



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

## FLORE

# Repository istituzionale dell'Università degli Studi di Firenze

### **Signs of trust. Investigating social media as connective enablers between municipalities and digital publics**

Questa è la Versione finale referata (Post print/Accepted manuscript) della seguente pubblicazione:

*Original Citation:*

Signs of trust. Investigating social media as connective enablers between municipalities and digital publics / Materassi L., Lovari A.. - ELETTRONICO. - (2018), pp. 150-151. (Intervento presentato al convegno A world in crisis: the role of public relations tenutosi a Bled (Slovenia) nel 5-7 luglio 2018).

*Availability:*

This version is available at: 2158/1164555 since: 2019-07-23T10:50:57Z

*Publisher:*

University of Ljubljana

*Terms of use:*

Open Access

La pubblicazione è resa disponibile sotto le norme e i termini della licenza di deposito, secondo quanto stabilito dalla Policy per l'accesso aperto dell'Università degli Studi di Firenze (<https://www.sba.unifi.it/upload/policy-oa-2016-1.pdf>)

*Publisher copyright claim:*

(Article begins on next page)



(/)

**BledCom > Publications > Proceedings & BoA > BledCom 2018 - Book of Abstracts**

# BledCom

## A World in Crisis: The Role of

DISCUSSION

OFFLINE



10th International Public Relations  
Research Symposium  
Communication Management, Public Affairs and Public  
Relations: Building Trust and Equity  
Carnegie Mellon University, 13-15 July 2011

## BledCom 2003 Proceedings

Communication Management, Public Affairs and Public Relations: Building Trust and Equ...

**BledCom** > **Publications** > **Proceedings & BoA** > **BledCom 2018 - Book of Abstracts**

(/asset/X8TC7xWDZ8scsaZau)



## BledCom 2004 Proceedings

New Concepts and Technologies for Public Relations, Public Affairs and Corporate Comm...

(/asset/wbvkhv37fFiENqAWt)



## BledCom 2006 Proceedings

Democracy, Strategic Communication & Europe: Mission (im)possible

(/asset/DrEeFK4g4Gn22GXbo)



## BledCom 2010 Proceedings - Part 1

Government Communication

(/asset/MbAXhfHE7g7beSiF3)



## BledCom 2010 Proceedings - Part 2

Government Communication

(/asset/33iahvtP8Fb2pAB5w)



## BledCom 2010 Proceedings - Part 3

Government Communication

(/asset/khFKfiZ6Fy43PD5QN)



### BledCom 2011 Proceedings

Internal Communication

[BledCom](#) > [Publications](#) > [Proceedings & BoA](#) > [BledCom 2018 - Book of Abstracts](#)  
(/asset/e4oDeL46xpEWRDDvm)



### BledCom 2012 Proceedings

Public Relations and Communication Management: The State of the Profession

(/asset/erAEC8HLRaaqhbibH)



### BledCom 2013 Proceedings

Trust and the New Realities

(/asset/9jBtCzMACZgGRkS3i)



### BledCom 2014 Proceedings

Digital Publics: New Generation, New Media, New Rules

(/asset/BDECjtCbo9FaqjbsZ)



### BledCom 2015 Proceedings

Sleeping (with the) Media

(/asset/Rj7YSBhCz22Xx6mHB)



### BledCom 2016 - Book of Abstracts

(/asset/fBMFbj5FyB7KTRYTf)



## BledCom 2016 Proceedings

Engaging people in a disengaged world

**BledCom > Publications > Proceedings & BoA > BledCom 2018 - Book of Abstracts**  
(/asset/tfyt5d6TmW66QZ8eJ)



## BledCom 2017 - Book of Abstracts

(/asset/J3hn6waZr6Zo9BQAm)



## BledCom 2017 Proceedings

CSR in Hypermodern Times

(/asset/wkvmMj7MfGbnosrMA)



## BledCom 2018 - Book of Abstracts

(/asset/7sZMBkribEYwxikMM)



## BledCom 2019 - Book of Abstracts

(/asset/CJLMmvSgiPcne3sc9)

OFFLINE



(/)

**BledCom > Publications > Proceedings & BoA > BledCom 2018 - Book of Abstracts**

---