



The Social Media Strategist: Build a Successful Program from the Inside Out

Christopher Barger

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Build a powerful social media strategy to increase buzz—and the bottom line

In today's fast-paced professional climate, large companies are learning that launching a website and taking a wait-and-see approach to engaging customers is not enough. Competition is fierce, and those who master the social media space are the ones who come out on top. There is greater urgency than ever before to establish a vibrant social media program—and it all starts with a key strategist who can best organize and leverage all of the organization's resources to cut through the bureaucracy and get real-time results.

This is where *The Social Media Strategist* comes in. Before tackling specific social media programs, you first have to get your own organization—and everyone in it—on board with making social media a business strategy priority.

Christopher Barger, the award-winning former social media director at General Motors and IBM's former "blogger-in-chief," describes all the challenges particular to getting a comprehensive social media program off the ground in a large firm. *The Social Media Strategist* teaches you how to:

- Manage internal office politics, from your legal team to the policy makers to the human resource department
- Present new ideas to lawyers and executives in a compelling, convincing way
- Teach your employees the guidelines and protocols they'll need to represent your company
- Turn your organization into a true media outlet, publishing content that is generated by in-house employees and is truly engaging to an outside audience

"Telling a company from the outside what it should do is one thing," writes Barger. "Actually making it happen from the inside is quite another." Here, he takes the bold step of starting where all successful endeavors begin: by planning well, by putting all the moving parts in the right place, by constructing a solid foundation.

Consult *The Social Media Strategist* and build the best-suited social media infrastructure for your company. Then, and only then, can you begin to raise your profile, connect with customers, and increase your profits using the most powerful new business tool.

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