



## The United States Army Social Media Handbook Version 3 June 2012

By United States Government Us Army

Createspace, United States, 2012. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Social media represents a shift in the way we as a culture communicate. By using Internet-based platforms like Facebook, Twitter, Flickr and YouTube, social media provides new ways to connect, interact and learn. People no longer look for news; the news find them. And in the world of social media, the perception of truth can be just as powerful as the truth itself. The Internet moves information quickly, whether for good or bad. Social media, with a variety of available platforms, can instantaneously connect users within a global network, making the transfer of information even more pervasive. Today, social media use is so widespread and transparent that you may already be involved even if you are not actively participating. It is a highly effective tool for reaching large communities and audiences. But this substantial ability to connect with the masses is not without its risks. Using social media to spread information is becoming the standard, so it is important to understand the power, the benefits and the risks associated with using the various platforms. The Army recognizes that...



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