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‘Connecting Organizational Silos’ Excerpt

Written by knowledge management leader Frank Leistner, *“Connecting Organizational Silos”* looks at the success of social media and why you should care about it. He explains how an enterprise social network (ESN) can provide value for your organization, and offers guidance for measuring and reporting on social media analytics and choosing performance indicators.

This excerpt from Chapter 8, *“Social Media Analytics,”* looks at basic measures that are typically used to analyze ESN platforms and how more sophisticated social media analytics methods can be used to find value in the data.

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