



Social Media for Project Managers

Elizabeth Harrin

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Why is social media important? What is a microblog, podcast, vodcast, or a wikis, and why do project managers need to know? Communication is a key aspect of project management. Social media, the latest buzzword in the communications industry, is appealing to large and small business alike. . Many companies that initially utilized social media to reach customers and to build their reputations are now expanding its use to internal project management as well. Adapting the use of social media to project management drives efficiencies. Project managers appreciate how the concept of community relates to the overall morale and project success.

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