of socio-technical systems that combine, in a coordinated way, the strengths of humans, machines and collectives in terms of competences, knowledge and problem solving capabilities with the communication, computing and storage capabilities of advanced ICT. Social Collective Intelligence opens a number of challenges for researchers in both computer science and social sciences; at the same time it provides an innovative approach to solve challenges in diverse application domains, ranging from health to education and organization of work. The book will provide a cohesive and holistic treatment of Social Collective Intelligence, including challenges emerging in various disciplines (computer science, sociology, ethics) and opportunities for innovating in various application areas. By going through the book the reader will gauge insight and knowledge into the challenges and opportunities provided by this new, exciting, field of investigation. Benefits for scientists will be in terms of accessing a comprehensive treatment of the open research challenges in a multidisciplinary perspective. Benefits for practitioners and applied researchers will be in terms of access to novel approaches to tackle relevant problems in their field. Benefits for

policy-makers and public bodies representatives will be in terms of understanding how technological advances can support them in supporting the progress of society and economy.

Basics in Business Informatics Peter Weber,Roland Gabriel,Thomas Lux,Katharina Menke,2022-08-04 This book takes you on a journey into the world of business informatics. It has a modular structure and covers the key aspects of business informatics. Besides the thematic introductions, each chapter includes excursions, review questions, and practical exercises, for which solutions are provided in a separate chapter. The book concludes with two teaching cases on digital transformation. It is designed for students and lecturers at universities and technical colleges, but also as a resource for IT trainings.

The Critical State of Corporate Social Responsibility in Europe Ralph Tench,Brian Jones,William Sun,2018-06-29 This edited volume aims at exploring the uniqueness and complexity of European CSR approaches, perspectives, and practices through a critical lens.

Cultural Sustainability and Arts Education Benjamin Jörissen,Lisa Unterberg,Tanja Klepacki,2023-01-01 This book is based on the topics, questions and results of the international conference Aesthetics of Transformation - Arts Education Research and the Challenge of Cultural Sustainability. It aims to foster and sharpen the understanding of the potential role of arts education and arts education research for cultural sustainability. In an ever more complex and interconnected world, culture is a valuable resource for sustainable development. Based on the thesis that the change towards sustainability has to be a change that starts with cultural practices of perception and knowledge, this book makes an important contribution to the broad discourse on cultural sustainability, which has begun to emerge in recent years. In this context, the volume first deals with Intangible Cultural Heritage and how aesthetic practices and certain forms of art are changing through cultural transformation processes. Subsequently, it focuses on issues such as arts and cultural education in times of neoliberalism, (post-)migration and post-coloniality as well as on arts and cultural education under conditions of digital transformation. These theoretical and empirical contributions are complemented by insights into field trips to institutions and exemplary places of practice, showing different representations of educational art practices, cultural heritage, and cultural sustainability. Against this background the book finally offers responses and commentaries that can form the starting point for a far reaching interactive dialogical process on the utmost importance of cultural, aesthetic and arts education as part of a global endeavor for sustainable development.

Managing Human Resources with A Legal Framework Dr. Komal,Dr. Shweta Tiwari,2023-09-04 Law applies to almost every aspect of an organization's work, so it's imperative for organizations to become knowledgeable about the law to handle situations that may lead to serious legal ramifications. Human resources laws are governed by legislation framed by the central government and each state accordingly. Therefore, the company's objectives and strategy must align with the

employment laws. The human resources policies that organizations adopt affect the entire organization, and they must comply with legal requirements to protect employees and employers. It is crucial that companies comply with a variety of laws/ policies, as non-compliance can also result in stiff penalties and sometimes disciplinary actions. Legal-minded human resources departments can eliminate lawsuits, financial losses, and reputational damage, and add credibility to the decisions made by the department. To ensure that an organization and its employees follow the laws, human resources professionals should have a sound understanding of the available and applicable laws before creating their human resources policies for the organization. This edited book focuses on providing a refreshed perspective on HRM legal and regulatory issues with their strategic application to firms and organizations operating in an everchanging global environment. Unlike existing HRM books which focus on employment laws, this book provides a comprehensive and detailed analysis of contemporary legal issues in organizations. By providing you with a variety of concepts and approaches, this book will help you to understand human resources management, as well as provide you with additional legal knowledge that will be of interest to employers at the local, national, and international levels. In conclusion, this work sets the stage for a comprehensive exploration of the angle between Human resources and Industrial and Labour Laws. It invites readers to delve into the complexities, debates, and transformative potential of this field, and to actively contribute to the ongoing quest for a more just and peaceful employment environment.

Jahrbuch für Management in Nonprofit-Organisationen 2017 Gesa Birnkraut, Bettina Hohn, Rolf Wortmann, Schwerpunkte des sechsten Bandes des Jahrbuches für Management in Nonprofit-Organisationen sind die Themen Populismus und Zivilgesellschaft, Flüchtlingsintegration, Transparenzkriterien von NGOs in der Entwicklungszusammenarbeit, Nachhaltigkeitsratings und Spendenwerbung in der Entwicklungsarbeit, Social Entrepreneurship und Social-Marketing. Der Band enthält Betrachtungen internationaler wie nationaler Themen des Nonprofit-Bereiches und der Zivilgesellschaft von Wissenschaftlerinnen / Wissenschaftlern und will Wissenschaft und Praxis miteinander verbinden. Das Jahrbuch wendet sich an Studierende wie Praktiker des Nonprofit-Sektors.

Social Media Marketing in BRIC Countries Elena Trost, 2013 The economic growth and increasing Internet access within the countries of Brazil, Russia, India, and China (BRIC) is opening new opportunities for companies to reach wider audiences. This study examines these opportunities and assesses how global companies are capitalizing on these emerging markets - in particular, the degree to which digital marketing and social CRM through social networks are being used. For the purposes of this analysis, three German brands are examined in detail - BMW, Adidas, and NIVEA. The book shows that the regular interaction with Internet users and the monitoring of social networks can result in companies experiencing an uplift in both public perception and engagement. Another aspect addressed is the cultural variance that needs to be taken into account when planning social media activities. The book concludes that the full potential of social media has yet to be

utilized within the BRIC countries, and that there is a unique opportunity to be realized by companies. (Series: Internet Economy / Internetökonomie - Vol. 6)

Web 2.0 and the Health Care Market Sabrina Sturm, 2010 The present piece of research deals with the use of Web 2.0 applications within the health care market. When reviewing literature it became evident that up to now, research which has been conducted in this field is rather limited to single aspects of the topic. Comprehensive research investigating the topic as a whole could not be properly identified. Within this study, first of all, Web 2.0 is introduced in general, including a definition, its principles, as well as major supportive technologies and common applications, for example blogs, communities, virtual worlds and podcasts are outlined in detail. Since Web 2.0 is a rather young phenomenon, experts have not yet agreed on a common definition and scope. Therefore this part is intended to provide a basis for common understanding about Web 2.0. The second part is dedicated to the health care market itself. Here, a definition and classification of the market is provided. In this context it has been specified what has been included into its scope for the purpose of this study. Moreover, it is given an overview of current trends, the status quo, as well as an outlook to future development with respect to influencing factors like demographic changes, medical-technological progress, as well as political interventions. It is important to consider the structure and future development of the health care market in order to properly assess the value of Web 2.0 for this market. Afterwards, Web 2.0 is introduced to the health care market, thereby setting it into the context of e-health, the increasing virtualization and other related terms like Medicine 2.0 or Patient 2.0. Subsequently, possible applications and their value are discussed for the different stakeholder groups that have been identified as health care consumers, health care providers, and health care payer. It is depicted in depth which benefits can be obtained from the single applications. Majorly, it turned out that patients may have greatest benefits in

Social Media in deutschen Kommunalverwaltungen Marion Effing, 2025-08-05 Deutsche Kommunalverwaltungen stehen vor der Herausforderung, Social Media strategisch und zielgerichtet im Rahmen eines spezifischen Kommunalverwaltungsmarketings einzusetzen – unter Berücksichtigung begrenzter Ressourcen und besonderer Rahmenbedingungen. Die Studie zeigt, dass Social Media Potenziale bietet, deren Wirksamkeit jedoch stark von kommunalen Gegebenheiten abhängt und daher als Teil einer übergeordneten Kommunikationsstrategie betrachtet werden sollte.

The suitability of social media for headhunters to recruit managers from and for the fashion business Robin Schlesinger, 2014-10-01 Headhunters take on an enormous responsibility with the acceptance of a mandate to search for competent, qualified top executives. In living up to expectations and identifying eligible, appropriate, high-performing candidates of great personal integrity, numerous new and partly unknown tools are available to them thanks to the rapid expansion of social media platforms. In times when recruitment tasks are increasingly performed internally by personnel managers, it is particularly crucial for headhunters to adapt to such new trends. The present study examines whether social

media are a suitable medium for the recruitment of executives by headhunters and identifies the new opportunities and challenges they present to recruitment experts. By means of a survey, the extent to which social media platforms are already being used by headhunters, in particular in their search for executives for the German fashion business, is investigated. Taking into account the results of this survey as well as the latest research concerning headhunters, social media and the fashion business, the study concludes by putting forward recommendations for the use of social media in headhunting executives.

Digitale Medien im Unternehmen Gerald Lembke, Nadine Soye, 2012-11-13 Die Nutzung von digitalen Medien ist für die verschiedenen Funktionsbereiche eines Unternehmens nicht mehr wegzudenken. Das Marketing erfolgt zunehmend crossmedial, also klassisch nicht-digital und zunehmend digital. Der Vertrieb von Produkten und Dienstleistungen erfolgt immer mehr international und auf digitalem Wege. Existierende Geschäftsmodelle werden digitalisiert, neue digitale Geschäftsmodelle sind auf dem Vormarsch. Trotz oder gerade wegen dieser rasanten Entwicklung werden digitale Medien in Unternehmen wenig systematisiert und häufig aktionistisch eingeführt. Der Professionalisierungsgrad in Unternehmen kommt bei den technischen Entwicklungen nicht hinterher. Umso wichtiger ist es, von praktischen Ansätzen zu profitieren und konzeptionelle Hinweise zu bekommen, die mit weniger Aufwand den Einstieg und die Optimierung von digitalen Nutzungskonzepten und Geschäftsmodellen ermöglichen. Das Buch gibt zahlreiche Ansätze des praktischen Einsatzes und seiner Reflektion.

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