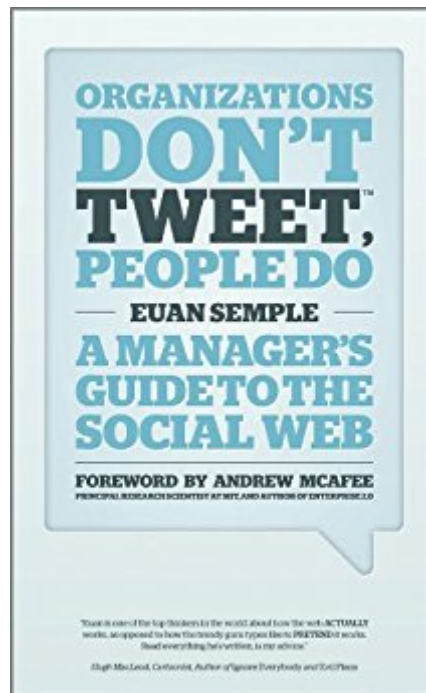


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# Organizations Don't Tweet, People Do: A Manager's Guide To The Social Web



## Synopsis

Practical advice for managers on how the Web and social media can help them to do their jobs better Today's managers are faced with an increasing use of the Web and social platforms by their staff, their customers, and their competitors, but most aren't sure quite what to do about it or how it all relates to them. Organizations Don't Tweet, People Do provides managers in all sorts of organizations, from governments to multinationals, with practical advice, insight and inspiration on how the Web and social tools can help them to do their jobs better. From strategy to corporate communication, team building to customer relations, this uniquely people-centric guide to social media in the workplace offers managers, at all levels, valuable insights into the networked world as it applies to their challenges as managers, and it outlines practical things they can do to make social media integral to the tone and tenor of their departments or organizational cultures. A long-overdue guide to social media that talks directly to people in the real world in which they work Grounded in the author's unparalleled experience consulting on social media, it features eye-opening accounts from some of the world's most successful and powerful organizations Gives managers at all levels and in every type of organization the context and the confidence to make better decisions about the social web and its impact on them

## Book Information

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## Customer Reviews

At the heart of Euan's wonderful book is the context for why anyone should take the risk of going public with their lives and their organizations's lives. Euan talks about what you do so that by the doing you can learn to BE a more grown up person or organization. "Growing Up" is a central theme. For most of us - me back in my corporate stage - are so child like. So much "Look at Me!" And the "Me" is not you but what you think it should be. Euan shows us how you can find the real you again by using social media well. He reminds us that being vulnerable and compassionate in public enables us to "write ourselves into being". So the person who does this reclaims what actually makes us most attractive as a person - that we are who we are - and this does the same for an organization. This perspective is what is so valuable. Most of the so called Gurus miss this and focus only on the doing. I think that this reveals that they don't really understand. It is only "Look at me" on steroids. Also most of the so called Gurus also have never achieved anything real in the field other than to collect fees. Euan is the real deal. A true pioneer whose work at the BBC in groundbreaking. This is a book born from the real struggle and the ups and downs of finding out what works or not at a time when all of this was new. Finally Euan is true to what he asks us to try. His own humanity shines through every page. Like the true master he is, he does not have to shout out. His deep understanding also is revealed in how he has distilled his thoughts. There is a quotable gem in nearly every paragraph. I all but blew up the commenting system with my own favourite moments . [...] My fave quote - "By changing within we can change what is outside.

[from my blog: [...]] I picked up Euan Semple's Organization's Don't Tweet, People Do as soon as it was available and enjoyed it greatly. It helps that I've known Euan and his style for many years now. The idea of letting people be human, rather than corporate automatons resonates throughout his writing. Recommended for anyone seeking to make this change happen - or who wish to participate in it. Funny enough for a book with this title, the book really isn't about Twitter - or any other specific service. Twitter simply serves as the most familiar vehicle to have a discussion around how we operate in the world of blogging and forums and Twitter and Facebook and all the other social services that are out there. And how we need to operate has been changing for a while - it's just that there have been too many people with a hierarchical or command-and-control mindset to be able to see it. As I read this book, I saw many connections to other ideas that have been floating through my

brain. In this case, I have probably seen Euan blog about many of these topics. For example, I recall him saying versions of, "If you don't trust your people, why have you hired them" several times in the past in relation to the oft-expressed fear that people are going to do something "inappropriate." There were many other connections too. Leandro Herrero made an observation in his recent book that people often say, "We already do that," in relation to his suggested change management practices. Euan has a similar concern when people say, "Oh, we do digital." There is so much more to it than having an intranet or even turned on the social features. The book is all about making the shift to restoring the human element to running the organization.

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