



Social Media Newsletter

ContentOne

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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.

Gannett's Best Uses of Social Media in 2010

This month I take a look back at the many ways Gannett's media properties used social media in 2010. I have chosen the top 10 uses (plus a few runners up), but it is important to note, I only knew about the uses that people shared with me. I have no doubt there were many other wonderful uses of social media out there in Gannett-land. As always, if you are doing anything exciting, innovative or disruptive in the social media space, please let me know. You'll find ['The Top 10 in 2010'](#) at the end of this newsletter!



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

[On The Web](#)

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.

Social Application Updates

Facebook

Facebook launched their new design for Fan Pages. Much of what was leaked in December did make it to the final redesign. Our Facebook representative sent me this summary:

- **Left-nav formatting:** Tabs are moving to the left just like on the new profile. We are migrating the "blurb box" to the Page's Info tab. Profile pictures will change dimensions from 200x600 to 180x540.
- **Most Recently published photos:** This new feature will live at the top of the Page and display the five most recently-published photos on top of the Wall (randomly).
- **Use Facebook As Your Page:** You'll now have the ability to Like and comment on other Pages (as your Page) and receive Page notifications. In addition you can view a 'Pages I Like' News Feed for your Page.
- **Smart "Everyone" Wall filter:** Pages now have two Wall filters for users: Posts by Page and a new Everyone filter, providing a new way for people to see the most

interesting stories first. As an admin, you'll have additional filters for viewing posts on your page, including Most Recent and Hidden Posts.

- **Email notifications:** You can now choose to receive notifications when users post or comment on your Page.
- **Featured Pages & Admins:** Choose to feature the other Pages liked or specific admins of the Page in the left-navigation.
- **Mutual Friends and Interests:** People visiting your Page will see the friends and Pages they have in common with your Page.
- **iframe Tabs Now Enabled:** We will now support iframe based tabs in order to provide developers with more flexibility and the ability to use standard web technology including Social Plugins, Facebook Login, and the Graph API.

I wrote a blog post about it [here](#). Below I have included some useful links about the new Fan Pages.

- [Facebook Launches Pages Redesign](#)
- [5 ways the new Facebook Pages can benefit your business](#)
- [Facebook Page Redesign 2011: All You Need to Know](#)
- [Facebook Brand Pages Re-redesigned](#)
- [What the New Facebook Pages Mean For Users & Owners](#)
- [Add an iFrame Facebook custom Tab](#)

If you are available, Facebook is offering a live webinar titled "[Intro to the New Facebook Pages](#)" on Wednesday, February 23rd at 2:30pm EST.

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

Twitter

An interesting study came out this month stating '[News Outlets Drive Twitter Trends](#)'. I am intrigued and encouraged by this report. The report analyzed over 16 million tweets and found that approx 22 'users' were responsible for the most re-tweeted content. The really good news for us is that 72% of those were run by traditional news orgs.

This reinforces something I've been saying for what feels like years now; It is important that we push our news, especially breaking news, to Twitter. People will find the news however they find the news, but they prefer the traditional media org because of the credibility we offer. They may see a tweet by a non-credible source, but they will seek us out for the confirmation and on-going investigation. If you get the facts on to Twitter first, *"Twitter users then seem to be acting more as filter and amplifier of traditional media"*.

Related: [Big media, not popular bloggers, dominate the conversation on Twitter](#)

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

Check-In Spotlight

Have you noticed your friends on Facebook are sharing what TV shows they are watching? Over the past year media check-in apps have begun to catch on and more and more people are checking into content, not just locations.

Of these applications, [GetGlue](#) is one of the most popular. As of this month, approximately [12 million](#) check-ins and reviews are being added per month. These posts can be pushed out to Facebook and Twitter.

Other applications jumping into this space are [Miso](#), [Philo](#) and [IntoNow](#). The latter can actually hear what you are listening to and prompt you to check in (share).

We already know that watching TV has become a very social activity. For example, this year's [Grammys](#) saw a ratings increase of 35% and not coincidentally, Twitter saw a record

amount of #grammy tweets (the topic trended for 4 days). Twitter as a water cooler for TV is nothing new, but the aspect of checking in and sharing, earning badges and points, where will this lead?

These applications are already starting to partner with media companies and brands. They offer branded badges and rewards. As one of the largest media companies, how do you see Gannett getting into this business?

As an fyi, another company that offered this capability, Hot Potato, was acquired by Facebook back in August of 2010, so don't be surprised if Facebook is working on their own 'content check-in' offering.

On The Web

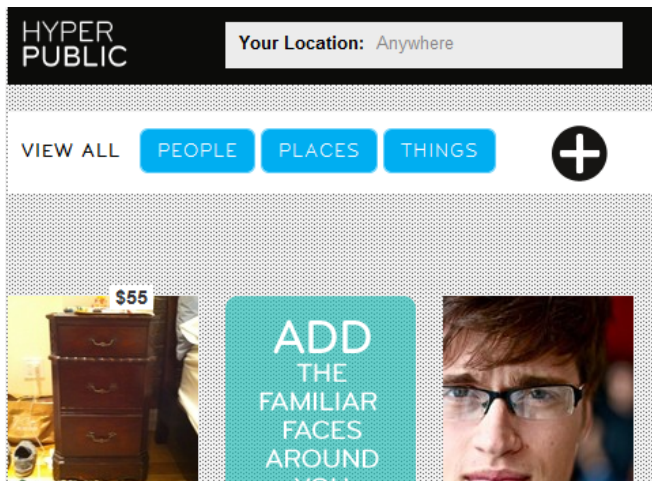
Some relevant articles/resources from around the web...

- [TV Industry Taps Social Media to Keep Viewers' Attention](#) (NY Times)
- [Hipstamatic and the Death of Photojournalism](#) (Gizmodo)
- [Instagram Introduces Hashtags for Users & Brands](#) (Mashable)
- [Storify's best uses turn news into conversations](#) (Poynter)
- [Patch Is Huge Waste Of Money...](#) (Business Insider)
- [18 Best Tools To Analyze Your Twitter Hotness](#) (BitRebels)
- [Local TV News + Twitter's Talking Heads = NBC's "The 20"](#) (AllThingsD)
- [HOW TO: Grow Your Sales and Revenue Using 2D Codes](#) (Mashable)
- [10 Common features found on hyperlocal news sites](#) (Mediabistro)
- [Use augmented reality to create useful apps, not gimmicks](#) (Poynter)
- [What Glee Means for Twitter & Television](#) (ReadWriteWeb)
- [7 Ways to Thank Someone for a Retweet](#) (Convince and Convert)
- [What Are the Skills of Tomorrow's Journalist?](#) [Video] (Mashable)
- [Location-Based Apps Prompt Store Visits, Spending](#) (Information Week)
- [Social Commerce And The New Rules For Local Businesses](#) (Techcrunch)
- [Content Farms 2.0: Can Robots Help Write the News?](#) (GigaOm)
- [How to organize & promote your news organization's social networks](#) (Poynter)
- [5 Ways to Tie Social Media to Business Goals](#) (oneforty)
- [7 Ways Print Magazines Are Using Social Media to Engage Readers](#) (Mashable)

Website of the Week

These were the most recent websites to check out:

Hyperpublic



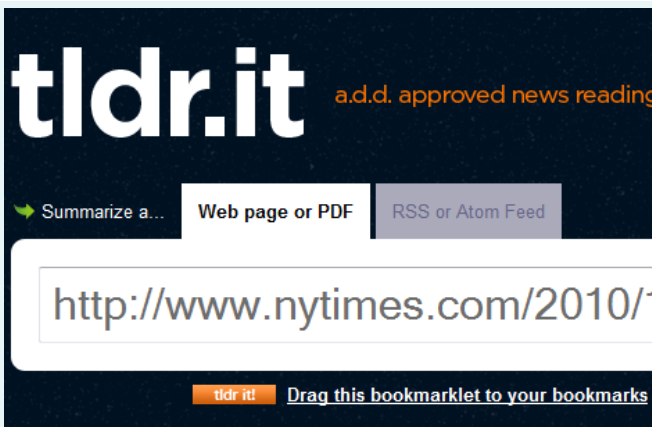
So here's the deal. You are a person. You live on a street. Let's call it 10th Street.

Ok, so there are a ton of people on 10th Street, but there are also things on 10th Street. A ton of things. And guess what: the people who are most likely to move these things around with you are the same EXACT people who you walk by on 10th Street.

Lastly, on and around 10th Street you have thousands of places. Places are where we go to interact with all the people and things that surround us.

Enter Hyperpublic. Discover and interact with the People, Places, and Things that you walk by every day.

tldr.it



a.d.d. approved news reading

Content from all over the web is composed of markup of all different sorts. Some of it is nice and proper, but by and large, the web is a wild place full of misnested block elements and open body tags. Fortunately for you, our clever content extraction algorithms can wade through much of this muck and get the content that matters.

Our content extraction algorithm is continually tested on the most popular sites on the Web with special case parsers for blogs and news networks being added all the time.

Our text summarization engine gives you the gist of a piece of text from a URL, an RSS feed, and other formats. Quit reading a bunch of fluff or the same story over and over again; let tldr.it help you read more by reading less!

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.

Gannett's Best Uses of Social Media in 2010

There were many nominations sent in, but I am certain there were lots of social media projects and initiatives that we didn't even know about. When you have an exciting social media story to share, please send it to Jodi Gersh (jgersh@gannett.com).

This list is intentionally not numbered 1-10, but rather bulleted and in no particular order, because all of these are equally demonstrative of how resourceful Gannetteers are in their use of social media and how important social media has become to our organization.

- **Gannett-Wide Oil Spill Coverage**

For the first time, we explored using a shared Twitter account to cover a story. In this case, it was the Gulf Coast oil spill. In mid April, we created the Twitter ID [@OilSpillNews](#). Soon after we set up an account in [Co-Tweet](#), a service that allows multiple people to send tweets from a single account (those people don't even need their own Twitter account). We sent invites out to multiple Gannett staffers spanning Louisiana, Mississippi, Florida, and Alabama and nationally via USA TODAY. Within an hour we already had about 50 followers, multiple re-tweets and were added to a variety of Oil Spill Resource Twitter Lists. At that point Holly Moore in Tallahassee created a Facebook Fan Page and linked it up to the Twitter account for cross posting. We then added additional Gannetteers as Administrators on the Fan Page. What we ended up with was a comprehensive feed of posts from our local media properties right in the heart of the crisis. This oil spill feed was also featured on the ContentOne oil spill microsite title *Engulfed: Stories from the Spill*. This site encouraged people to share their own stories, photos and videos about the oil spill (promoted nationally via [MySpillStory.com](#)). Gannett local sites also had their own co-branded versions to promote.

- **USA TODAY America Wants Twitter Campaign**

USA TODAY ran a Twitter hashtag campaign for charity. From 4/13 to 4/16, people were encouraged to tweet “#AmericaWants (+ name of charity) to get a full-page ad in USA TODAY,” with the recipient of the most tweets receiving a full-page, full-color ad in USA TODAY, valued at \$189,400.

Celebrities got in on it too including: Pamela Anderson, Perez Hilton, MC Hammer, Pink, Peter Facinelli, Joe Trippi, Khloe Kardashian, Heidi Montag, Spencer Pratt, Stephanie Pratt, Alyssa Milano, Jamie Oliver, Hayley Williams from Paramore, Eva Longoria, Josh Groban, Taylor from Paramore, Taylor Lautner, Zac Farro from Paramore, Ali Sweeney from The Biggest Loser, Jonathan Knight NKOTB, Ross the Intern, Nancy O'Dell, Tatum Channing, Brody Jenner, Hal Sparks and Shannon Tweed.

And, over the course of the campaign, “#AmericaWants” and “USA TODAY” were in the Top 10 trending topics three times on Twitter Search.

More than 67 million followers in support of more than 500 different organizations posted more than 60,000 tweets over four days. The recipient charity was To Write Love on Her Arms, a non-profit movement dedicated to presenting hope and finding help for those struggling with depression, addiction, self-injury and suicide. TWLOHA received more than 6,700 tweets. With PETA and TeensMad4Rwanda in second and third place.

- **Louisville Social Media Video Player**

On June 21, 2010 Courier-Journal.com launched what we call our Social Media Video player. What this player does is allows us to automatically Tweet each video published on Courier-Journal.com to targeted audiences. In other words, sports videos go out on our sports tweets, news videos on news tweets, features videos on features tweets and so on. There were several issues presented by our regular immersive player including:

- You cannot link to or generate RSS feeds for a specific, video topic or playlist from any of our current GO4 Faster video players, so it is impossible to target videos automatically to specific Twitter accounts or audiences.
- Shortening Saxotech Brightcove URLs in Twitter does not always work - instead of playing the video in question, defaults to the latest video put into the player.
- We could not generate an automatic RSS feed off our immersive player through which we could source to Dlvr.it and Twitterfeed

To solve these issues, we created a series of RSS feeds using the Brightcove API . Videos delivered through the RSS include Omniture tracking and display within a unique video player independent and outside of courier-journal.com's Saxotech platform. When a Twitter link is clicked the video begins playing within this unique video player. Additional video choices are displayed in this viral player, giving users the chance to explore more videos.

Additionally, because it is outside of the Saxotech environment, we found that posting video links from this player directly to Facebook generated a much more pleasing post that includes the video thumbnail as well as the video's title and short description metadata.

This player has certainly boosted our video offerings and since it "broadcasts" videos to targeted audiences (people do not have to first go to courier-journal.com), we have seen some videos go viral - especially sports videos. And it's all automatic -- any video that gets published in Brightcove is automatically sent to the appropriate RSS feeds, which are based on Brightcove playlistID numbers. Since the only way to access this player is either by Twitter or Facebook and other links generated from it, the numbers are purely based on social media returns. One thing we found is that users going to this video player were more likely to click on a second video than from our other players, probably the result of them being shown a topical playlist. Since its development, the player has landed Courier-Journal.com 72,480 video views. As part of this strategy, we make sure each video has information linking the viewer back to appropriate related material on courier-journal.com as a way to drive traffic back to the site.

- **WKYC Flash Mob**

WKYC used its Facebook fan page as the kernel for a half-hour show, "Flash Mob," that aired October 9 after "Saturday Night Live."

"Flash Mob" grew out of Flipcam behind-the-scenes promos our news producers post daily to the WKYC fan page. The promos starting pulling over 20,000 impressions a day. which were wry, off-the-wall and definitely not the usual fare for TV stations working in FB. When producers started getting recognized at the grocery store and the lumber yard, we started talking about cross-pollinating social media videos with the broadcast platform.

"Flash Mob" connects viewers to cool social media trends, tricks and technology. From the show's "Internet Virgins" segment teaching newbies a new technology to "Are You Disturbed" which features whacked-out viral stuff from across the web, "Flash Mob" is a the only locally produced TV show originating from social media content. A second episode has just been completed.

<http://www.facebook.com/pages/Flash-Mob/129154010430725>

- **Rochester's Score! and VoteUpNY**

Having just completed a successful gaming experiment in partnership with Rochester Institute of Technology (picturetheimpossible.com), editors and developers at Rochester's *Democrat and Chronicle* figured a similar achievement-based platform for engagement could work as part of the Election 2010 coverage plan. In July, in time to get fully involved with issues and candidates for the September primary, we launched score! The mission was to use challenges and achievements to help the community prepare for the biggest election in New York's recent history. All public offices at the state and congressional levels were up for grabs. About 600 players registered to play for prizes, and the registration -- through Facebook only -- allowed them to rank on the game leaderboard and participate in the forums. The score! website averaged 6,000 monthly unique visitors and more than 250,000 page views over three months. Players scored points for daily online puzzles, including jigsaws, slide tiles, match games, daily quizzes, questions of the day and mapping tests. Most, but not all, of the games were directly related to the election and included daily quizzes that linked to our

<http://voteupny.com> website. The developers' favorite was the "Headline Hopper," a *Mario Bros.*-style game that required getting a character to make its way across a quote from one of the candidates - quotes that often showed up in political blogs on VoteUpNY. We introduced QR codes in the newspaper, which required players to decipher using a smart phone app or digital camera, then submit the code for points. We published a locally tailored crossword puzzle one Sunday, a couple of rebuses and a mystery photo that was distributed in 16 pieces in four zoned editions over four weeks. We used scvngr to create texting-based scavenger hunts, including one hunt that had players finding former public officials' tombstones in a local cemetery. We also introduced special badges for users who were first to solve a puzzle or for player "stalkers" who uploaded photos of stumping candidates. Individual monthly winners earned a gift card and a matching donation to a United Way organization

of their choice.

- **Indy's Top Tweeps**

The July 22 issue of Metromix Magazine highlighted "Indy's Top Tweeps" and showcased 10 people who are making a mark in the city through Twitter. This was the perfect opportunity to host a Metromix Tweet Up which has been an idea we wanted to try for a very long time. We invited all 10 award winners to the event where we presented them with their award and spoke a little bit about why each of them were chosen. The Tweet Up was a great way to promote content in a creative way while utilizing 10 socially active people in the community to get the word out. The goals were to gain brand awareness by enlisting the help of our award winners, promote content and gain new Twitter followers. All goals were accomplished in that we saw an increase in mentions about Metromix on Twitter, we hosted a successful event that brought together nearly 100 socially active, tech savvy members of the community, and we increased the number of followers that we get in a typical week by 6 times the week of the event. The Tweet Up article was also in the top 10 most viewed pages in the website.

The coordination between the Information Center and Marketing was imperative to the success of this event. While working together we accomplished all of our goals and are looking forward to seeing the gains in traffic, followers, pick-up rate, etc continue.

- **Wilmington BlogU**

Based on findings from ContentOne's research on bloggers, The News Journal in Wilmington, Del., in conjunction with ContentOne, partnered with University of Delaware to hold our first ever community blogger training event, BlogU. More than 50 people registered for the event, which featured guest speakers including Ted Mann, Digital Development Director for Gannett's New Jersey publications, Lucia Blackwell, Editor of the Delaware MomsLikeMe.com site and ContentOne's Content Director, Rob Colenso. Based on the success of this first Blog U event, look for ContentOne to run similar programs in the coming months -- they're a great way for our local markets to make connections with both new and established bloggers in their communities.

- **Nashville Floods**

The rain started late Friday and continued Saturday – a heavy storm but nothing out of the ordinary. By Sunday, as unexpected downpours became unrelenting, it gradually became clear: the rain would trigger the worst flood in Middle Tennessee's history.

As the impending magnitude became clear Sunday, Tennessean.com ramped up coverage, including using words and images supplied by residents to broaden and personalize coverage. Each day the next week brought with it significant new news; online and in print, we had a string of breaking news stories to cover day after day after day. And we used all of our platforms to deliver insightful and evocative coverage as each day wore on.

To help disseminate information, staff used YouTube, Facebook and Twitter to engage the community, with residents adding their own words and photos to the staff's and using our coverage as a lynchpin for efforts to help others. Content was aggregated in a [special flood presentation](#) online.

A free [Flood Resource Guide](#) was printed for emergency workers to distribute to people who had no access to the Web or any other information outlet. An interactive version was also created, and it was translated into Spanish, Arabic and Somali. The paper used CoverItLive video streaming to host two live chats with FEMA, United Way and Tennessean editors to answer residents' questions about damage, relief, and how to help. An [interactive timeline](#) used video, photos, text and voice-overs to tell the story of the flood. An open Google map charted incidents and information, and a "SeeClickFix" map allowed residents to report flood problems directly to government officials. An interactive ["Flood Wall"](#) allowed people to share their stories and thoughts. It had dozens of quick bits of emotion, sympathy and thanks, presented in a real-time and interactive way. Knowing that many were without power at home, The Tennessean sent hundreds of e-mails and text alerts with the latest information to people's phones. The paper reached new audiences by building a simple [Emergency Blogcast widget](#) for bloggers to pull the latest headlines on the flood. Videos posted on [Tennessean.com](#) and the paper's [YouTube channel](#) received hundreds of thousands of streams.

A reporter used [Ustream.tv](#) (shot from an iPhone) to broadcast aerial footage of the wreckage left from the flooding. In addition, we sought [security camera videos](#) from local businesses to graphically show the flood's power. The Tennessean's social media director partnered with Nashville bloggers to

create and distribute "Save the Water" posters and stickers all over town when city officials asked residents to conserve water after one of the city's two water plants was shut down. Editors curated dozens of bloggers' responses to the flood, presenting them throughout the printed newspaper and aggregating them for a [special blog post](#). It was this coverage, particularly the social media aspects that won Mark Silverman the Ben Bradlee Editor of the Year honors from the National Press Foundation. The award will be presented on March 1.

- **AZCentral's Newsroom Twitter Directive**

The 100+ accounts used by newsroom staff have a total 125,000 followers. 80 reporters have gone through an hour-long training on using Twitter as an effective reporting tool and engaging with their readers. We've learned that doing one-on-one training is best because the experience levels with Twitter vary and people have specific questions about their accounts. azcentral staffers who use their accounts professionally are asked to Tweet an average of 2 times per day. We have a master Twitter list of all staffers who Tweet and, using Hootsuite, we can retweet them through the @azcentral and @arizonarepublic accounts (this came in very handy during the Tucson shooting b/c we didn't immediately have a complete list of who was out there Tweeting). You can read more about the social media coverage of the Tucson shooting in last month's [newsletter](#).

- **Hosting Social Media Events**

In 2010 many of Gannett's media properties got involved in social media events by sponsoring, educating and engaging with the local community.

- 11Alive Sponsors Social Media Week – November 2010
We were key planners of "Social Media Atlanta", the city's inaugural week long celebration of all things social media related. The event attracted several thousand folks from around Atlanta to attend more than 50 events throughout the week. We were the media sponsor and had key signage at the kick-off event. We also did several stories on the event in our newscast. We hosted two events here at the station. One was a panel discussion called "The Democratization of the Media" and the other was a "Mommy Blog Off". Both events attracted a crowd of about 100, connected us with some great "influencers" and helped our staff to learn about social media. We also used Augmented Reality in a very practical way at the panel discussion and got some great press for that. We connected with some folks at CNN and are learning together, we trended on Twitter, we even snagged a new morning show "reporter" from among our panelists. [PBS.org post about Augmented Reality](#); [Enthusiasm building for Social Media Atlanta](#).
- In early March, **Metromix in DC (WUSA9)** rounded up Foursquare users to try to earn the elusive Swarm Badge, but it wasn't as easy as we first thought. Part of the fun in Foursquare is being able to earn badges as rewards for your activity. The Swarm Badge is achieved when 50+ users check-in at the same location, which takes a lot of coordination and promotion. Even though they failed the first attempt (with about 20 check-ins), that pushed the users to help promote the next Swarm Badge party later in the month at [Twestival](#)--a Metromix-sponsored event. The result was 65+ check-ins. The announcement received a huge round of applause, and users walk away with a great user experience branded with Metromix.
- **KXTV/News10 Sacramento** Did you know June 30th was World Social Media Day? Well News10 did. They held a party for 70 people. They promoted the event on Facebook and Twitter through an Eventbrite link. Within a couple of hours they had sold out. But that's not all. They've reached to local bloggers to enhance their online content in areas where they can't always send a reporter. They've reached out to social media mover-and-shakers to send them pictures of weekend events (with a lot of success) and they've assigned a reporter to blog about what's hot and happening in the Sacramento social media market ([read the latest Happy Hour blog post](#)).
- **Hattiesburg** got this idea from Mashable, when they were trying to start monthly Mashable meetups across the country. Since we live in semi-rural area and only about 1/3 of the people here have high-speed internet service, I started a monthly social media meetup to get people in our area a little more interested and educated on social media. About 6-8 attend on average, but I expect that number to grow as I have had several speaking engagements come out of the meetups, and have met more people interested in learning about social media - local American Business Women's Association, local hospital group, international students, journalism students, nonprofits like the local animal shelter.

Most of our conversations (driven by the attendees) have been about Facebook security, but we have talked about other things like twitter, kindle vs. iPad, location-based apps, YouTube, blogs, fair use of online materials, what kind of smartphone to buy.

Runner up: Football Game Collaboration

The Louisville Courier-Journal and the Hattiesburg American collaborated using social media to cover the Beef O'Brady's bowl game in St. Petersburg, Fla., where our universities' football teams competed against each other. AND ... WTSP-TV crew in Tampa/St. Pete even stepped in to provide video. We collaborated on live chats w/coveritlive and shared our blogs and tweets, etc., to provide the best coverage possible in as many venues as we could. Spearheading the collaboration was Rob Gates at the LCJ. I think what is notable about this example is that it pooled the resources of both Louisville and Hattiesburg to create a better user experience during the bowl game itself where we had 994 readers on a live blog posting 713 comments. That blog includes Tweets from both Louisville and Hattiesburg writers, as well as being moderated from Louisville.

Runner up: Facebook Face-Off

WKYC-TV Cleveland is working on a "Facebook Face-off" to boost their fan page numbers: it's the morning anchor, Mark Nolan, versus the 6 & 11 anchor, Romona Robinson. If they get to 25,000 fans, Mark has to go to a beauty shop with Romona for a mani-pedi. If they hit 30,000 fans, Romona has to get under the hood of Mark's beater pick-up (the "Frankentruck,") and work on the engine! They are shooting the second episode of their 1/2 hour social media show, "Flash Mob," which presents social media savvy and new tech-type content. All of it is created, shot and edited by line producers who do their daily Facebook Flipcam promos! The pilot episode aired on October 9 after Saturday Night Live and won its time slot. See episode 1 on the Flash Mob FB fan page: <http://on.fb.me/e8nrbz>

Runner up: Gannett-wide use of Yammer - 2010

Although the Gannett [Yammer](#) network was formed in 2008, this past year it really started to take off. Yammer is an enterprise-wide microblogging service. In simple speak, a Twitter for business. It is a closed network which requires a company email address to participate. Currently both Gannett and USA TODAY have their own Yammer networks, although hopefully in 2011 they will be linked up. Why did Yammer make this list? Let's look at staffer testimonials:

- Lici Beveridge, Online/data editor, Hattiesburg American
One of the greatest benefits of using Yammer has been to connect with other people who do the same thing as I do. We share ideas, seek - and get - help with obstacles, and collaborate on projects. I often get ideas of things I can do on my site just from reading some of the other conversations going on. With the desktop app, Yammer is right there with us throughout the day. Responses are often immediate, too. Many yammerers have been there, done that, and can point you in the right direction in no time at all. I would say it is a major communication tool that has saved me dozens of hours of work over the last year as well as enhanced what our site has to offer. And - I've gotten to know a lot of great people on top of it all!
- Matt Peterson, Online Editor - news-leader.com
Today's People's Choice awards <gallery> from Tennessee gave us 4,200 PVs so far that we wouldn't have had otherwise. The Notable Deaths of 2010 gallery that someone shared a week or so ago has given us 64,823 thus far. I think it would be a fair estimate to say that over the six months or so that we've been sharing galleries on here, I've managed an additional 300,000 PVs just on our local site with practically no additional work.
Yammer has also been a good sounding board to check out ideas and get answers. It helped a lot when we were moving our blogs over to WordPress - there was a lot of great support from folks that had already made the transition when we ran into problems.
I've also been able to share some helpful tools on here, such as Adobe's BrowserLabs solution for previewing pages in multiple browsers that others have found useful as well.
- Caitlin Byrne Online Producer, Lafayette
When I lost access to a page in Saxotech, this (Yammer) was the first place I turned (after I searched the site up and down) to get help. Everyone jumped on and helped me figure out what was wrong, and how to get it fixed.
- Jeffrey Platsky, Digital Desk Editor, Binghamton
I've said this before: email is a productivity drag; Yammer is a productivity enhancer.

- Morgan Zuehlke GCS Creative Strategist (Interactive), Nashville
I was using it at my previous company for sharing internal discussions without junking up an inbox. Last week, I went to create a Yammer account to connect GCS strategists from the various GCS regional groups and discovered that you guys already had a corporate account! In general, getting more connected with Gannett's interactive resources has been great. More specifically, the GCS group that I've created is helping to connect people in similar roles from the various regional groups across the country so that we can share knowledge, resources, links, vendors, success stories, and maybe even a few LOLCats along the way. ***With Yammer, we're a little less like independently operating islands and a lot more like colleagues.***

I think that last sentence speaks volumes.



Social Media Quote of the Month:

"Twitter is a tool, the web is a medium, and journalism is an action."

-Dan Patterson of ABC News Radio