

Social Media Newsletter

INSIDE THIS ISSUE:

Introduction	1
In This Newsletter	1
Around Gannett	1
Social App Updates	2
On The Web	3
Recent Announcements	3
Website of the week	4
Reminders	4
The Quote	5

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.

Social Media Classes at Gannett

This year I am be presenting a series of social media classes through Gannett's Virtual Campus. This past month I did an Expert's On-Line session titled 'Twitter 101'. We had many attendees from across Gannett's properties and departments. It was a great turn out and the presentation and takeaway files are posted on the social media site. Check the schedule for additional classes this year (more will be added in the second half). These sessions will range from beginner to intermediate. If you have a need for specialty training at your location, feel free to contact me!



I am in the midst of updating the menus on the social media site, so please bear with any strange goings-on over there.

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

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.

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!

- USA TODAY has launched a [social media](#) blog and [Twitter](#) Directory
- The Tennessean jumped on an opportunity and started a [blog](#) network
- WZZM created an Augmented Reality [Weatherball](#) on their site

Social Application Updates

Facebook

A few months ago Facebook changed their promotion/contest guidelines. Since then I have received quite a few questions as to whether or not contest ideas we have are legal/allowed. InsideFacebook.com just created a really good post titled: "[6 Tips for Running Promotions Within Facebook's Guidelines](#)" which should really help those of you still interested in creating contests or promotions on Facebook.

Facebook security has been under scrutiny for the past couple months. If you have questions or concerns about your profiles or fan pages feel free to drop me a line or check out the various Facebook resources on the SharePoint site.

WordPress *(guest post by Gannett NJ's Ted Mann)*

What's new with WordPress?

It's no secret anymore that the open-source WordPress blog software has become increasingly popular throughout Gannett-land. From LoHud's immensely popular Yankees blog to Cincy's LOL blog network, WordPress is becoming an invaluable tool in our digital arsenal.

But where can you go if you've got a question about WordPress – which plug-ins are reliable, say, or how can you speed up your hosting environment? To help connect our distributed network of blog power users, we recently launched a **WordPress Yammer Group** for anyone and everyone who uses the software. It's a great place to bounce questions off experts at other sites, or grab a bit of code that our in-house developers have created.



WordPress Blog of the Month:

The Photojournalist: A photo blog by Daily Record veteran Bob Karp. Not your typical blog template, this theme showcases the photography ahead of the text. Every post that Karp makes takes you behind the scenes of how the key shot was first created.

<http://blogs.dailyrecord.com/photojournalist/>

WordPress Plug-in of the Month:

After the Deadline: A free plug-in that may just be the most sophisticated grammar, spelling, and usage checker ever created. It doesn't just check to see if you've misspelled words, but if you're overusing them or overdoing it with clichés or simply using a word inappropriately. A must for any WordPress blog. <http://afterthedeathline.com/>

Google Buzz

Lots of Buzz around Google's new social product, but most of it is not all that positive. Some of us are still trying to figure out Google **Wave** and suddenly there is a new app integrated into Gmail which has many wondering if we really need another social 'feed'. Whether you like it or not, it's worth looking at. A couple of relevant posts to check out: [What Journalists Need to Know About Google Buzz](#) and [Set up a Google Buzz profile for your news organization](#). The product is being updated often and so I will keep you updated as well!

Twitter

There is a very good possibility a Twitter Ad Platform will be launched in the next few weeks.

I don't really have details on it at this time, but wanted to let you know. Stay tuned!

A report just came out saying half of the Tweets on Twitter are not in English. It got me wondering if your newspaper or TV station is in an area with a high concentration of non-English speaking followers, you may want to create a Twitter account in another language. There are Twitter tools that translate tweets to different languages too. Check the **Twitter apps resource page** on the SharePoint site. Just a thought.

On The Web

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

- [How to Build a Facebook Landing Page for Your Business](#)
- [Inc's Social Media Toolkit](#)
- [Can E-readers and Tablets Save the News?](#)
- [How to Write Compelling Social News Headlines](#)

Recent Announcements on the Site

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

USA TODAY Launches Social Media Blog and Twitter Index Page

2/18/2010

We're very happy to share with you that the [USA TODAY Media Lounge](#) has launched a new feature called the Social Media Lounge, authored by Brian Dresher and Alex Nicholson. The Social Media Lounge offers a living, breathing look at what USA TODAY...

Facebook Changes Homepage (Again)

2/5/2010

Click [here](#) to see a tour of the new Facebook homepage, which once again puts more emphasis on live feed and search.

5 Essential Tools for the Mobile Journalist

2/2/2010

Mashable has a great [post](#) today about the many different tools that are now available to help the journalist on the go. The list includes voice recorder (Google Voice), video recorders and WordPress.

Google Social Search Live for all

1/28/2010

Google's Social Search feature was only available in Google's experimental lab up until now. It is now in full beta and available to all. When you do a search on Google, assuming you have set up your Google profile, it will also show relevant content...

YFrog Adds Additional Networks

1/26/2010

Popular Twitter photo posting site [YFrog](#) has just updated to now allow you to post to Twitter, Facebook and MySpace all at one time with one post. Read more about it [here](#).

New Social Widget by Collecta

1/26/2010

[Collecta](#), a terrific real-time search engine, has just introduced a [Collecta Widget](#). To build your widget, you enter a search term and the dimensions you want your widget to be and voila, real-time content widget (you can even link it to an external...

Facebook Page Admin Changes

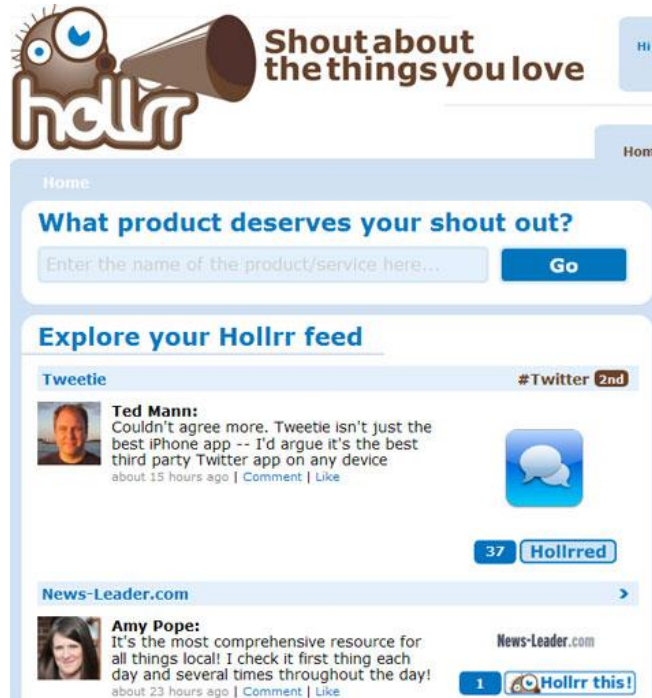
1/22/2010

Facebook Page administrators now have the ability to see the number of impressions per post, and the number of likes and comments per impression. In addition, Page admins will be asked to identify their industry.

Website of the Week

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

hollrr



On a mission to help people discover great new products and services. We all love to discover great new products and services.

The discovery of an awesome new product makes our day! It makes us happy to find out that someone has been thoughtful enough to create something that brings us joy or solves a problem we had.

The majority of these discoveries come from the recommendation of a friend. The trust in a friend's judgment is still hard to surpass. And as friends, we love to give a recommendation that we think will help a friend out.

Hollrr is the fun and easy way to share recommendations for great new products and services. One of our goals is to help small companies launch new products. We need your help to spread the word about the products you think deserve to succeed.

Google Buzz



On February 9th Google launched Buzz, a service for sharing thoughts, multimedia, and your social media feeds with your friends, using Gmail as the go-between. In the first 56 hours of use, there were 9 million posts and comments. Check out this Poynter post: "[What Journalists Need to Know About Google Buzz](#)", and this tutorial: "[Set up a Google Buzz profile for your news organization](#)". I have bookmarked additional related articles [here](#).

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 (stories of failure are ok too)

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.

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. 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 menu.

Social Media Quote of the Month:

"Tweets are the gold standard of scoops. A growing number of newspapers are turning their... mastheads over to Twitter."

-Woody Lewis, social-media adviser to news orgs, as quoted in Forbes