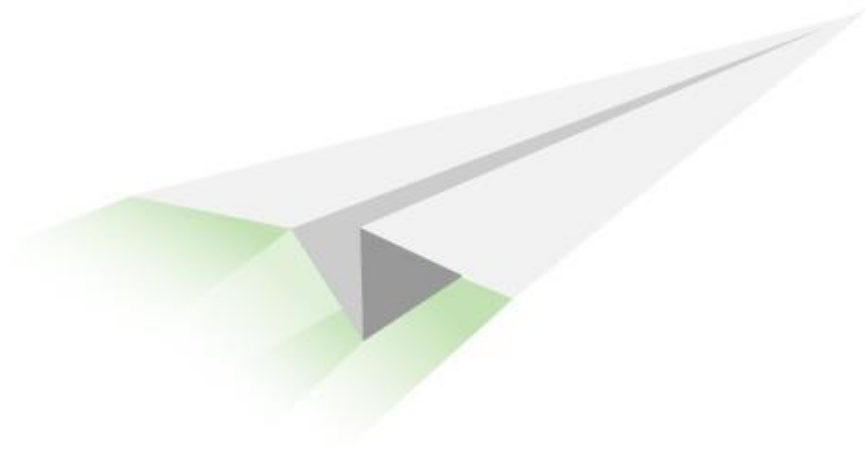


| August 2017 |

# 2Know

KM Newsletter



## ROM News



- Forrester - [Link](#)
- Knowledge Management Basics - Learn and Gain | A quick Overview - [Link](#)

# 01

## Facebook has changed its algorithm in an attempt to reduce Spam and Fake News

Facebook's news feed algorithm prioritizes engagement but is now deprioritizing users who excessively post low-quality links, emphasizing quality over quantity.



[To full article](#)



# 02

## Happiness as an incentive for professionalism

Organizational happiness is crucial for professional workers, leading to satisfaction, engagement, and a meaningful relationship between individuals and organizations.

[To full article](#)

# 03

## UX in digital organizations

Israel's national digital program seeks a smart and friendly administration; organizations achieve this through digital maturity, innovation, and improved infrastructure.



[To full article](#)



[To full article](#)

# 04

## The Art of Social Media - Book review

"The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick is a guide with 100+ tips for mastering social media. It covers profile optimization, content creation, link sharing, follower management, event promotion, effective responses, and upgrading your online presence. It emphasizes quality content and engagement.