



# Redes sociales para PYMES. Introducción al Community Management (Spanish Edition)

*M<sup>a</sup> Dolores Ibañez San Millán*

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Las redes sociales han cambiado la forma en que empresas, organizaciones y entidades se comunican y presentan a su público. Este curso establece las bases para gestionar la comunidad entorno a una PYME, haciendo especial hincapié en las dos plataformas más utilizadas, Facebook y Twitter. Está dirigido a todas aquellas personas que deseen iniciarse en la utilización profesional de las redes sociales. El objetivo puede ser adquirir los conocimientos necesarios para gestionar la comunidad en torno a una pequeña empresa, asociación, entidad... o ser una primera aproximación a la labor del Community Manager, una novedosa y apasionante opción laboral.

El curso se divide en 8 unidades: #Enredados, #Comunidad, #Tengounplan, #ElRey, #140caracteres, #Crisis, #Imagen, #Monitorizar.

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