



INSIDE THIS ISSUE:

Social App Updates	1
On The Web	3
Around Gannett	3
Recent Announcements	4
Website of the week	5
Reminders	6
The Quote	6

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.

NEWSFLASH - Twitter & Facebook!!!!

This month both Twitter and Facebook held conferences announcing major changes to their platforms. This newsletter is going to focus on those announcements and dig through the confusion to provide you with the information you need to know.

Twitter's conference, [Chirp](#), was held on April 14th & 15th. Facebook's [F8](#) conference was held on April 21st.



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

Social Application Updates

Twitter



Announcements:

- **Promoted Tweets**
Twitter's new ad platform (monetization strategy) is an ad-within-a-tweet campaign. Similar to Google Ad sense, partners can buy search keywords and these promotional tweets will display within Twitter's search results page. Starbucks and Best Buy are among the limited announced partners.
- **Library of Congress Archive**
Twitter announced that the Library of Congress will be archiving every public tweet ever made dating back to March 2006. Twitter co-founder Biz Stone said this is a sign the billions of tweets that funnel through Twitter "are important and worthy of preservation."
- **@Anywhere Platform**
Initially announced in March at the South by Southwest festival, this platform is supposed to take on Facebook Connect to allow 3rd party websites to integrate Twitter functionality on to their sites (ironically Facebook announced they were no longer continuing Facebook Connect: see Facebook Social Plugins below). Partners such as Amazon.com, Wall Street Journal and CitySearch were said to already have implemented @Anywhere on their websites.
- **Location**
Twitter added geo-location features to their product last year, but they are making this a more prominent feature. They said they have no plans to compete with Foursquare or Gowalla, but they want to add more value to tweets. You can now add specific locations to tweets. Twitter is calling this 'Points of Interest'.
- **Twitter to Develop Applications**

Twitter recently announced it has purchased Tweetie, one of the 3rd party apps used for managing Twitter. I personally use the Tweetie 2.0 iPhone app as my main mobile Twitter interface. With this announcement, they also launched their own Blackberry app (and that an official Android app is also on the way). This may not seem like a very big deal, but besides Twitter.com, the folks at Twitter have not created any additional applications. Even Twitter Search was purchased from Summize in July of 2008. The Blackberry Twitter app marks a new chapter for Twitter, also worrying developers that their 3rd party applications, built off of Twitter's platform, may soon be competing with Twitter directly. To appease some of this friction, Twitter announced a new developer site: dev.twitter.com.

- **URL Shortener**

Twitter announced they will have their own URL shortener. If you do not know what this is, it is a tiny or short URL that redirects to a longer one. In the past, Twitter has used Bit.ly. It has not yet announced what the new Twitter short URL domain will be.

- **Statistics**

Twitter has 105,779,710 registered users
300,000 new users sign up per day
Approximately 60% of them are coming from outside the U.S
Twitter receives 180 million unique visitors per month
75% of Twitter traffic comes from third-party applications
60% of all tweets come from third-party apps
Since the new Blackberry application was launched, it has accounted for 7 to 8% of new signups
Twitter now has 175 employees, up from 25 one year ago
There are 600 million search queries on Twitter per day
There are over 100,000 Twitter applications
Twitter gets 3 billion requests a day through its API
37% of active Twitter users use their phone to tweet

Facebook



Announcements:

- **Social Plugins**

According to Facebook's Bret Taylor, "Social plugins are a way you can provide an instantly personal experience with one line of HTML." Among these new plugins, you will find a tool to import the activity feed into 3rd party website and a 'Like' button that can be placed on any website. CNN.com has already implemented the Like button, and the activity feed can be seen over at WashingtonPost.com. Social Plugins will replace Facebook Connect, although how they will implement the changeover has not yet been announced.

- **Open Graph Protocol**

I don't want to get too technical in this newsletter, but this new protocol from Facebook is something worth looking at. It is already receiving a ton of negative backlash, especially from the 'Open Web' community that claims the name of the protocol is misleading, since it is in fact not *open*. If social plugins are sharing Facebook information on other sites, the Open Graph is about bringing all of your web activity into Facebook.

You already have a social graph and perform actions on sites like Pandora.com. Facebook's Open Graph protocol attempts to connect all of your graphs from various sites to create one 'master' graph. To give you another example, from [TheNextWeb](http://TheNextWeb.com), "Amazon can recommend films for you to buy based on what you've been looking up on IMDB, Pandora in turn can play music you'll like based on your friends' Amazon purchases. Suddenly the web is connected in a far more cohesive way than has ever been possible before."

- **Developer Time Limit**

Previously 3rd party developers using any of Facebook's tools, including Facebook

Connect, had a 24 hour limit to the access of the Facebook data. Facebook announced they are doing away with the time limit and now developers can access your data as long as they need it.

- **Fan Pages and Community Pages**

Last week Facebook officially changed 'Become a Fan' to 'Like' for business and product Fan Pages. Their research showed that people click 'Like' two times more than they click 'Become a Fan'. Facebook also launched Community pages (prior to the conference) which are more wiki-like pages for topics, rather than brands, people or businesses. According to Facebook, Community pages are meant to be "the best collection of shared knowledge on a topic". TechCrunch says at launch Facebook created over 6.5 million community pages, around topics like [Cooking](#), [Cycling](#), and [Hiking](#).

- **Page and App Insights/Analytics**

Facebook's Insights analytics tool may be familiar to you if you are a Page admin. Facebook announced an overhaul to this tool which includes visualization tools, an improved dashboard and additional data that not previously available

On The Web (Special Twitter & Facebook Edition)

Relevant articles/resources from around the web related to the new announcements...

Twitter:

- [The Details On Twitter's @Anywhere Platform](#) (TheNextWeb)
- [Google Quickly Uses Twitter @anywhere on Follow Finder](#) (Search Engine Journal)
- [Twitter Has a Business Model: 'Promoted Tweets'](#) (Ad Age)
- [Twitter Promoted Tweets Are Live](#) (Mashable)
- [Twitter Launches 'Points of Interest' Pages for Locations](#) (WebMonkey)

Facebook:

- [How To Disable Facebook's "Instant Personalization"](#) (Mashable)
- [CNN Integrates Facebook Globally Across CNN.com and CNNMoney.com](#)
- [Washington Post Facebook Network News](#)
- [Why Newspapers Need to Heed Facebook, Now](#) (ReadWriteWeb)
- [Facebook describes new Insights Analytics Tool \(Video\)](#)
- [I Think Facebook Just Seized Control Of The Internet](#) (TechCrunch)
- Sites built off FB Open Graph: <http://www.itstrending.com/> & <http://likebutton.me/>

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)!

- This month **The Courier-Journal** launched a promotion with the location based company Gowalla around the Kentucky Derby. The C-J and Gowalla created 'trips' for their readers including the Louisville Bar Crawl and the Louisville Tour with handpicked locations by the C-J. In addition, Gowalla users can find virtual commemorative Derby items. To read more about it, check the [C-J's Gowalla page](#), [Gowalla's blog](#) and this [Mashable article](#).
- **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. 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.

- **Rochester's** photographers are using the social blogging platform Tumblr to post a photo blog called [Rochester in Focus](#).
- **Phoenix** released a **Twitter Guide** and launched a new network comprised of 25 reporters. It's called [twitter@azcentral](#) and their team will work to find best practices to help engage better with the community, offer ways to find new sources/angles, cover events and quickly come together to cover breaking news.

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.

Public no longer means "public on Facebook," it means "public in the Facebook ecosystem." 4/23

Facebook announced their new Open Graph this week. If websites/businesses/services utilize the platform, you're data will be shared in new ways. For example: "When you connect to sites like Yelp via your Facebook profile, Yelp will have access..."

Facebook Announcements at F8 Conference 4/22

On Wed, 4/21, Facebook held their annual F8 conference. There were MANY announcements. I will post a summary of the most relevant ones later today, but in the mean time, [here](#) is a link to their new social plugins page, which shows many new ways to...

Facebook's new Pages tool may change your privacy settings, again 4/20

From InsideFacebook.com: "Facebook's new user profile Pages transition tool includes an obvious and yet not obvious way that users might make personal information more publicly available." Read the full article [here](#).

The Courier-Journal & Gowalla Launch a Derby Promotion 4/20

The C-J partnered with location based company Gowalla to offer a new and fun way for its readers to interact during the Kentucky Derby's weeks of events. Check [this post](#) on the Gowalla blog for more details!

Occasional Obligatory MySpace Post :: MySpace Events 4/15

The subject line isn't very nice of me, but most of us have basically written off MySpace. To be fair, they have been making a lot of changes and are attempting to reinvent themselves. Most recently: This week they are launching a new MySpace events...

Twitter Launches A New Guide For Media Orgs 4/13

From TechCrunch: *Twitter has just launched a new site called [Twitter Media](#), where it's offering media organizations and journalists some case studies and guidelines to better connect with their Twitter fans. Alongside the new portal, Twitter has also...*

New Facebook Safety Center 4/13

Amidst concerns of privacy and security, Facebook has launched a new [Safety Center](#). You can read their blog post about it [here](#). *"It offers new safety resources for parents, educators, teens and members of the law enforcement community."*

Twitter's @Anywhere Platform Screenshots 4/2

TechCrunch discovered a site being used to test Twitter's new @Anywhere platform, and although the site has already been taken down, screenshots reside [here](#).

What Social Media Ads Work Best 3/31

Mashable posted an [article](#) today about a new study that looks at different social media ads. I have been wondering about this information for our Gannett properties and I'm glad to post the report [here](#).

Website of the Week

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

MediaBugs



MediaBugs is a service for reporting specific, correctable errors and problems in media coverage.

See something wrong with a news item in print, broadcast or online? You report the problem. We'll provide a neutral, civil, moderated discussion space. We'll try to alert the journalists or news organization involved about your report and bring them into a conversation. As a result of this dialogue between journalists and the public, some errors may get corrected; others won't. Either way, the discussion will leave a useful public record.

Our goals (what we do)

Give the public tools to report errors and problems they find in media coverage (print, broadcast, web).
Help get those errors corrected and problems resolved by facilitating civil, productive discussions of them between journalists and the public.
Help journalists by organizing and filtering the reporting of errors.
Track data on errors and corrections for public use.
Improve communication between the media and the public, making the press more accountable and giving the public more confidence in the news.

Our non-goals (what we don't do)

We're not an online fact-checking service.
We're not a place for general debates about media bias, politics or ideology.
We're for reporting specific issues with specific pieces of news coverage.

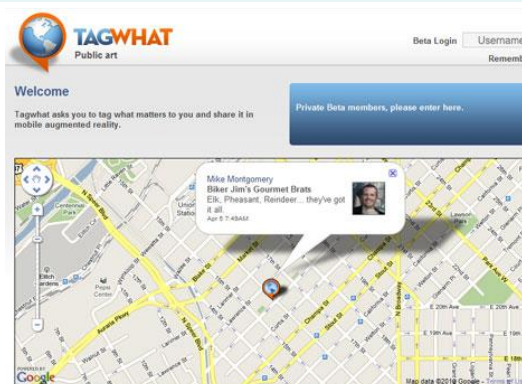
Lunchwalla



Lunchwalla is a website and social platform for the everyday planning of events, such as breakfast, lunch, dinner and drinks. Putting the "social" back into social networking, Lunchwalla combines the best of online invitations, establishment reviews, local coupons and reservations to help plan events centered on food, drinks and good times in a fun and interactive way.

While the original concept was born out of the decision of where to go for lunch, Lunchwalla can be used to plan any type of social event. You can plan a party at your house, at the office, or at the park as long as you know the address. Lunchwalla officially launched March 1, 2010.

Tagwhat



Tagwhat is a create and share mobile augmented reality network. Mobile augmented reality, or AR, is a new way of displaying information in the mobile device, at the user's location, over the live camera view of the mobile device. Essentially, by placing data over real life, we 'augment' reality in ways that hopefully make your life richer.

In Tagwhat, we interact with maps to place text, urls, photos, or videos anywhere on the globe. By following others in Tagwhat, users are able to merge the AR worlds of others' with their own to form a completely unique social experience.

Beyond a status update or a location check-in, Tagwhat is a brand new way of reaching friends, communicating, socializing, delivering information, entertaining, and learning. Tagwhat's approach means higher quality interaction with brands, companies, customers, students, viewers, fans, and visitors. The possibilities for you to discover and invent, meet and connect, are endless.

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 Drescher 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.

- **Promote your Civil Rights portals via Facebook and Twitter!**

- **I tweet from @jodiontheweb and @GCITweets.**



Social Media Quote of the Month:

"Privacy is dead, and social media hold the smoking gun."

– Pete Cashmore, Mashable CEO