



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.

What is Our Combined Social Reach?

I'm putting together a grid of Gannett's combined reach on Facebook and Twitter. I've started with Facebook and spent some time going through your fan pages, but I need your help. I could only get data for the pages I'm an admin for. For the rest, could you please send me information, in the format below? Once I have the numbers, I will import them to the social media SharePoint site and update them as needed. Just as Gannett sales folks look at our combined Digital reach, we can start to provide information about our combined social reach.

GANNETT FAN PAGES 3/11 Gannett Site	FB Likes	gender demo		female age breakdown			
		%F	%M	18-24	25-34	35-44	45-54
11Alive.com Atlanta- WXIA	38,134	75.0%	24.0%	6.3%	18.0%	23.0%	16.0%
Detroit Free Press	8,743	45.0%	53.0%	3.1%	11.0%	13.0%	9.7%

Next month, I'll start collecting information on combined Twitter following. Thanks!!

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



As has been the recent trend, Facebook made a bunch of changes this month. They updated their Comments plug-in, activated iFrames (and began to depreciate FBML), changed the functionality of the Like button and more...Here are some related articles/posts.

- [Facebook Kills Share Button – Enhances Like Button](#)
- [All of Facebook's Like Buttons on Third-Party Sites Now Publish a Full News Feed Story](#)
- [What Marketers Need to Know About Facebook's Switch to iFrames](#)
- [Facebook's New Comments Box Plugin Filters Website Comment Reels by Relevance](#)
- [Facebook Insights Gets Real-Time Analytics](#)

- [Facebook Adds Check-Ins To Events](#)

Yahoo Labs did a comprehensive study of Facebook Likes and online news. It's very interesting and I recommend you check it out: [What can we learn from Facebook reactions to online news?](#)

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

Twitter



Unlike Facebook, Twitter has not been making regular changes to the platform, but it is newsworthy to note Twitter celebrated its 5th birthday this month. They launched a new website and video called [Discover Twitter](#) to celebrate the milestone. At the 5 year mark, Twitter refreshed its statistics, and the numbers continue to grow. From the Twitter blog:

Tweets

- **3 years, 2 months and 1 day.** The time it took from the first Tweet to the billionth Tweet.
- **1 week.** The time it now takes for users to send a billion Tweets.
- **50 million.** The average number of Tweets people sent per day, one year ago.
- **140 million.** The average number of Tweets people sent per day, in the last month.
- **177 million.** Tweets sent on March 11, 2011.
- **456.** Tweets per second (TPS) when Michael Jackson died on June 25, 2009 (a record at that time).
- **6,939.** Current TPS record set 4 seconds after midnight in Japan on New Year's Day.

Accounts

- **572,000.** Number of new accounts created on March 12, 2011.
- **460,000.** Average number of new accounts per day over the last month.
- **182%.** Increase in number of mobile users over the past year.

Twitter announced in March they will no longer allow 3rd party developers to build new applications off the Twitter API if the apps “*mimic or reproduce the mainstream Twitter consumer client experience.*” Twitter will be cracking down on 3rd party apps as they continue to build out their revenue model. Twitter is currently valued at > \$7 billion.

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

LinkedIn



I don't usually mention [LinkedIn](#) in this newsletter, but I thought I could start covering it occasionally. Beyond a terrific place to network with colleagues past and present, it is also a wealth of information as well as an important place to claim your expertise. There are thousands of LinkedIn [groups](#) where you can connect and share information with like minded folks. There is also [LinkedIn Answers](#), where people ask questions on topics and other 'experts' answer them. If you want to differentiate yourself as an expert on a certain topic, diving in and answering questions on LinkedIn is a great way to start.

I'd also like to point out the group [LinkedIn for Journalists](#). They have regular training sessions and post tips on things such as [hiding your connections from other journalists](#).

- [LinkedIn Gets Into the Personalized B-to-B News Business](#)
- [LinkedIn Adds Social-Driven News, Skills, 'Maps' Pages](#)

By the way, LinkedIn just announced they have surpassed 100 million users.

Tumblr



I've covered Tumblr before in this newsletter and even have a Tumblr Resources area on the site, but I wanted to share some new Tumblr related info with you.

- In NY, Tumblr is used for a hyperlocal network of sites: [Welcome to the Neighborhood: NYC Tumblr Network Adds 25 New Cities](#)
- This month, The Washington Post launched their own Tumblr site: [Washington Post Explores the Future of Journalism Via Tumblr](#)
- To reiterate some of what Tumblr's Mark Coatney told us when he was a guest speaker on one of my calls, [How media organizations can create a successful Tumblr](#)
- And changes Tumblr's been making: [Tumblr Gets Explorative, Organized](#)

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

On The Web

Some relevant and/or interesting articles/resources from around the web...

- [Twitter Isn't Journalism, or is it?](#) (Businessweek)
- [For the First Time, More People Get News Online Than From Newspapers](#) (Mashable)
- [Social Media Strategy Learning Curve and Framework](#) (Intersection Marketing Blog)
- [How Brands Are Using Mobile Photo Sharing](#) (American Express Open)
- [TV watchers look to Web for instant analysis, laughs](#) (Detroit Free Press)
- [Facebook's Growing Role in Social Journalism](#) (Mashable)
- [Site Specific: One Minute News Targets Gen Y](#) (Mediapost)
- [Daily deals are boring. Free taxis for a year are not](#) (TheNextWeb)
- [How Semantic Search Is Redefining Traditional & Social Media](#) (Mashable)
- [From Check-In To Check Out: There's Money In Location](#) (allFacebook)
- [Are We Making Our Fans Work Too Hard?](#) (Convince and Convert)
- [Top 100 Socially Networked Cities in the U.S.](#) (Mashable) **Is your city listed??
- ['Localists' Turn to TV, Newspapers, Radio Before Hyperlocal Sites, Study Shows](#) (AdAge)
- [Facebook Commenting Platform: Pros and Cons For Businesses](#) (Edelman)
- [The Media Industry is the Canary in the Coalmine](#) (Harvard Business Review)
- [The Rise of the Preemptive Checkin](#) (Mashable)
- [QR Codes & Mobile: The Time is Now](#) (SpinSucks)

And as we've seen with other big news stories like Egypt's uprising, there are tons of articles about social media and the Japan earthquake. Here is one:

- [Social Media Plays Vital Role in Reconnecting Japan Quake Victims With Loved Ones](#)

Recent Announcements on the Site

You can subscribe and be alerted to new announcements! Click [here](#).

Using Tweetdeck for your Social Media Dashboard 3/1/2011

I've been using Tweetdeck for quite a while and, although many people have their own preferences for managing their social media, I recommend it the go to app. I found this post and thought you'd all find it beneficial: [The all-inclusive social media...](#)

Facebook Promotions 2011: What You Need to Know 3/1/2011

Social Media Examiner has published a [new post](#) on navigating Facebook's promotions and contests guidelines.

Yammer at Gannett 3/1/2011

I have added a new [Yammer Resources](#) area to this site. It gives detail about how to sign up as well as staff testimonials.

Analyze Your Twitter Popularity 2/20/2011

I came upon this post recently that outlines 18 apps you can use to analyze your Twitter popularity/reach. They look at TwitterGrader, Klout, TwitterCounter and more. Read the article [here](#).

New Facebook Fan Page Design 2/11/2011

Facebook has launched a new fanpage design. I wrote about it [here](#).

Export Your Fans and Followers 1/30/2011

Some of you have asked about this in the past. Although I would recommend using the data for analysis, and not push marketing, <http://simplymeasured.com> offers tools to export your fans and followers to MS Excel. It is not a free service, although you...

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)!

- About a month ago **KARE11** began adding a [Facebook post](#) with a picture of something from their morning news meeting so they could get a conversation going about stories that their fans want to see covered. They ask Facebook friends to "Join our morning news meeting" and submit their story ideas right onto the Facebook page. People like the instant feedback from KARE and it gives them a good gauge to see what people are thinking about on a given day. They generally get about 20,000-25,000 impressions on the morning meeting post on Facebook. There are usually about 20-30 comments left daily.
- In this upcoming weekend's **USA WEEKEND**, the cover story focuses on social media and features Twitter's Biz Stone. *'37 ways social media can make your life easier. With iPads, iPhones, Xooms, Androids and all sorts of other gadgetry, social media can get pretty complicated. For those just dipping their toes into those byte-filled waters, USA WEEKEND offers a primer on what to know to get started Tweeting, Facebooking and Yelping.'*
- Two **Hattiesburg American** bloggers have been named finalists in the Mississippi/Louisiana APME contest for 2010 in Division II. Lici Beveridge's [blog](#) about their website, social media and other things on the Net, and Patrick Magee's [blog](#) about University of Southern Mississippi sports. They are the only two finalists in that category, so it is a clean sweep! This is the first time the APME for Miss/La has had any digital categories in its annual contest.
- In **Tallahassee**, Metromix linked up a DJ Pauly D gallery (Jersey Shore Pauly D who spins as a DJ was in Tampa last weekend) to their Facebook Fan Page. Pauly D saw it, re-tweeted and put on his page, and Tampa was at a quarter million page views on it in less than 12 hours, did 100,000 page views in the first hour, on a Sunday night. [Here](#) is a link.
- **ContentOne** has launched a new [hyperlocal resource hub](#) which includes information



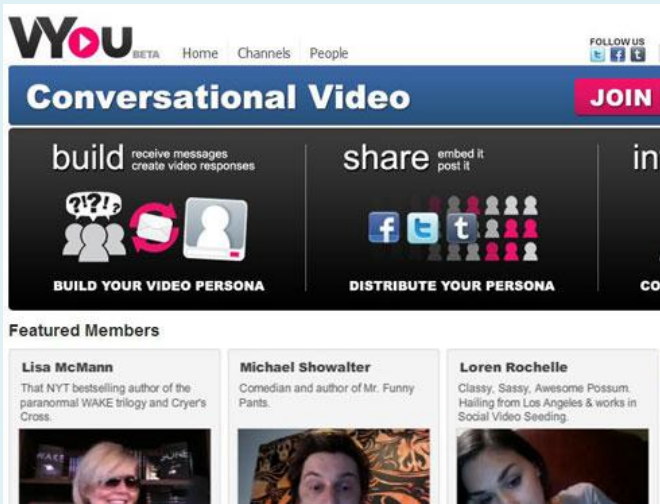
collected and research conducted on blog networks, blogger training, hyperlocal networks, geolocation initiatives and more. It is a work in progress and we are adding to it regularly.

- To cover the breaking and ever-changing story in Japan, **USA TODAY** is using social media to curate information from the social web. You can read about their efforts on their [social media blog](#). You can see one of the posts using Storify [here](#).
- In St. Louis, **KSDK 's Metromix** selected a group of about 30 St. Louisans to follow on Twitter (specifically for this project). The goal was to find people that were changing the real-life landscape of St. Louis via Twitter; everything from food bloggers, to politicians, to social media geeks. Regardless of their profession (or lack of) they were creating movement in various St. Louis arenas. After about 6 months of following, they whittled the list down to 10; the Top 10 Tweepers of St. Louis. They came up with Twitter titles for each of them, and then brought them in for a photoshoot to bring their new Twitter titles to life. [Here's](#) the link to the feature. To promote the feature and the Tweepers themselves, they organized TweetUpSTL – an event where being glued to your phone in public for tweeting purposes was not only accepted, it was encouraged. This brought The Top 10 Tweepers, their followers and their followers together to meet in “real” life. Also, it was an opportunity to present them with the “Metromix Birdhouse Award”. The event was hosted at a local brewery which provided snacks and a complimentary beer for everyone that showed up. TweetupSTL was promoted via :30 sec spots on KSDK, ran a profile piece the Monday prior to the event on KSDK and, of course, launched a serious social media campaign which generated a ton of buzz. The hashtag #TweetUpSTL was widely used. [Here](#) is the link to the TweetUpSTL photo gallery.
- **MomsLikeMe.com** live-tweeted the Oscars using the hashtag #redcarpetmoms, in conjunction with their national Red Carpet Moms sweepstakes that took place on MomsLikeMe.com. The promotion yielded these results in a 6-hour time-span:
Twitter on 2/27: 171 Original @momslikeme tweets, 519 total tweets with #redcarpetmoms hashtag, 38 unique authors, 61 Retweets, 45 @ replies, 114 mentions, REACH: 15,430 people (with just 50 tweets, according to Tweetreach)
Red Carpet Moms CHAT TO WIN 2/27 STATS on MomsLikeMe: 3,298 Total posts in c2w thread, 12,777 PVs on Sunday, 2/27. Current # of followers: 2,385, +485 since Feb 1.

Website of the Week

These were the most recent websites to check out:

VYou



VYou allows people to broadcast video structured as conversations, offering the most personal form of social interaction on the web. It works like this: you record video responses to messages entered by friends and fans. VYou organizes their messages and your videos into conversations, making the experience feel continuously live even though the content is stored.

VYou lets you get advice from experts, interact with your favorite celebrity or organization, or communicate with friends and family using a social presence that persists even when you're away. As a simple application it can be embedded and posted anywhere on the web giving you tremendous power and creative control.

Intersect



Intersect charts your story on a beautiful map of times, places and lives. It's easy and free.

- Capture moments and interests on your lifelong storyline
- See a [map](#) of all the places you've been and when you were there
- Choose who can see each story you post
- Share different profile photos for different parts of your life
- Travel through hours or decades with a pan of our time selector
- Explore stories that surround you in time and place
- Connect with people who have crossed your path
- Post on the go with the [Intersect iPhone app](#)

Instagram Real-Time API



You may already know about the social photo sharing app Instagram. But did you know they've released an API for developers to build off of?

The images here are being sent in real-time from Instagram users who geo-tag their posts. As the user presses the "done" button, Instagram's servers notify this independent server of a new photo through a simple web hook.

Using Instagram's new real-time updates API, any developer can subscribe to new photos from a variety of sources. In this demo, we've subscribed to a handful of city-centers with a radius of 5km. This means that Instagram will notify this server every time an Instagram user tags their photo with a location within 5km of the city center."

How do you create subscriptions? First, you need to register for a developer account at the [Instagram Developer Center](#) then review the [real-time developer documentation](#). You'll see that subscribing is as easy as issuing a single curl command.

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. More details on joining Yammer [here!](#)

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.



Social Media Quote of the Month:

“Twitter is not just a Web site and not microblogging, it is an entirely different medium ... The way in which information travels on Twitter — the shape of it — is different to anything that we’ve previously known.” – Paul Lewis, Guardian reporter