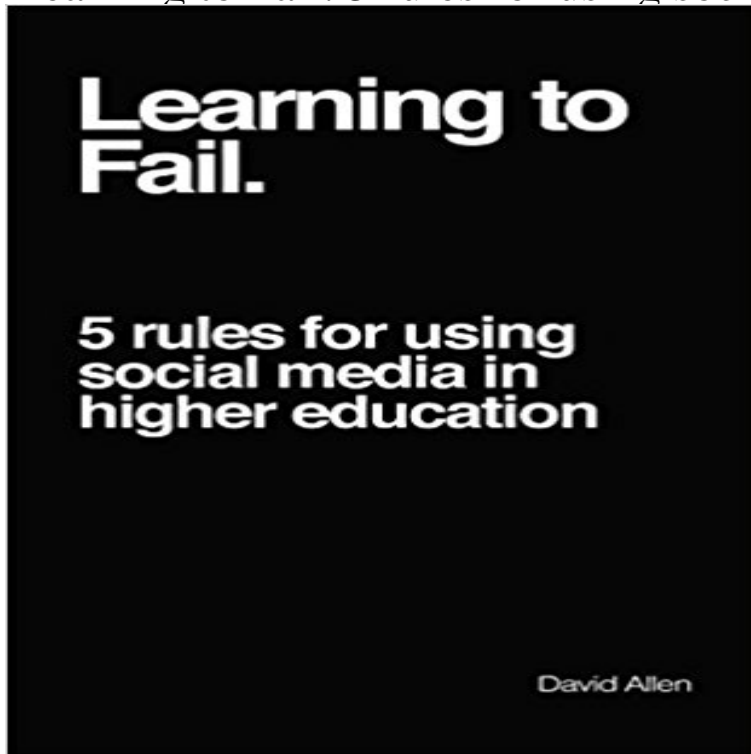


## Learning to Fail: 5 rules for using social media in higher education



Gain the confidence to really experiment with social media as a marketing tool within higher education. Featuring interviews with key figures from Sprout Social, BuzzFeed, BBC, Aston University, Birmingham City University, Pickle Jar Communications and more, this is essential reading for anyone interested in using social media as a marketing tool within a university. In my day job, I sometimes train staff at a UK university how to blog and use social media to promote or support their professional persona, project or course. Despite everyone usually knowing the basics (and sometimes much more) of social media, there always seems to be something holding some people back from truly getting it. That something seems to be fear; what if something I say gets taken out of context? What if someone trolls me? What if we don't have loads of followers straight away? Whether you're an experienced marketing professional looking to understand and use digital marketing more effectively, or an academic looking to use social media to support your course, this eBook is about learning to not be afraid to make mistakes online, to take risks and to genuinely understand the constantly shifting way your audience now communicates. - David Allen

Featuring interviews with key figures from Sprout Social, BuzzFeed, BBC and a whole host of UK universities, this is essential reading for anyone interested in using social media as a marketing tool within a university.

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