



# Unternehmen und Social Media. Grundlagen (German Edition)

*Michael Mallek*

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Akademische Arbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,4, Macromedia Fachhochschule der Medien Stuttgart, Sprache: Deutsch, Abstract: Social Media sind soziale, interpersonale Kommunikationskanäle, welche über Anwendungen Individuen und Gruppen befähigen online wechselseitige, soziale Interaktionen und Beziehungen einzugehen. Nutzer können so Informationen online austauschen. Da dieser Austausch meist öffentlich geschieht sind die Informationen allen Internetnutzern oder in einer geschlossenen Gruppe zumindest einem autorisierten Nutzerkreis zugänglich. Die Informationen können selbst erstellt, verändert oder original weitergeleitet sein und Texte, Audios, Bilder, Videos und andere Medien einzeln oder in Kombination umfassen. Dabei regen die Social Media jeden Interessierten an, sich durch Kommentare, Bewertungen und Teilen von Informationen in eine bestehende Interaktion einzubringen. Im Gegensatz zu den meisten klassischen Medien ermöglichen die Social Media Jedem zum Herausgeber von Informationen zu werden.

Aus dem Inhalt:

- Definition der Social Media
- Social Media Anwendungen
- Leitlinien zur Unternehmensteilnahme in den Social Media

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