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Brought to you by
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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.

Breaking News and Social Media

This year started off with the horrible news of the tragic shooting in Tucson of Rep. Gabrielle Giffords and several others. The Arizona Republic and Tucsoncitizen.com did an incredible job covering this news. The use of social media was an important part of their overall coverage. Chad Graham in Phoenix has written up a case study which I have posted on the social media site: [Using Social Media to Cover the Shooting in Tucson](#). In addition, here are some links to related articles and posts you should definitely check out.

- [Arizona Republic did it right and reminded us again why newspapers matter](#)
- [Social media on full display in wake of Gabrielle Giffords shooting](#)
- [The Role Social Media Plays in a National Tragedy](#)
- [Narrative on deadline: stories on the shooting of Representative Gabrielle Giffords](#)
- [Who broke the Tucson shooting news to you?](#)
- [How incorrect reports of Giffords' death spread on Twitter](#)
- [Seeking out sources, made transparent on Twitter](#)
- [NPR, Reuters, CNN and other news orgs incorrectly declare death of Rep. Giffords](#)
- [Correct, don't delete, that erroneous tweet](#)
- ['UGC' and journalism: the Giffords shooting and Facebook page moderation](#)

This month I am working with multiple Gannett properties to create a Breaking News Social Media Playbook, which we'll make available to everyone as soon as we complete it. The way people get their news has changed and we need to change and adapt to remain relevant.

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 social media applications. I also list some relevant articles and resources 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. Follow [@GCITweets](#) on Twitter for social media article links and information.

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

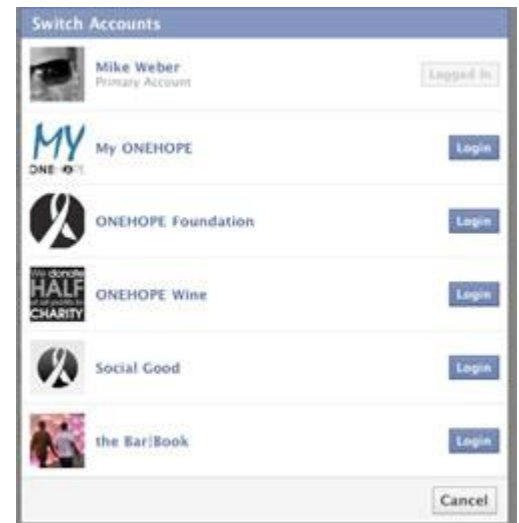
[On The Web](#)

Social Application Updates

Facebook

Facebook accidentally leaked new page prototype designs last month. The new design was only viewable for a short time, but there were plenty of blog posts and screenshots and analysis. The main issue is that we don't know if any of these changes will actually make the final cut, but there are a couple worth mentioning.

The change that I most hope makes the final design, and I think you will all be pleased about, is the ability to login as a page. For example, right now if you are a page admin, you are not able to make comments on your page as yourself, only as the page admin. This leaked new feature lets you decide who you want to post as. This will be especially useful for people that are administrators of multiple fan pages. See the image to right:



Other possible changes include a new slideshow lightbox view for photo albums, and a feature called Facebook Memories. You can read more about the leaked pages on [here](#).

Visit the [Facebook](#) area of the Social Media SharePoint site.

Twitter

Nothing incredibly newsworthy to report about Twitter this month, other than it continues to grow. One thing to note was how Twitter handled the subpoena over releasing WikiLeaks Twitter account information.

According to The AP: *The U.S. District Court for the Eastern District of Virginia issued a subpoena ordering Twitter Inc. to hand over private messages, billing information, telephone numbers, connection records and other information about accounts run by Assange and others.*

Twitter is turning over the requested information to the DOJ.

Mashable did a post titled [Social Media and Subpoenas: The Loophole That Puts Journalistic Sources at Risk](#) which looks deeper at how journalists are using Twitter and what the law actually allows. I recommend giving it a read.

In other Twitter news, they have revamped their business site and have created an [advertising portal](#), making it easy for businesses to create Twitter ad campaigns (promoted tweets, promoted trends, promoted accounts). Twitter is still trying to find a profitable business model.

Visit the [Twitter](#) area of the Social Media SharePoint site.

Featured location Based App

Have you seen [Porkappolis](http://Porkappolis.com)? Currently in soft launch, but available in the iTunes app store, Porkappolis is Cincinnati's very own location based mobile app. Enquirer Media and ContentOne have been working for months on the launch of this new check-in app, and there is already some buzz generating. You can monitor the latest check-ins at Porkappolis.com or download the app. Although it is focused specifically on Cincinnati and Northern Kentucky, anyone can download and try it out.

From the folks at The Enquirer:

"If you live in Greater Cincinnati, Porkappolis is for you! Porkappolis lets you "check in" to locations to read reviews, find deals, locate friends, get "inside information," earn badges, win prizes, share photos and send updates to Twitter, Facebook and Foursquare. Explore Cincinnati in a whole new way!



Porkappolis has the best data about venues and locations in Greater Cincinnati and Northern Kentucky. Why? Because it's been created by people who live here. Powered by Cincinnati.Com, Porkappolis also gives you access to the largest database of news, sports and Metromix stories, ratings and reviews about Cincinnati clubs, restaurants and area businesses. Open Porkappolis and start bringing home the bacon.

The Cincinnati.Com Network is home of 63 local and national brands including The Enquirer, 26 weekly newspapers and three local magazines. If you have questions, suggestions or requests, feel free to contact us at mail@cincinnati.com and/or to visit us at Cincinnati.Com.

Follow us at Twitter <http://twitter.com/porkappolis>.

And why would we call an app "Porkappolis?" It's a Cincinnati thing."

I will continue to update you on the progress of Porkappolis as it moves into public launch.

Related press:

- [Newspaper Quietly Launches Hyper-Local Location-Based App](#)
- [Cincinnati Enquirer launches Foursquare-like iPhone app](#)
- [Oink! Gannett and DoubleDutch Team Up for Porkappolis, a Cincinnati local news and deals app](#)

On The Web

Some relevant articles/resources from around the web...

- [The Art of the Checkin: From Location to Content to Brand](#) (Mashable)
- [2010 Best US Newspaper Facebook Fan Pages](#) (Bivings Report)
- [For Newspapers, the Future Is Now: Digital Must Be First](#) (GigaOm)
- [10 Ways Journalists and the Media Use Twitter](#) (TheNextWeb)
- [8 Ways Your Newsroom Can Get More Out of Facebook](#) (Journalistics)
- [How Social Media is Changing the Business of Television](#) (Mashable)
- [Social Media Measurement 2011: Five Things to Forget and Five Things to Learn](#) (Metricsman)
- [Pillhofer and Preston on the new shape of social in The New York Times' newsroom](#) (Neiman)

- [Social Media in 2011: Six Choices You Need to Make](#) (Harvard Business Review)
- [Is Instagram the Next Distribution Opportunity for News Media?](#) (Mashable)
- [Telling a mother's story through her Facebook status updates](#) (WaPo StoryLab)
- [It's Time to Stop Collecting Facebook Fans](#) (Advertising Age)
- [Social Media Teases to Attract People to your Newscast](#) (Kim Wilson)
- ["The Daily": A Peek at the iPad-Only Newspaper's Social Media Strategy](#) (Mashable)
- [Online Video In 2011: Connected TVs, Social Recommendations...](#) (Techcrunch)
- [7 tips for teaching mobile media to journalism students](#) (GirlJournalist)
- [Local TV's challenge to create shareable video](#) (LostRemote)
- [5 Ways Cities Are Using Social Media to Reverse Economic Downturn](#) (Mashable)
- [Will 2011 be the Year of the Check-In?](#) (TheNextWeb)
- [How H&R Block made social media everyone's job](#) (SmartBrief on Social Media)
- [The "Digital Newsstand" Race Becomes: Who Is More Willing To Trick Users...?](#) (Techcrunch)
- [The Art of the Hashtag](#) (Twitter Media)
- [The Rise of TV Check-Ins](#) (ClickZ)
- [How Investigative Journalism Is Prospering in the Age of Social Media](#) (Mashable)

Recent Announcements on the Site

Can you use photos from Twitter? 1/7/2011

Ex Cincy social media editor Mandy Jenkins wrote a really good blog post this week titled: [Ruling or no, always ask permission before re-using images on the social web](#). It is worth a read.

Facebook Now Allows Merged Places Pages to Unmerge 1/4/2011

If you were one of the many sites that merged your Facebook Fan Page and your Facebook Places page, you can now 'unmerge' them. There were side affects to merging them that you may not have been aware of. InsideFacebook.com has [this post](#) of disadvantages of merging the pages, and [this post](#) on how to unmerge them.

Bureau Twitter Training 12/20/2010

This past week I visited the Gannett DC Bureau to present on Twitter. [Here](#) is a link to the presentation and [here](#) is the takeaway/handout with links to Twitter apps and resources.

Twitter for Business is now open 12/15/2010

Twitter has just launched their new business platform at <http://business.twitter.com/>. The platform allows businesses to buy ads, promoted tweets and trending topics. You can read a full write up about it over on [ReadWriteWeb](#).

The 18 Most Innovative Alternative News Stories Of 2010 12/14/2010

Check out Business Insider's post on the [The 18 Most Innovative Alternative News Stories Of 2010](#). USA TODAY made the list.

Website of the Week

These were the most recent websites to check out:

Summify

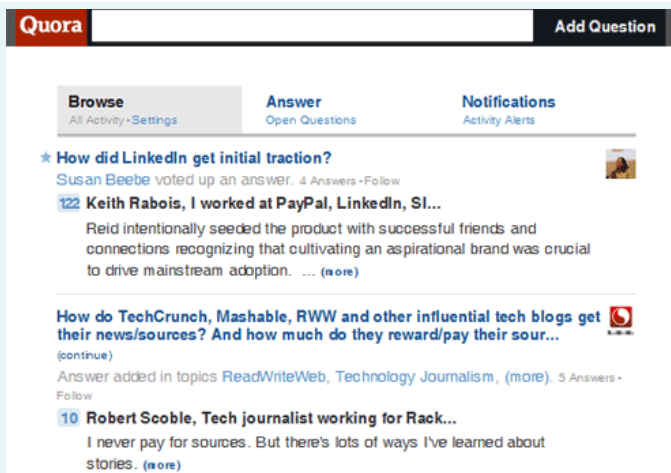


Summify automatically identifies the most important news stories for you across all of your social networks and delivers to you a personalized email digest in your inbox!

Tired of reading the same story everywhere? See all your links from Twitter, Facebook and all your feed stories from Google Reader aggregated and de-duplicated in one place!

Instead of hunting for good stories in your social networks and feeds, you can just browse your Top News. We use powerful algorithms based on your social graph to pick the most important stories for you!

Quora



Quora has received a ton of buzz recently. It was featured on multiple tech blogs as one of the websites/companies to watch in 2011 which has catapulted its popularity. Quora is a 'question and answer' site, but could it have use for us in our industry?

- 6 ways journalists can use Quora as a tool for reporting, sharing ideas
- TBD.com uses Quora to crowdsource a story
- 9 Ways to Get More Out of Quora

"Quora is a continually improving collection of questions and answers created, edited, and organized by everyone who uses it. The most important thing is to have each question page become the best possible resource for someone who wants to know about the question."

Montage



It's what's cool on the Web; all in one place and made by YOU.

Montage is a flexible web-based service that makes it fun and easy to create and share a visual album of the web on the topics you care about. You can design your Montage around any topic you can imagine by adding content that pulls information from a variety of sources, including RSS feeds, Twitter, Bing News, and YouTube. Montage is an expression of you.

Oh, and it's made by Microsoft

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. The Yammer Desktop app makes it easy to follow along. Also take a look at the Gannett Yammer groups and join any that are of interest to you.

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 (stories of failure are ok too)

I am always 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.

I'd also like you to share your failure stories. Did you try something that just didn't work the way you had hoped? It's ok to tell us that too. Others can learn from those stories as well.

USA TODAY Social Media Blog

USA TODAY's [Social Media Lounge](#) offers a living, breathing look at what USA TODAY is doing every day through marketing, communications and social media efforts.

*Coming
Next Month*

Gannett's Best Uses of Social Media in 2010

Gannetteers are doing some terrific work with social media. Next month I recap some of the best uses of social media by Gannetteers from this past year. If you haven't already sent me your nomination, please email me at jgersh@gannett.com.



Social Media Quote of the Month:

"Monitor, engage, and be transparent; these have always been the keys to success in the digital space."

– Dallas Lawrence, Levick Strategic Communications