Social Media Newsletter

The purpose of this newsletter is to provide you with the latest information located on the Social Media SharePoint site. The site is updated daily to give you the most current news, applications and resources to help you with social media strategies.

The Gannett Twitter Network

Throughout Gannett's USCP and Broadcast divisions, there are over 300 Twitter accounts. In addition USA TODAY has over 100 accounts. I want to create a Gannett Twitter Network which includes the main Twitter accounts for every Gannett property. If we had a national message we wanted to get out there, what an incredible resource our existing network of Twitter accounts could be!

For example, could we use the Gannett Twitter Network to promote the Civil Rights site we are launching nationally on February 1st?

Please check the social media listings page on the SharePoint site and make sure your Twitter account information and *contact* information is up to date (you can sort or filter by USCP, Broadcast, etc). Thanks and stay tuned!!

In This Newsletter

This month I continue to include the newest site additions to help keep you up to date.

I have added new information regarding Facebook and Twitter, etc. I also list some relevant social media information I believe will be beneficial to you. And as always, the 'reminders' section which includes some info that is on-going and worthwhile.

If you have any questions, or there is a topic you would like to have covered in the newsletter or on the site, please send me an email at jgersh@gannett.com.

Be sure to check out the Social Media SharePoint Site!!

Blogs

Got blogs? I want to know about them. There are a lot of terrific blogs out there in Gannett land, but it's impossible to keep track of them all. I am starting to focus on collecting this information and creating a new blogs area on the Social Media SharePoint site. Please reply to this (or forward to the appropriate person) and let me know about the blogs you have on your site (send links, descriptions and blogger names). Thanks.

Around Gannett

Gannetteers are doing some terrific work with social media. Check this space each month where I will focus on some of the highlights!

- **Enhanced Profile Pages at WTSP**
  See how Tampa is 'socializing' their on-air talent's profile pages (still under construction!!)
- **Avatar Twibbons for a Holiday in Nashville**
  The Tennessean added a little holiday flair on Twitter and it soon caught wildfire
- **Twitter IQ**
  The Bivings Group released a report on the use of Twitter by Newspapers and Gannett papers rated very high. The Rochester Democrat and Chronicle was in the top 10 for newspapers. In addition, Alesha Williams Boyd from Asbury Park ranked #1 for most balanced Tweeter!

Social Application Updates

Facebook

Facebook Insights have been available to Fan Page administrators for quite some time. These analytics can be very useful to help you decide what you want to post, understand the demographics of your fans or even to selectively target messages.

Facebook however just launched a new feature that will be even more useful.   Facebook page administrators now have the ability to see the number of impressions per post, and the number of likes and comments per impression. This can make a real difference in tracking the type of posts that are most popular. If you are a Fan Page admin and you have the opportunity to, you should be checking the insights page regularly. Plus this new feature will show up directly on your wall (only viewable to admins of course).

Location Based Services

If you haven't heard about location based services (LBS), like Foursquare, Gowalla, Brightkite or Loopt, you haven't been earning your social media badges (bad pun that will make sense by the end of this section). LBS really started to make its mark in 2009, but the forecast for 2010 is location location location. Even user-generated review site Yelp is getting into the location game.

Simply defined, these are applications (generally mobile) that interact with your location (using GPS/Geo-tagging). In the case of the apps I listed above, when you are out and about, you launch the application, let it 'find' your location and 'check-in' there. These apps also sync with other social networks and let your Twitter or Facebook friends see where you checked in. It can become very social; other friends may decide to join you, you may see others are checked in at the same place and decide to meet… many possibilities.

The app of the moment is Foursquare. It adds a gaming component to this process. You can achieve statuses, unlock 'badges' and even become the mayor of a location, all based on how often you check in, how many different places you check in for a given night, and more. I know there is a heated competition right now in McLean, VA to be **Mayor of Gannett**.

Even local businesses are getting in on the game, offering 'free drinks to the mayor of xyz bar' or '2 for 1 appetizer if you show us you checked in here'. Foursquare also includes a place to add to-do items and to list tips about the location. This could be a market we can get involved with too. Approach our advertising partners with ideas on using social and local. Just a thought. Check out the SharePoint site for '**location based'** apps.

Twitter

Last month Twitter added Geo tagging to their services. You have to activate it in your Twitter settings, but once activated, the location you are tweeting from is included via a tag in the Tweets you make. Many people aren't completely comfortable with this idea, but it could become very useful as the industry moves to more of a real-time local model. Twitter has also just launched local trending topics called simply Local Trends. Think about how this could be used in conjunction with your reporting, websites and broadcasts.

On The Web

Some relevant articles from around the web…

- Most Print and Online Journalists Use Social Media for Story Research
- How to Protect Your Privacy with Facebook's New Privacy Settings in 17 Easy Steps
- How Programmer/Journalists Are Changing the News
- A Journalist's Guide to SEO
- 10 News Media Content Trends to Watch in 2010

Recent Announcements on the Site

Since I am aware you don't always have time to visit the Social Media SharePoint site, I have posted the most recent announcements here in the newsletter, to keep you up to date.

Facebook announces changes to Profile Pictures 1/20/2010
Facebook just posted a note about the following upcoming changes:
-Decreased Profile Picture Size Coming Soon
-Increased Maximum Photo Size Coming Tomorrow
The second may or may not affect out fan pages, but I am not certain yet how the first item...

Social Media Guide for Journalists 12/30/2009
Mashable.com has put together an inclusive post of some of the best 'social media for journalists' info from the past year. Check out: Mashable's Social Media Guide for Journalists

Qik Live Recording Finally Makes It To The iPhone (Legally) 12/29/2009
The live video streaming application Qik has just been approved and is available in the App Store. The company submitted the app a couple weeks ago following the approval of UStream's live streaming application, and as expected, Apple also had no problem...

How to Use Facebook Privacy Controls on Your Fan Page 12/21/2009
Mashable has posted a very timely article called "How to Use Facebook Privacy Controls on Your Fan Page". It is worth a look as many of us manage fan pages and Facebook seems to keep changing their privacy settings.

Comment on Facebook Status Updates By Email 12/18/2009

InsideFacebook.com confirms Facebook has added a new feature enabling email posts. "Facebook is starting to let some users reply by email to post comments on status updates, as opposed to having to switch from email to Facebook to do so". ...

Security Change: Facebook Privacy-Per-Post 12/9/2009
From TechCrunch: Facebook is rolling out a new set of more granular privacy controls to its 350 million members. Founder Mark Zuckerberg already announced the changes on December 1, but today they are going into effect. For every status update, photo,...

Website of the Week

These were the past month's websites to check out:

TN411

Nashville is experimenting with linking a Twitter Bot up to their databases. @TN411 was created and is being tested. Followers can ask TN411 a question, like 'what crime took place on 1st street yesterday' and the Twitter bot would query the database and do an @ reply to the asker.

During Christmas it launched in beta, with crime reporting only at this time. Nashville has worked very hard on their data services, taking their multiple databases and platforms and feeding it into a .net environment for this project.

SeeClickFix
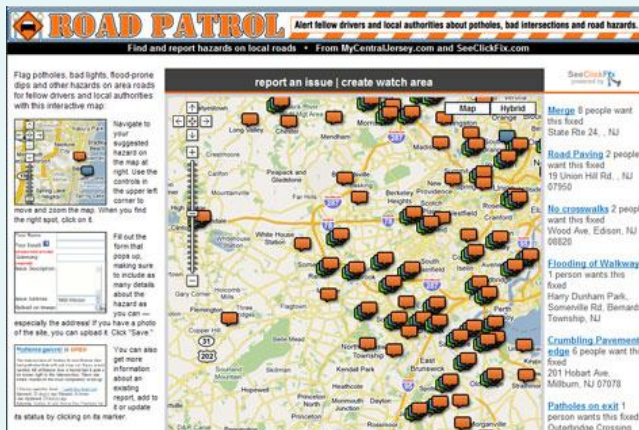
SeeClickFix encourages residents to become citizens by participating in taking care of and improving their neighborhoods. We allow anyone to:

- See - see a non-emergency issue in your neighborhood
- Click - open a ticket describing the issue and what can be done to resolve it
- Fix - publicly report the issue to everyone for resolution

They have widgets available that you can add to your site for free and even potentially sell ads against it.

You can see it in action on MyCentralJersey.com (scroll down - widget is on lower right of page). From Ted Mann, who has worked extensively with SeeClickFix:

- This is a page about how the service works (including a screencast I helped them make to explain Watch Areas): http://www.seeclickfix.com/how_seeclickfix_works
- This is a little video we made for them to demo the iPhone app: http://seeclickfix.blip.tv/
- Here's where to go to get the text widget: http://en.seeclickfix.com/text_widgets/new

YourVersion

YourVersion is a Real-Time Discovery Engine. Discover Your Version of the Web.

YourVersion is the best way to discover new and relevant content tailored to your interests.

- Discover news, blogs, webpages, Tweets, videos, and products
- Easily share pages via email, Twitter and Facebook
- Bookmark and auto-organize pages by interest

Reminders

Yammer
Do you Yammer??   Yammer.com is a Twitter-like service for businesses. To sign up and join your fellow Gannetteers, go to Yammer.com and use your '@gannett.com' email address. Breaking news, tips, crowd-sourcing, help, support, see what your colleagues are working on... you can get it all.

Social Media Usage
Please visit the Social Media Usage at Sites area of the SharePoint site and check to see if your information is correct. If not, or there is additional information, please send me any and all links.

Success Stories
I am also looking for stories of success with Facebook ads, social media launches (i.e. a new product, section, column, etc.) or anything exciting and creative your location has tried and seen success using social media. I love to see how everyone is using social media to further their efforts. Thanks!!

USA TODAY Twitter Central
USA TODAY has created a site for their Editorial staff. There is a ton of great information there. It is linked on our site's left.

Social Media Quote of the Month:

"Businesses used to have a small suggestion box near the door that mostly housed dust bunnies and an occasional piece of gum. Rarely would someone get back to you. But people can now make a post from an iPhone or a BlackBerry while they're sitting in your restaurant."

--Charles Nelson, Sprinkles Cupcakes president, as quoted by the Los Angeles Times