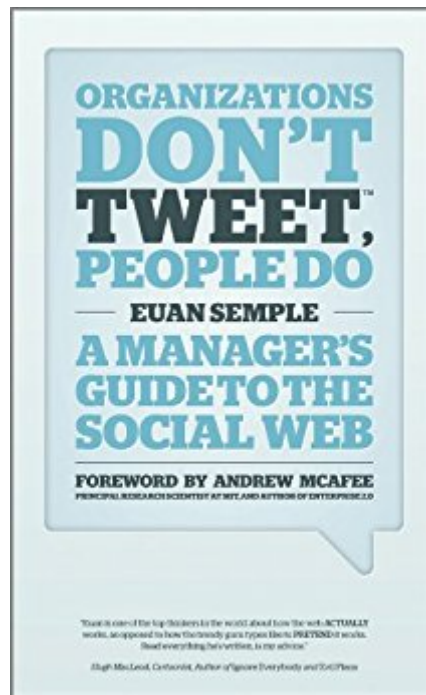


The book was found

# Organizations Don't Tweet, People Do: A Manager's Guide To The Social Web



## Synopsis

Practical advice for managers on how the Web and social media can help them to do their jobs better Today's managers are faced with an increasing use of the Web and social platforms by their staff, their customers, and their competitors, but most aren't sure quite what to do about it or how it all relates to them. Organizations Don't Tweet, People Do provides managers in all sorts of organizations, from governments to multinationals, with practical advice, insight and inspiration on how the Web and social tools can help them to do their jobs better. From strategy to corporate communication, team building to customer relations, this uniquely people-centric guide to social media in the workplace offers managers, at all levels, valuable insights into the networked world as it applies to their challenges as managers, and it outlines practical things they can do to make social media integral to the tone and tenor of their departments or organizational cultures. A long-overdue guide to social media that talks directly to people in the real world in which they work Grounded in the author's unparalleled experience consulting on social media, it features eye-opening accounts from some of the world's most successful and powerful organizations Gives managers at all levels and in every type of organization the context and the confidence to make better decisions about the social web and its impact on them

## Book Information

File Size: 946 KB

Print Length: 295 pages

Publisher: Wiley; 1 edition (December 12, 2011)

Publication Date: December 12, 2011

Sold by:Â Digital Services LLC

Language: English

ASIN: B006N7RLSS

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #611,141 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #145

inÂ Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Management > Communication in Management #407 inÂ Books > Computers & Technology > Business

Technology > Social Media for Business #487 in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Teams

## Customer Reviews

At the heart of Euan's wonderful book is the context for why anyone should take the risk of going public with their lives and their organizations's lives. Euan talks about what you do so that by the doing you can learn to BE a more grown up person or organization. "Growing Up" is a central theme. For most of us - me back in my corporate stage - are so child like. So much "Look at Me!" And the "Me" is not you but what you think it should be. Euan shows us how you can find the real you again by using social media well. He reminds us that being vulnerable and compassionate in public enables us to "write ourselves into being". So the person who does this reclaims what actually makes us most attractive as a person - that we are who we are - and this does the same for an organization. This perspective is what is so valuable. Most of the so called Gurus miss this and focus only on the doing. I think that this reveals that they don't really understand. It is only "Look at me" on steroids. Also most of the so called Gurus also have never achieved anything real in the field other than to collect fees. Euan is the real deal. A true pioneer whose work at the BBC in groundbreaking. This is a book born from the real struggle and the ups and downs of finding out what works or not at a time when all of this was new. Finally Euan is true to what he asks us to try. His own humanity shines through every page. Like the true master he is, he does not have to shout out. His deep understanding also is revealed in how he has distilled his thoughts. There is a quotable gem in nearly every paragraph. I all but blew up the commenting system with my own favourite moments . [...] My fave quote - "By changing within we can change what is outside.

[from my blog: [...] I picked up Euan Semple's Organization's Don't Tweet, People Do as soon as it was available and enjoyed it greatly. It helps that I've known Euan and his style for many years now. The idea of letting people be human, rather than corporate automatons resonates throughout his writing. Recommended for anyone seeking to make this change happen - or who wish to participate in it. Funny enough for a book with this title, the book really isn't about Twitter - or any other specific service. Twitter simply serves as the most familiar vehicle to have a discussion around how we operate in the world of blogging and forums and Twitter and Facebook and all the other social services that are out there. And how we need to operate has been changing for a while - it's just that there have been too many people with a hierarchical or command-and-control mindset to be able to see it. As I read this book, I saw many connections to other ideas that have been floating through my

brain. In this case, I have probably seen Euan blog about many of these topics. For example, I recall him saying versions of, "If you don't trust your people, why have you hired them" several times in the past in relation to the oft-expressed fear that people are going to do something "inappropriate." There were many other connections too. Leandro Herrero made an observation in his recent book that people often say, "We already do that," in relation to his suggested change management practices. Euan has a similar concern when people say, "Oh, we do digital." There is so much more to it than having an intranet or even turned on the social features. The book is all about making the shift to restoring the human element to running the organization.

[Download to continue reading...](#)

Organizations Don't Tweet, People Do: A Manager's Guide to the Social Web  
The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success  
The Life-Changing Magic of Not Giving a F\*ck: How to Stop Spending Time You Don't Have with People You Don't Like  
Doing Things You Don't Want to Do  
Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser  
Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ...  
Twitter, Youtube, Instagram, Pinterest)  
Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ...  
Instagram, Internet Marketing Book 3)  
Social Skills - Social Fluency: Genuine Social Habits to Work a Room, Own a Conversation, and be Instantly Likeable...Even Introverts! (Communication Skills, Small Talk, People Skills Mastery)  
Reinventing Organizations: A Guide to Creating Organizations Inspired by the Next Stage of Human Consciousness  
The Cleveland Clinic Way: Lessons in Excellence from One of the World's Leading Health Care Organizations: Lessons in Excellence from One of the World's ...  
Care Organizations VIDEO ENHANCED EBOOK  
Reinventing Organizations: An Illustrated Invitation to Join the Conversation on Next-Stage Organizations  
Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours (and what to do about it)  
Exponential Organizations: New Organizations Are Ten Times Better, Faster, and Cheaper Than Yours (and What to Do About It)  
The Nurse Manager's Guide to Budgeting and Finance (The Nurse Manager's Guides)  
The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager  
The Effective Public Manager: Achieving Success in Government Organizations  
The New One Minute Manager (The One Minute Manager-updated)  
The Ten Things A New Manager Must Get Right From The Start!: Managing People Simplified (Business Skills Handbook Series- Managing people 2)  
Dealing With

Difficult People: Get to Know the Different Types of Difficult People in the Workplace and Learn How to Deal With Them (How To Win People, How To Influence People) Social Intelligence: A Practical Guide to Social Intelligence: Communication Skills - Social Skills - Communication Theory - Emotional Intelligence - The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise

[Dmca](#)