

## [SOCIAL MEDIA MARKETING PDF](#)



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them how to incorporate social media and social technologies to support marketing and business objectives. His role also includes capability development, developing strategic partner-ships, leading thought leadership efforts, and encouraging experimentation with social media across the agency.

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Social Media Marketing 6 Social media is a fusion of sociology and technology Social media is user-controlled, which means that sociologic components play a large role in any company s social media business strategy. The limits of social media are only set by the limits of the technology of social media tools. Social media is a dialogue

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Social media has really broken down all of the age barriers that once accompanied the ways people thought about social media. In fact, according to a 2011 study conducted by IBM, Baby Boomers have demonstrated the most growth on social media sites. In 2010, 72% were using Facebook, Twitter, and other networks up from 50% in 2009.

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Faculty Sponsor: Stephen Brokaw, Department of Marketing . ABSTRACT . The use of social media sites as part of a company s marketing strategy has increased significantly in the past couple years.

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