

Zagging: Building Advocacy Through Digital and Social Media

Learning Objectives & TOC Outline



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Learning Objectives

After studying this book, the reader will be able to:

- develop digital and social media materials for the purpose of promoting advocacy campaigns
- analyze and evaluate the effectiveness of advocacy campaigns through data analytics
- identify and demonstrate the best practices for digital and social media marketing
- implement an integrated approach using digital and social media strategies and tactics
- recognize the issues and challenges using social media platforms and tools

TOC Outline

Acknowledgments

Foreword (written by Stephanie Morris, CEO of SHAPE America)

Chapter 1 – Why Organizations Need an Integrative Approach for Advocacy Campaigns

Chapter 2 – Developing a Comprehensive Digital and Social Media Plan

Chapter 3 – Digital and Social Media Platforms, Tools, and Apps

Chapter 4 – Digital and Social Media Data Analytics

Chapter 5 – Social Media Issues and Challenges

Chapter 6 – Implementing and Managing the Plan

Chapter 7 – Measuring the Effectiveness of the Plan

Public Service Announcement – Cyberbullying and Cyber Harassment

Public Service Announcement – Social Media Fatigue

References

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