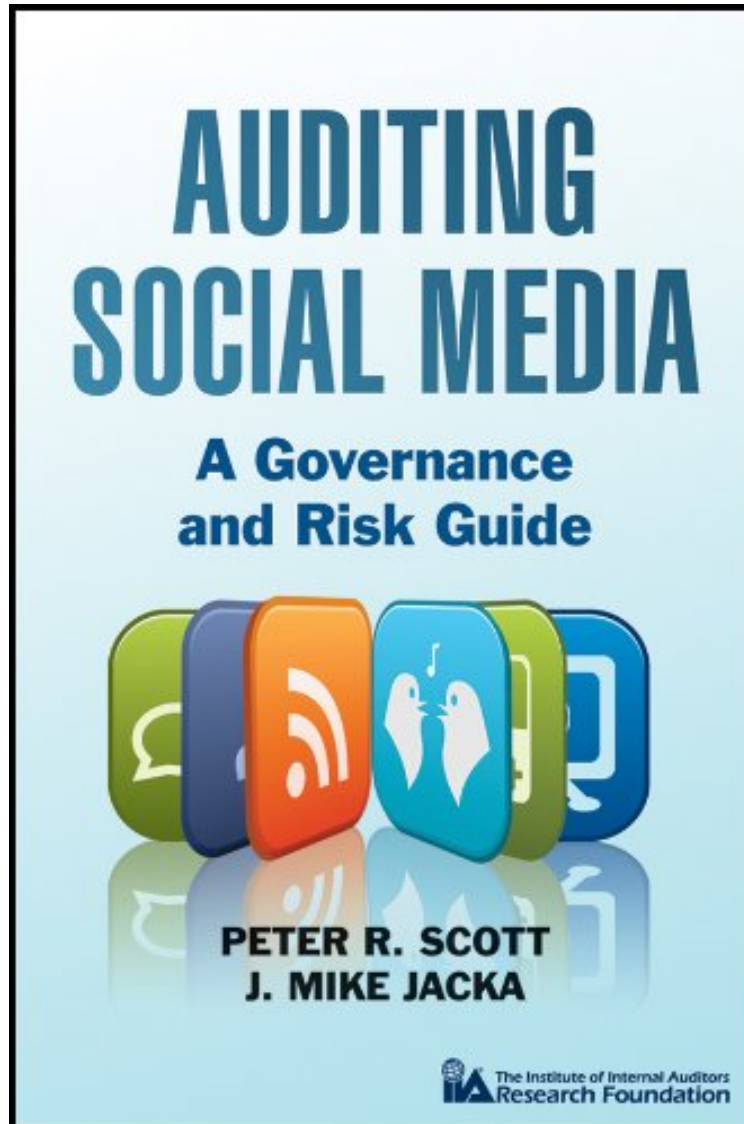


## Auditing Social Media: A Governance and Risk Guide

*Peter R. Scott, J. Mike Jacka*

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**Peter R. Scott, J. Mike Jacka : Auditing Social Media: A Governance and Risk Guide** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Auditing Social Media: A Governance and Risk Guide:

0 of 0 people found the following review helpful. Time is Better Spent with an Internal Auditor and a MillennialBy DJH in LAThis book got outdated quickly. For example, one premise seems to be that senior management doesn't use social media because it's too complicated, or too far removed from what they do. If you want to learn about internal audit and social media, take the time you would spend reading this book, spend half that time with an internal auditor and the other half of the time with a millennial and her/ his phone. Process the information yourself, and you'll be

closer to what you need. 1 of 1 people found the following review helpful. Material is good and useful. But more current and relevant material is available on-line. By Joe Charlotte After seeing and responding to an IIA Discussion on LinkedIn requesting a review of this book, I've decided to post a review on too. Odd that a book on Social Media didn't have any reviews yet, so here's one. I can recommend this book as a good introductory read on the topic of Social Media and its governance. It provides an overview of the potential business benefits of using Social Media, and cautions organizations to be sure they understand the "why" behind their Social Media efforts as they establish or enhance their presence. I found the Appendix to be of greatest utility, as it seems the best way to stay current on Social Media is to observe others using these tools, and even dabble in them yourself. Readers should find the links to Social Media policy examples most useful. With that said, the book began to be obsolete when it was published, if not even before. The velocity of Social Media risks and challenges (e.g. Chrysler's F-bomb, American Medical Response's lawsuit re: Facebook firing, the Red Cross #gettingslithered, all since mid-Feb 2011) means that keeping up-to-date on Social Media risks may best be accomplished through on-line resources in addition to (or perhaps instead of) reading this or any other book. 1 of 1 people found the following review helpful. Auditing Social Media By THF Not a lot on auditing social media but it does give you some insight on what is social media, the risks involved and why meddling with the social media is inevitable. From my perspective, social media is now an inevitable part of business and no business can take the passive role when dealing with this new form of interaction with consumers. As such, I will recommend this book to any auditor / business controllers / business owners. While this book does not teach one how to become master of social media auditors, it definitely tells you why it is an area not to be neglected.

Practical, big-picture guidance toward a mastery of social media benefits and the risks to avoid Packed with useful web links, popular social media tools, platforms, and monitoring tools, Auditing Social Media shows you how to leverage the power of social media for instant business benefits while assessing the risks involved. Your organization sees the value in social media and wants to reach new markets, yet there are risks and compliance issues that must be considered. Auditing Social Media equips you to successfully partner with your business in achieving its social media goals and track it through strong metrics. Shows how to ensure your business has adequate metrics in place to capitalize on social media while protecting itself from excessive risk Reveals how to ensure your social media strategy is aligned with your business's goals Explores the risk and compliance issues every business must consider when using social media Includes a sample audit program Auditing Social Media is the one-stop resource you'll keep by your side to clear away the confusing clutter surrounding social media.