

| November 2013 |

2Know

KM Newsletter



ROM News

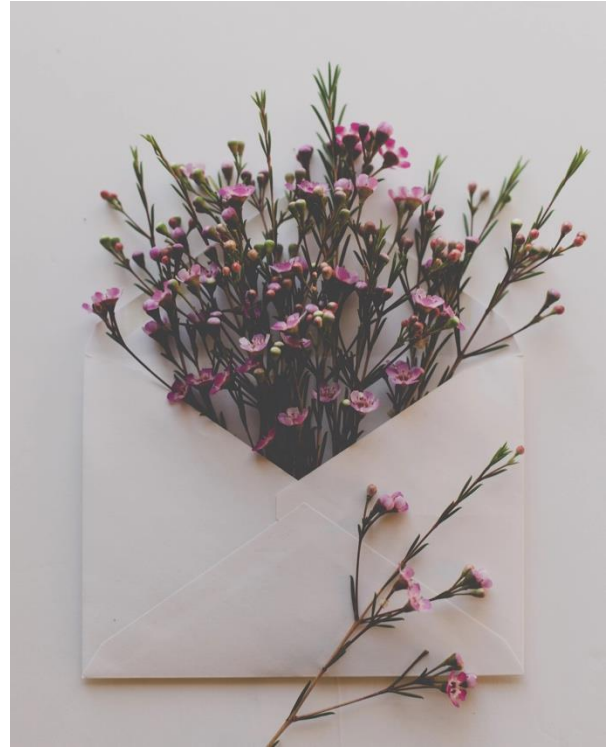


- Knowledge Management In Education: A Key Driver Behind Organizational Success – [Link](#)
- Welcome to Conversation Matters - [Link](#)

01

Newsletters & Portals

Newsletters are a valuable tool for communication and assimilation in organizational portals and communities, providing effective intra-organizational communication and engagement.



[To full article](#)

THE SOCIAL MEDIA MANAGEMENT HANDBOOK

EVERYTHING YOU NEED TO KNOW
TO GET SOCIAL MEDIA WORKING
IN YOUR BUSINESS



NICK SMITH & ROBERT WOLLAN
WITH
CATHERINE ZHOU

[To full article](#)

02

The Social Media Management Handbook - Book Review

"The Social Media Management Handbook" offers practical insights for integrating social media into business. Despite occasional repetition, it provides accessible guidance on strategy, culture, policies, computing, and customer engagement, fostering a strategic and integrated approach for organizational success in the dynamic digital landscape.