

Social Media SharePoint Newsletter

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Gannett Social Media Strategy

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 your social media strategies.

I am currently creating Gannett's Social Media Strategy, which of course is not a 'one fits all' plan. As I continue to build the plan, I look forward to hearing what you have tried at your locations... what has been successful and what we can learn from.

We will continue to have the monthly Social Media Evangelist's conference call and I will continue to add new information to the SharePoint site.

If you have any questions, or there is a topic you would like to have covered in the monthly call, please send me an email at igersh@gannett.com.



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

In This Newsletter

I was recently shocked to learn that you all don't visit the SharePoint site everyday to see what's new ☺. I am including the newest site additions here in this newsletter to help keep you up to date.

It's been a busy month in Social Media.

I have added information regarding Facebook Fan Pages, Facebook Status Updates and new Facebook Applications. I have updated the Twitter resources page as well as added code for you to create your own Twitter directory pages on your website (thanks to The Des Moines Register for creating the code).

I have created documentation showing you how to update your Facebook Fan Pages via Twitter and how to create shortened (Tiny) URL's.

I added a new 'website to check out' every month and will outline a few of them here. The following page includes links to all of this and more!

Facebook

In March Facebook launched their new Fan Pages and Gannett has seen a huge increase in page referrals from Facebook to our websites (400%+ increase).

You can read all about the new Fan pages **here** and **here**.

Over the past few months I have received many questions about Facebook and RSS feeds. This week a new RSS application has launched. I have only just started testing it, but thought I would let you all know in case you wanted to test it as well.

- [Newsfeed RSS Facebook App](#)
- [Article about Newsfeed RSS](#)

There is now a way to update your Facebook Fan Page (not profile) status from Twitter. See below in the Documentation/How-To area for detailed instructions.

I have created and posted a Facebook best practices guide for MomsLikeMe.com Fan pages which can be found **here**.

Twitter

Twitter continues to see unprecedented growth. I am in the process of completing the Twitter Best Practices for MomsLikeMe.com and will post that when it is ready.

This month I updated the Twitter Resources / Apps / Add-ons area of the site and categorized the links. This can be found **here**.

A few sites have created Twitter Directory Pages.

These include

- [Des Moines](#)
- [Tallahassee](#)
- [Lafayette](#)
- [Indy](#)
- [Cincy](#)

If you also have a directory, please let me know. If you would like to create one, Des Moines has provided the code they used (which has been deployed in

Tallahassee and Lafayette) and is available on the Social Media SharePoint site **here**.

If you would like to include local 'Tweeple' on your directory, to help build community, you can search the Twitter app list for 'Location' to find people in your community: citytweets.net, TwitterLocal, NearbyTweets, Localtweeps.com

Documentation / How-To

In April I created the following documentation:

- [Updating Facebook Fan Page Status via Twitter](#)
- [Setting up Twitterfeed for RSS feeds into Twitter](#)
- [MomsLikeMe.com and Facebook Fan Pages](#)
- [How to Use URL Shorteners](#)

Websites to Check Out

These were last month's websites to check out (they all happen to be Twitter related):

[MuckRack.com](#)



What if you could get tomorrow's newspaper today? Now you sorta can, by tracking the short messages on Twitter written by the journalists who do the muckraking for major media outlets. Muck Rack makes it easy to follow one line, real time reporting.

[Twackle.com](#)



Think of it as your online sports hangout with the latest Twitters about sports leagues, teams, athletes, events, and news in a single, easy-to-use destination. We've done the heavy lifting (and searching) and put it all into easy to use Twackle feeds.

[ExecTweets](#)



Federated Media has launched ExecTweets, a site that aggregates Tweets from business executives. The site is sponsored by Microsoft. The fact is, many business executives are actively using Twitter today. It makes more sense than blogging, which takes more time, and the public sees it as a great view of a company communicating with its users, shareholders and customers. Finding all those business people on Twitter can be quite a chore, and thus FM's new service

“Social Media is going to become more pervasive and as such, become a critical factor in the success or failure of any business.” Brian Solis