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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.

Civil Rights in America :: YouTube Partnership

This month we are again focusing on our Civil Rights web portal: [Civil Rights in America: Connections to a Movement](#) and marking Martin Luther King's assassination and the creation of the Student Non-Violent Coordinating Committee. Along with the many features on the national site, there will also be local portals available on each of your websites. We have partnered with YouTube for the 'Interview a Hero' portion of the project, so you can tell your



readers to leave their comments and share their stories, videos and photos at the site. There is also a [Facebook Fan Page](#) which will call out specific posts from the site. For more information, visit our **Civil Rights SharePoint site**.

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. Follow [@GCITweets](#) on Twitter for social media article links and information.

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 (if you want to have your exciting story listed here, just let me know about it)!

- **Rochester** has launched [VoteUpNY](#) to have a little fun with Q&A during the 2010 Campaign while offering insights to help voters understand various issues. Political reporter Jill Terreri leads a person-on-the-street instructional video that highlights one issue at a time in a series leading up to Election Day.
- The **Des Moines Register** created a [map](#) for drivers to report where potholes are located, and data is given to area public-works departments. To add to the map, readers can either log in with their Pluck account or via Facebook Connect. Facebook Connect encourages those without a Pluck account to participate and also allows users to share a link to the map and information about the pothole with Facebook friends.
- In early March, **Metromix in DC** 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.

- Building on the success of [LOL](#) (Locals on Living), **Cincinnati** recently launched [Sports Talk Central](#), which is a centerpiece for their network of sports bloggers (inside and outside the Enquirer) and a place to highlight user contributions (like the chosen comment of the day). Currently in soft launch so stay tuned!

Social Application Updates

Facebook

This just in... Facebook has just announced they will be changing the way people interact with pages (fan pages). Instead of clicking 'Become a Fan', there will now be a 'Like' button. Facebook reports people are twice as likely to 'like' something as they are to 'become a fan'.

Looks like Facebook is jumping into the Location Services game (see Gowalla below). Facebook has updated their Terms of Service to include phrasing that has lead analysts to this conclusion. It is not clear how Facebook's location tools will work, whether they will be mobile based or multi-platform. Stay tuned.

Earlier this month I taught [Facebook 101](#) as part of Gannett's Virtual Campus Experts Online series. The presentation and the recorded webinar can be found [here](#).

Gowalla

I've featured the location based service (LBS) [Foursquare](#) in the past and now I would like to tell you about another LBS called [Gowalla](#). Gowalla launched in 2009 (actually within days of Foursquare) as a mobile location game. Similar to Foursquare (and [Brightkite](#) before it), Gowalla allows you to 'check-in' at a location using your mobile phone's GPS. Upon checking in you can share your location information with your friends/networks (Twitter, Facebook) and you can post photos or comments. The gaming element comes into play in the form of virtual items you can pick up. I like to think of this like trading cards. You can pick up a virtual item (I found a 'skateboard' at Gannett Corp) and leave other items. You can also earn pins (similar to Foursquare's badges). In addition, Gowalla includes trips which are lists of multiple locations for you to check into (think scavenger hunt). Upon completing a trip, you can earn a special pin or even an actual prize. Gowalla is available on most mobile platforms.



Twitter

In March Twitter announced the '@Anywhere' platform at the [South by Southwest Interactive Festival](#). @Anywhere is a way to pull Twitter links and data onto partner sites and media outlets. If that sounds confusing, you are not alone. There has been little buzz about this since announced, but I suspect once the first partners start debuting, this could be a game changer (like Facebook Connect was). As Twitter Founder Ev Williams described it, "it's not an ad platform, it's an '@' platform... a new set of frameworks for adding this Twitter experience anywhere on the Web. Soon, sites many of us visit every day will be able to recreate these open, engaging interactions providing a new layer of value for visitors without sending them to Twitter.com."

The first ever official Twitter conference ([Chirp](#)) will be held in April. It is reported Twitter will announce their new advertising platform at the show. We'll see...

On The Web

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

- [How to Build Engaging One-of-Kind Facebook Fan Pages](#)
- [How Social Media is Taking the News Local](#)
- [Trending topics influence what you see on front of the Chicago Tribune web site](#)
- [Facebook Groups Vs Pages: The Definitive Guide](#)
- [News site visitors look like early tech adopters \(blog\)](#)

Recent Announcements on the Site

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

Facebook Change: You will soon 'Like' a page, not 'Fan' it! 3/30/2010 9:05 AM

Via [InsideFacebook.com](#): "People will soon connect with your Brand Pages by clicking 'Like' rather than 'Become a Fan,'" the company recently began telling advertising agencies about the change, according to Facebook documents obtained by [MediaMemo](#). "People..."

Twitter Search Results to Show Popular Tweets First 3/22/2010

Twitter has announced plans to change their search results page to display the most popular tweets first, instead of the most recent, for your search query.

New Location Hub Added to this Site 3/10/2010

I have created a [Location / Geo Resources Hub](#) for a one stop shop for all things location. Enjoy!

Twitter Updates 3/10/2010

Twitter announced a couple updates this week. First, they have added location features to the main Twitter.com feed (which utilizes the new geo location functions you can turn on in your Twitter settings). Second, they announced their own new link shortener,...

Facebook to Launch Location Features 3/10/2010

From the NY Times Bits Blog: "Starting next month, the more than 400 million [Facebook](#) users could begin seeing a new kind of status update flow through their news feed: the current locations of their friends." Following the success of Foursquare,...

Metromix DC plans a FourSquare "Earn your Badge" night 3/10/2010

[Metromix DC](#) and Town Tavern will be hosting a special [Foursquare party](#) on Saturday March 13, 2010 at 8pm for Foursquare users and non-users alike. For the uninitiated, Foursquare is a phone app that gives you and your friends a new way of exploring your...

Website of the Week

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

noticing.gs



Noticings is a game about learning to look at the world around you. Cities are wonderful places, and everybody finds different things in them. Some of us like to take pictures of interesting, unusual, or beautiful things we see, but many of use are moving so fast through the urban landscape we don't take in the things around us.

Noticings is a game you play by going a bit slower, and having a look around you. It doesn't require you change your behaviour significantly, or interrupt your routine: you just take photographs of things that you think are interesting, or things you see. You'll get points for just noticing things, and you might get bonuses for interesting coincidences.

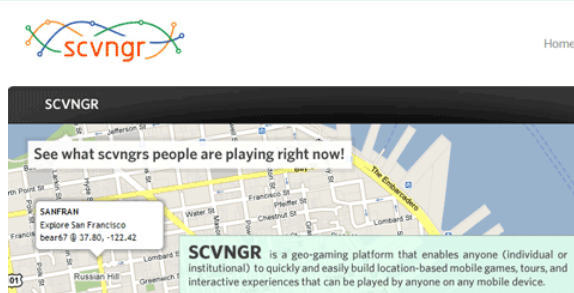
Blippy



Blippy is a Twitter-like service where users post everything they purchase. You can hook up your credit cards and various online services (Amazon, iTunes, Zappos, etc.), and details about everything you buy are posted.

"The big question that Blippy answers is 'What are your friends buying?'," co-founder Philip Kaplan... "Blippy provides transparency into normal everyday things."

Scvngr



SCVNGR is a geo-gaming platform that enables anyone to quickly and easily build location-based mobile games, tours, and interactive experiences that can be enjoyed from any mobile device.

A scvngr is a new type of mobile game that blends digital interactivity with real-world interactions. It's a high-tech game that can be played from any mobile device. It might help to think of it initially like a high-tech scavenger hunt where clues and location-based riddles are sent back and forth to your phone. However, SCVNGR's technology goes far beyond just that, enabling anyone to build rich, sophisticated, interactive mobile experiences that range from high-tech tours, to alternate reality games to full scale city-wide experiences.

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 Social Media Blog

USA TODAY Media Lounge has launched the [Social Media Lounge](#), authored by Brian Dresher and Alex Nicholson. The Social Media Lounge offers a living, breathing look at what USA TODAY is doing every day through marketing, communications and social media efforts.

Social Media Quote of the Month:

"Location Information. When you share your location with others or add a location to something you post, we treat that like any other content you post (for example, it is subject to your privacy settings). If we offer a service that supports this type of location sharing we will present you with an opt-in choice of whether you want to participate."

-Update to Facebook's Terms of Service – hinting at Facebook's dive into 'Location'