

Book Review

Social Media Measurement and Management: Entrepreneurial Digital Analytics (2nd ed.)

Reviewed by

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“Social Media Measurement and Management: Entrepreneurial Digital Analytics” (2nd Edition) is a wide-ranging, resource-rich, and accessible book that explores “how social networks can be understood for context about which accounts have influence, what content satisfies interests, and why specific social media management tactics tend to work within a general context of planning, goals, and strategies” (Lipschultz, 2025, p. 4). The book features 20 diverse contributors, has 10 chapters, and is divided into four units: “Foundations of Social Media Measurement and Management,” “Strategic Social Media Measurement Tools,” “Best Practices in Social Media Measurement,” and “Social Media Planning and Campaigns.”

Chapter one, “Social Crowds, Voice, and Personal Branding,” covers a variety of essential social media management and public relations industry terminology. Lipschultz defines key concepts such as algorithm, search engine optimization (SEO), search engine marketing (SEM), organic versus paid campaigns, sentiment, social listening, engagement, brand ambassadors, content optimization, and more. He also underscores the importance of continuous research and its critical role in outcome measurement, noting that research is at the core of the RPIE (research, planning, implementation, and evaluation) and SoMe (Share, Optimize, Manage, and Engage) models (Lipschultz, 2025, p. 24). In chapter two, Lipschultz drills down further into campaigns and details the evolution of the International Association of Measurement of Communication’s (AMEC’s) guiding Barcelona Principles, including laying out the Barcelona Principles 3.0: 1) “Setting goals is an absolute prerequisite to communications planning, measurement and evaluation,” 2) “Measurement and evaluation should identify outputs, outcomes, and potential impact,” 3) “Outcomes and impact should be identified for stakeholders, society, and the organization,” 4) “Communication measurement and evaluation should include both qualitative and

quantitative analysis,” 5) “AVEs [Advertising Value Equivalences] are not the value of communication. 6) “Holistic communication measurement and evaluation includes all relevant online and offline channels,” and 7) “Communication management and evaluation are rooted in integrity and transparency to drive learning and insights.” (Lipschultz, 2025, p. 36). Chapter three, “Social Network Sites (SNS) Measurement and Management” provides an overview of the various types of data available across popular social networking sites such as Facebook, Instagram, X (formerly known as Twitter), Snapchat, Pinterest, LinkedIn, Reddit, and YouTube.

Chapter four, “Social Media Metrics and Management Tools” examines vanity metrics, social media dashboards, social media monitoring, social network analysis, electronic word of mouth, social capital, and the importance of social media audits. Chapter 5, “Academic Social Media Research” highlights that the standards and methods typically employed in social science research can and should be mirrored in industry by practitioners to ensure precision in their data gathering, measurement, and evaluation.

Chapters on “Integration of PR, Advertising, and Marketing Plans” (Chapter six), “Social Media Data Laws and Ethics” (Chapter 7), and “Customer Relationships and Content” (Chapter 8) are included in unit three. Chapter six introduces key elements of the planning process, including conducting SWOT (strengths, weaknesses, opportunities, and threats) analyses and setting SMART (specific, measurable, achievable, realistic, and timed) objectives. Ethical and legal considerations are at the center of Chapter seven, which addresses topics such as Federal Trade Commission (FTC) regulations, pertinent case law, the PRSA Code of Ethics, and AI’s role in shaping the ethical and legal landscape. The final chapter in unit three focuses on topics such as CRM (customer relations management), CSR (corporate social responsibility), and storytelling.

The book closes with chapters on “Employee Engagement” (Chapter nine) and “The Future of Social Media Measurement and Management” (Chapter ten) in unit four. Chapter nine emphasizes the need to recognize that employees can have positive and negative impacts on an organization’s reputation as influencers and brand advocates, while also making the case for engaging with employees via social media to reinforce and amplify important organizational messaging. The book closes with a forward-looking chapter, highlighting how technological advancement – particularly AI – is impacting social media measurement and management and will continue to do so at a remarkable pace.

Critique

A central strength of this book is that it is grounded in a balance of both scholarly and industry references. Lipschultz weaves in theories such as diffusion of innovation; however, it is the thoughtful incorporation of carefully curated practical insights and applications that provide the most value and relevance, particularly for students about to enter a difficult workforce climate. Each chapter features a combination of “Thought Leader” reflections and case studies, “As Seen on YouTube” assignments, project ideas, guiding discussion questions, and details associated with applicable social media tools. Featured “Thought Leaders” include Anna Berlett Vargas, principal at Studio Brand.io; *Chicago Tribune* investigative news reporter and author Ray Long; S.I. Newhouse School of Public Communications associate professor Jennifer M. Grygiel; Roberto Gallardo, associate professor and vice president for engagement at Purdue University; and Sam Petto, communications director at ACLU of Nebraska. The “As Seen on YouTube” assignments, project ideas, and guiding questions are designed to engage readers in research, critical thinking, and applying concepts and skills and are helpful for faculty and students. For student audiences, these resources highlight practical industry examples that illustrate best practices and real-world scenarios as

they embark on their careers in public relations, marketing, advertising, and related fields.

One suggestion for future editions is to reconsider some of the organizational structure of the book. Chapters 9 and 10 feel a bit out of place in unit four, which is titled “Social Media Planning and Campaigns,” and it does not seem as if that name encapsulates the scope of those chapters. I would recommend moving Chapter 9 to unit three and combining the current titles of units three and four for that revised section, while renaming unit four “The Future of Social Media Measurement and Management.” Future editions should also double-down on AI-focused content, including in the “Thought Leader” reflections and case studies and project ideas. I would also recommend adding a more robust section on TikTok in Chapter 3. While this chapter features specific sections on the aforementioned social networking sites, it does not feature a dedicated section on TikTok (it is referenced under “other popular sites”). Adding this element would make this chapter more robust given TikTok’s growth in usage as a news and entertainment source in recent years (Lipschultz, 2025, p. 91).

Audience

Lipschultz identified upper division undergraduate students and early graduate students as primary audiences for “Social Media Measurement and Management: Entrepreneurial Digital Analytics.” I recommend this book as a required resource for courses such as those emphasizing social media measurement and social media analytics. It – or pertinent select chapters – would also be useful as a recommended or supplemental reading for broader courses in social media strategy and management or public relations and/or marketing research.

The applied nature of this book makes it a useful resource for public relations educators and students as they seek to better understand industry standards and pressures in an increasingly competitive environment.