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# Social Media: What SAS® Pros Need to Know

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## ABSTRACT

Social media may be a phenomenon, but it's not a fad. It has already changed the way people and companies communicate. In blogs, on social networks like LinkedIn and Facebook, and on messaging platforms like Twitter, people are sharing more than what they had for lunch; they're talking about their work, what they're learning, asking and answering business and technical questions, and talking about the professional challenges that keep them awake at night.

This presentation talks about social media and the way it is impacting the IT profession in general and SAS® users in particular. This presentation also gives you a look into the top trends in social media: both the tools and technology you should be addressing now and a glimpse at what's on the horizon. You will also learn about social media analytics and the ways that smart companies are using analytics tools to help improve their products, their customer service, their marketing, and their communications.

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## CONTACT INFORMATION

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