

# Blogging and Other Social Media

*Exploiting the Technology and  
Protecting the Enterprise*

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# How to Use this Book

This book is aimed at both organizations that already use social media, and those considering the matter for the first time. It is not only a practical guide to using the different forms of media; it also acts as a guide to the wider issues such as and considers social media from a number of perspectives.

For those unfamiliar with social media, we recommend starting from the beginning and working your way through Parts 1 and 2. These two parts should not be ignored even if you already use social media, we hope that they help you get even more out of the exciting new types of participation that the internet has on offer.

If you are thinking about using a particular form of social media (for example, wikis), again go straight to the relevant part of either chapter in Parts 1 or 2. For those considering using social media within their organization, for example, to collect know-how or assist with a project, go to Part 3.

The final part is a guide to the risks associated with social media. Chapter 18 gives an overview of the law. Chapter 19 looks at managing online reputation.