



# Social Media Newsletter

ContentOne

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Brought to you by  
Jodi Gersh  
[@jodiontheweb](http://jodiontheweb)

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.

## Are you Selling Social Media?

I'm often asked a variety of questions related to monetizing social media, as you can imagine. The questions range from "Is it worth it to spend time and resources on social when our time and resources are limited?" to "Can we sell sponsored Tweets and Facebook posts?" to "Our advertising partner wants to include 'social' in their campaign. What can we offer them?"

I wish I had amazing answers to all of the questions. I tell our folks that more emphasis on social does increase our page views and referrals to our sites. I talk about brand awareness, real-time journalism and engaging with our readers/viewers. I mention innovative campaigns I have seen in social and how companies are starting to do some exciting things in the social space.

I'd like to focus on this last question here. Increasingly more and more of our advertising partners are asking for social offerings in their RFPs. How are you addressing this? I have created a new [open area](#) on the SharePoint site where I'd love you to contribute your thoughts on this. There are also a variety of third party applications that offer ways to 'sell social'. I'll post links and information on the page as well.



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](mailto:jgersh@gannett.com). Follow [@GCITweets](https://twitter.com/GCITweets) on Twitter for social media article links and information.

## Social Application Updates

### Facebook

It is clear Facebook has started focusing on journalists and media. They launched a [media](#) page a while back, and now this month they launched a new page called [Journalists on Facebook](#). This is a resource to help journalists use the social networking site for their reporting, sourcing, etc. Facebook is also launching a 'Journalists Meetup Program'



and will be hosting workshops around the world.

I'd also like to draw your attention to a report from Buddy Media: [Strategies for Effective Facebook Wall Posts- A Statistical Review](#). Some interesting findings, for example, weekdays have the highest engagement rates for different industries such as retail or media, and which call-to-action keywords receive the most engagement...

Some relevant Facebook resources this month:

- [5 Facebook Insights metrics to track—and why](#)
- [Facebook for Journalists: More Work Than Twitter, but With a Bigger Payout](#)
- [5 Tips for Using Facebook's Moderation Blocklist](#)
- [How to Improve Engagement on Your Brand's Facebook Page](#)
- [Facebook Test Mines Real-Time Conversations for Ad Targeting](#)
- [4 Ways Newspapers Can Better Use Facebook To Engage Readers](#)

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

## Twitter



There were a few Twitter announcements this past month, mostly about new offerings (some of which haven't yet launched). One such as yet unavailable offering is the new **Follower Dashboard**. This 'new analytics dashboard provides brands greater insights into the audience of followers they've built on Twitter -- where they are, how they grew over time, their level of engagement -- and a glimpse at their other interests.' You can read more about it [here](#).

Twitter also launched their **Web Intents** product which basically gives you the ability to embed specific tweets onto your sites. You can read all about it and get the code on Twitter's developer blog [here](#).

One of Twitter's official partners is a company called [Sulia](#). They provide curated expert channels (feeds) on specific topics. We are planning to work with them and I am curious how you might use their channels. Check out their site and let me know if having access to their API and their expert Twitter channels would be of use to you, and how you'd use them.

## Twitter Resources

I'm often asked for recommendations on useful Twitter applications and resources and thought I'd start sharing a couple each month here in this space.

Using Topsy's API, a developer at the NY Times created [Counting Tweets](#). You plug in a top level news site url, for example I tested with USATODAY.com, and it will (slowly) show you the homepage with a tweet count above each link. It gives you a nice overall idea of what content on your site is being tweeted. See image (notice the red, orange, green and grey numbers).

## Tornado kills at least 6 in Okla., Ark.



7 PTION

By James Gibbard, Tulsa World

- [35](#) [ords](#): Many air controllers risk falling asleep
- [1](#) [ilitary hospitals in Afghanistan still lacking MRIs](#)
- [16](#) [plugged Obama: 'You think we're stupid?'](#)
- [69](#) [ere to get free Tax Day goodies](#) [58](#) [41](#)
- [11](#) [ona lawmakers pass 'birther' bill](#)
- [17](#) [a-Jones puts public face on mental illness](#) [0](#)
- [43](#) [parents too protective of their kids?](#) [1](#)
- [4](#) [d 'Idol' finally send a male contestant home?](#)
- [2](#) [te Middleton to spend wedding eve at hotel](#)
- [33](#) [taurants face PR mess after giving kids alcohol](#)

\*\*Make sure you set it to 'All Links', not 'Dated URLs only'. It's a little buggy, but fun to check out.

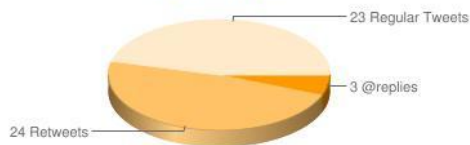
Another interesting Twitter tool is [Tweetreach](#). You search for a url, Twitter name, phrase or hashtag. TweetReach analyzes the tweets that match your search then gives you a report of the reach and exposure data for those tweets. It has a free and paid version. The paid version gives you more data; the free one caps it off so you don't actually get a complete reach number. Still, it's a useful tool. Here I searched the Tweet reach of a link related to an NHL hockey poll on AZCentral.

## TweetReach for <http://www.azcentral.com/sports/coyotes/articles/phoenix-coyotes-detroit-red-wings-fan-poll.html>

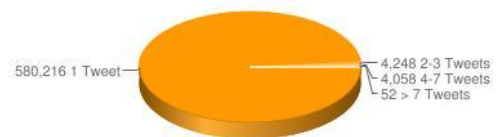
Reached **588,574 people** via **50 tweets**

Searching a maximum of 50 tweets

### Tweet Types



### Exposure: 606,950 Impressions



Each pie slice shows how many people saw how many tweets



**EpicPuckBunny**: LOL this is just CRUEL! Poll: Redwings vs Coyotes, Which hockey team has the best hockey fans? <http://bit.ly/fuPRkl>  
about 10 hours ago



**fetch9**: this is the closest race since Reagan v. Mondale <http://j.mp/dOC6FR>  
about 10 hours ago



**AllyK00**: Phoenix vs. Detroit: Which city has the best hockey fans?: <http://bit.ly/fuPRkl> - Whoa... its not even close!!!

### Impressions Contributed by 42 Twitterers

<a href="#">NHL</a>	566,972
<a href="#">jodiontheweb</a>	15,135
<a href="#">TheWinnipegJets</a>	4,227
<a href="#">ERIC_WATSON</a>	2,596
<a href="#">markdubya</a>	2,120
<a href="#">RedWingsFeed</a>	2,018
<a href="#">EpicPuckBunny</a>	1,818
<a href="#">12SPORTSARIZONA</a>	1,291
<a href="#">ilsemmel</a>	1,227

More about this particular NHL poll in the 'Around Gannett' section below ☺

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

## On The Web

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

- [Why Social Media Reinvigorates the Market for Quality Journalism](#) (Mashable)
- [4 Ways Newspapers Can Better Use Facebook To Engage Readers](#) (10,000 Words)
- [Should TV get on Tumblr? KABC gives it a try](#) (Lost Remote)
- [Revisiting The Meaning Of "Engagement"](#) (Forrester)
- [10 Ways to Find Blogs You'll Love](#) (Mashable)
- [How Local Deals Should REALLY Work To Attract Loyal, Long-Term Customers](#) (BusinessInsider)
- [The Future of Social TV: It's Not About the Check-In](#) (GigaOm)
- [Case Study: Social Media Campaigns Outperform Banner Ads for Driving Quality Web Traffic](#)
- [Valpak Rolls Out Augmented Reality Coupons](#) (Mashable)
- [The Hyperlocal Landgrab](#) (New Statesman)
- [The Rules of Social Media Engagement](#) (Brian Solis)
- [4 Reasons Why News Orgs. Need Social Media Rock Stars On Staff](#) (10,000 Words)
- [How to Optimize Your Content for Social Discovery](#) (Mashable)
- [Twitter Loves TV, and the Feeling Is Mutual](#) (AllThingsDigital)
- [5 Free and Underrated Twitter Analytics Tools](#) (oneforty)
- [From Gutenberg to Google: New media? New journalism](#) (TheNextWeb)
- [Managing a brand's Twitter feed: 6 ways CoTweet can help](#) (PR Daily)
- [6 New Apps for Uncovering the Best Local Knowledge](#) (Mashable)
- [Developing a Social Media Learning Program at Your Company](#) (Jeremiah Owyang)
- [Social Media Metrics advice: Think KPIs not ROI](#) (SocialMediaBiz)
- [19 Ways to Get the Word Out](#) (ProjectArgo)
- [How Paywalls Are Changing News Organizations' Social Media Strategies](#) (Mashable)
- [Facebook study shows late-night content a big opportunity for newspapers](#) (David Arkin)
- [Top 7 Free Applications for Gathering Social Analytics Data](#) (Chase Sagum)
- [How to Get the Most Out of Advanced Social Media Search](#) (Mashable)

## Recent Announcements on the Site

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

### **The Top 25 Newspapers on Twitter -- Who's Up, Who's Down** 4/5/2011

Updating a study done last fall, [here](#) is the latest ranking of U.S. newspapers on Twitter. Check out USA TODAY's 60% growth!

### **Twitter 101 eBook** 4/5/2011

I've downloaded oneforty's new Twitter 101 eBook for 2011. This eBook provides a very good 101 level intro to Twitter and even includes a couple more advanced sections on setting up Twitter 3rd party clients like Tweetdeck.

### **The Facebook Marketing Update – Spring 2011** 4/5/2011

I've downloaded Hubspot's 'The Facebook Marketing Update – Spring 2011', so you don't have to!  
"How to use The Open Graph to connect with your market" Facebook Marketing Update - Spring 2011 With approximately 600 million users Facebook is the center...

### **Facebook Profiles Can Now Convert Into Pages** 3/30/2011

AllFacebook.com is reporting that you can now convert Facebook Profiles into Facebook Pages. For any of you that

started out with profiles, but now realize the benefit of a Page (like unlimited Likes, analytics, targeted messaging, etc), now you can...

**New eMarketer Report: Twitter Users, March 2011** 3/24/2011

I've uploaded eMarketer's latest report on Twitter users (dated March 19, 2011). "In 2011, 20.6 million US adult internet users will use Twitter at least once a month, up 26.3% over 2010. Usage levels will continue to rise at double-digit rates,...

**New eMarketer Report: Facebook Users, March 2011** 3/24/2011

I've uploaded eMarketer's latest report on Facebook users (dated March 21, 2011). "Facebook usage has grown steadily in the past two years and will continue on a solid trajectory. eMarketer estimates that 132.5 million people in the US will be using...

## 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)*

- **Cincinnati** publicly launched their new geo-location based application, Porkapolis, to coincide with the Cincinnati Reds opening day. The launch included online and print promotion, plus a street time (including the Porkapolis mascot -see photo to right) that spent hours walking around downtown and hosting happy hours at local bars nearby the stadium.
- For the NHL Stanley Cup Playoffs, round 1 started this month and two of our markets are in competition. In a fun and friendly rival, **Detroit** and **Phoenix** each posted on their sites: <[On AZCentral](#)> <[On Freep](#)>



*"The <LOCAL TEAM> kicked off the Stanley Cup Playoffs tonight against the <OPPOSING TEAM>. To celebrate, we're having a friendly competition with our sister paper in <OPPOSING MARKET> to answer the question: Which city has the best hockey fans?"*

*Fans in both cities will be voting in the poll below, which launched at 7 p.m. The poll will close on Friday at 7 p.m. At that time, the city with the most votes will be declared the winner ahead of the second game set for Saturday.*

*So what about the loser? The losing city will have to post a congratulatory message on its respective newspaper's Facebook page. So if Phoenix loses, that means the [Arizona Republic's Facebook page](#) will say "Congrats to [Detroit](#), the city with the best hockey fans. Go Red Wings!" And if Detroit loses, the [Detroit Free Press's Facebook page](#) will say "Congrats to Phoenix, the city with the best hockey fans. Go Coyotes!" So help us out – vote in the poll and get all your friends to vote, too!"*

Plus the NHL re-tweeted it from the official @nhl Twitter account!!

- **WUSA9** in DC took an idea they saw on Twitter, via the Conan O'Brien show, and created a sign outside their studio encouraging people to Tweet if they are on the live broadcast. Click the photo at right to see full size.
- **News10** in Sacramento is continuing to work on their social branding and held their first "Wine & Tweet" event to promote their 32 Hyperlocal websites. They invited 40 local bloggers and tweeters to come out for a wine tasting (8 wineries volunteered to pour wines for free for the event). People tasted the wines and then tweeted what they thought using #news10winetweet. The event created so much pre-event buzz that they had the local paper come out and numerous people contacting them on Facebook and Twitter the next day asking if they can get invited to the next one. Great exposure for the Hyperlocal sites and News10 as a social media friendly station. <Related [article](#) in the local newspaper>



## Website of the Week

*These were the most recent websites to check out:*

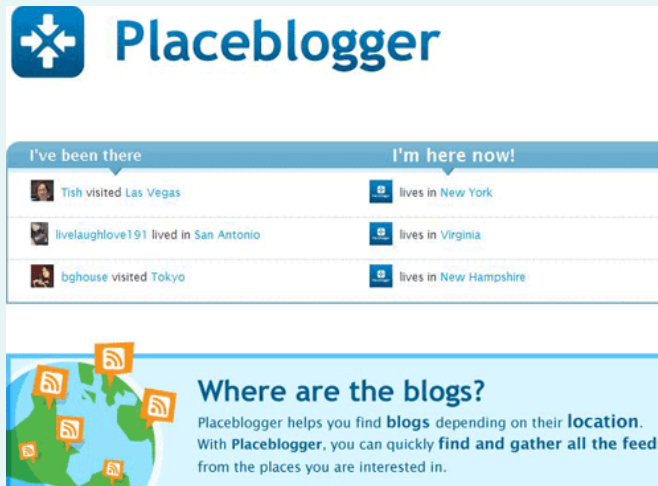
## Ask Around



Ask Around lets you view, join and share the real-time conversations happening nearby. Have a question about your immediate surroundings? Interested in what people are talking about across town? Fire up the Ask Around app and you'll be instantly connected with conversation near or far – it's that simple.

With Ask Around, you can control how big or little you want the conversation to be across yards, blocks or miles. There's no need to sign up for a new service or create a profile -- just login using your Facebook ID and you're all set.

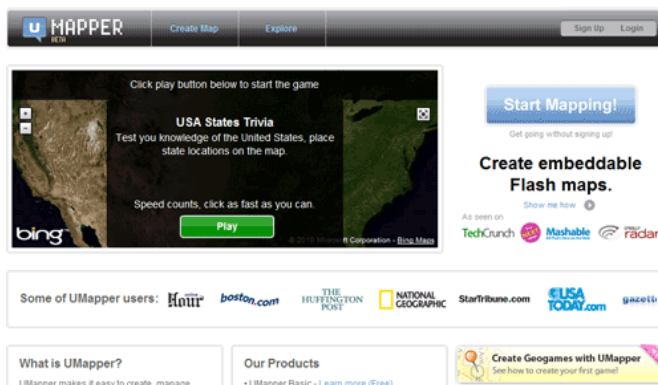
## Placeblogger



Placeblogger is an aggregation site- we aggregate blogs corresponding to geographic areas (towns, cities, counties, states.) Most of the placeblogs in our site can be found by searching the name of the city or town you are interested in finding.

A placeblog is a blog about the lived experience of a place. What do we mean by "lived experience"? The "lived experience" can be the local political news of a place, the social news of a place, the arts news of a place, etc. So, placeblogs are often about political issues, community news, restaurant reviews, music scenes, architecture, visual arts, etc. Any aspect of life in a place that makes it different from other places, or information that tells you something about the lifestyle of the place. (examples to be provided shortly)

## uMapper



### What is UMapper?

UMapper makes it easy to create, manage, distribute and monetize online maps.

### With UMapper you can:

- Create interactive maps and geogames
- Distribute across multiple destinations
- Track detailed usage
- Make money with displaying advertisement

# 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:**

***“Why are we trying to measure social media like a traditional channel anyway? Social media touches every facet of business and is more an extension of good business ethics.”***

– Erik Qualman, author of [“Socialnomics”](#)