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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.

The Oil Spill and Social Media

For the first time, we have explored using a shared Twitter account to cover a story - the Gulf Coast oil spill. In late April I created the Twitter account [OilSpillNews](#). Soon after I set up an account in [Co-Tweet](#), a service that allows multiple people to send tweets from a single account (and those people do not need their own Twitter account or even need to log into Twitter at all). I sent invites out to multiple Gannett staffers spanning Louisiana, Mississippi, Florida and Alabama. Within an hour we already had about 50 followers, multiple re-tweets and were added to Oil Spill resource Twitter lists (if you would like to be added to the Co-Tweet account, just send me an email!).



At that point Holly Moore in Tallahassee created a Facebook Fan Page and linked it up to the Twitter account for cross posting. I added additional Gannetteers as admins to the fan page as well. What we ended up with is a terrific feed of posts from our local business units that are right in the heart of this crisis. We now have close to 700 followers and are listed in 60 Twitter Lists.

Can we do more? Do you have ideas about additional ways of using social media to cover the story and engage our readers? Can we reach out to those affected and ask them to tell their stories? Can we create meet-ups (see [HuffPo article](#) about this)? Unfortunately this tragedy is not ending anytime soon and I'd be interested in hearing your ideas for utilizing social media for our coverage of this.

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.

I have updated the SharePoint site and created subsites for Facebook, Twitter and Geolocation.

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)!

- **Des Moines** created a neat Facebook Connect [map](#) that plots blog posts from one of their Iowa columnists telling slice-of-life stories from around the state. It also allows users to use their Facebook accounts to suggest places he should go next. They'll also be adding a tab with the map to the Facebook fan page so people can interact with it directly there as well.
- **Louisville** chose to create a Facebook page to help cover the personal story of a young man living with sickle cell disease and the broader issue of awareness of the disease, plus related on-going research at The University of Louisville. With the family's permission, they followed him until his death. The Facebook page is [here](#) and a related story in the C-J is [here](#).
- **New Jersey** (among others) has added a landing page to their Facebook fan page for Woodbridge. Check it out [here](#) (**How-To Create a Landing Page**). And while on the NJ subject, our very own Ted Mann made the front page of [Hyperlocal101.com](#).

Social Application Updates

Facebook

Last month we dedicated the entire newsletter to Facebook and Twitter updates. I'm still testing and figuring out what all the changes mean, but I have a few important things to share with you.



Community Pages (Urgent Action Items below)

I mentioned a couple months back that Facebook added yet another type of page to their offerings. The Community Page is not something we can manage exactly, BUT you absolutely should be aware of it. According to Facebook's description: Community Pages are non-commercial pages for things like causes, ideas or internet memes. Yet we have seen these pages pop up for our various properties. Here are some examples: [WUSA9 DC](#), [Indy Star](#) and [Poughkeepsie Journal](#). These pages are automated, created almost on the fly, by Facebook. It appears they are aggregated pages of any posts on Facebook mentioning the brand name. Facebook then pulls in Wikipedia entries for the same brand name to provide a more complete experience. We, however, are not able to post to these, nor control the message. Just this week they have added the ability to link these Community Pages to actual Fan Pages (although this option isn't yet available for every community page). You have a couple action items here: **1-** Search Facebook to see if there is an existing Community Page for your brand. **2-** If there is, see if you are able to link it up to your official Fan Page. **3-** Visit your Wikipedia page and make sure your information is accurate and up to date. Take a look at the [CNN Community Page](#) on Facebook; you will see all the data it is pulling in from Wikipedia. Feel free to contact me if you need help with any of this.

Like Button

As I mentioned before, Facebook is offering a 'Like' button that can be added to pages, blog posts, articles, websites, etc. but do you really know what happens when someone clicks 'Like'? Actually, quite a bit. In addition to adding the 'Like' button, you can add a meta data tag to your website which basically allows Facebook to link up your website to your Facebook profile. Once you link these up, you will then see a new Admin page, where you can see analytics related to your 'Like' button. You will also be able to push content to anyone on Facebook that has clicked your 'Like' button. This is not something most people are aware of. So now, even if someone doesn't actually become a fan of (Like) your fan page, but only liked one article or blog post on your website, you can now push status updates and content their Facebook news feed. There is potential for backlash as it might be perceived as spam. We'll just have to wait to see how it plays out. I recommend reading these two articles for more

details and screen shots: [An Army of Likable Objects](#) and [Think Before You Like](#).

Privacy

I'd be doing a disservice if I didn't mention the hot water Facebook has found itself in since announcing the Open Graph last month. People are increasingly angered by Facebook's security and privacy settings. There is even a grassroots campaign aimed at having people delete their Facebook accounts on May 31st. There are several articles and utilities out there to help you figure out your privacy settings, and I have mentioned these in previous newsletters. One website that is getting a lot of press is [Reclaimprivacy.org](#). This site walks you through your settings and lets you know of any loopholes you may have missed. Check it out and let me know what you find out! Facebook is updating the privacy settings this week.

Custom URL

Just a reminder – if your fan page has over 25 fans (likers), you can set up a custom url (for example <http://facebook.com/WUSA>). Go To [Facebook.com/username](#) and follow the steps.

Location Based App of the Month

Having previously talked about Foursquare and Gowalla, this month we'll look at [MyCityWay](#). Only available in 7 cities to date, it seems to take the best of many location based apps and incorporates over 50 categories into one application.

"Restroom locator, Wifi locations, Transit, Upcoming events, City Landmarks, Free things to do, Kids interests, Tour bookings, Tickets, Restaurant Inspection Results, many categories of Recreation, Shopping, Live traffic cameras, Dining reviews and reservations, Nightlife discovery and ratings, local News, Parking, Apartment listings, Classifieds, Job listings... in one place! With ability to integrate with Facebook, Twitter, Foursquare or custom mash-ups, this will be the new usable glue that city residents and tourists have craved for."

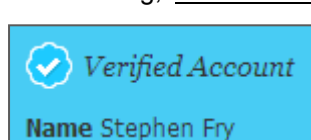
Speaking of Geo Location, this month I continued my social media training classes on Gannett's Virtual Campus. In May I taught "Geo Location and Mobile Social Networking". The presentation, recorded webinar and related materials can be found on the SharePoint site.



Twitter

Business Center

Only a few things to mention in Twitter-land this month. First, Twitter announced they would be launching a Twitter Business Center. This doesn't appear to be rolled out yet (at least not to us), but the center will include some nice features for businesses. Two worth noting, ['Verified Account Badges'](#) and ['Contributors'](#). Having a 'Verified Account



Badge' notifies users that this is in fact the official account for the brand/product and not a fan or fake persona (see badge image on the left).

The Contributors feature is similar to what many third party products do (for example Co-Tweet) which allow multiple people to send from the same Twitter account, using their own login, etc. This could be very useful to a company that has many people manning the Twitter customer support desk for example, or the way we're using it for [@OilSpillNews](#) (see introduction paragraph of this newsletter).

Ad Platform

Twitter announced they are banning third party ads from the Twitter platform. This comes only a month after they debuted their 'Promoted Tweets' ad platform which shows sponsored ads among results in Twitter Search (contextual). As you can imagine, this has further angered third party Twitter developers.

Apps

As announced last month Twitter has rebranded the mobile app Tweetie (which they acquired a couple months back) and now offers simply 'Twitter' for iPhone in the app store.



On The Web

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

- [Why Facebook's Community Pages Could Give Brands a Headache](#)
- [How Facebook's 'Community Pages' and Privacy Changes Impact Brands](#)
- [Five Essential Facebook Privacy Tips](#)
- [A Closer Look at Twitter's Latest Features for Businesses](#)
- [Huge Gap Remains Between Mainstream Media and the Social Web](#)
- [Twitter power: Learning from ourselves, in real time](#) (USA TODAY)
- [AppBistro](#) – Find the best apps for your Facebook Fan Page
- [ContentOne FanPage Page Gallery](#) (if your page isn't listed here, update the [SharePoint site](#))

Website of the Week

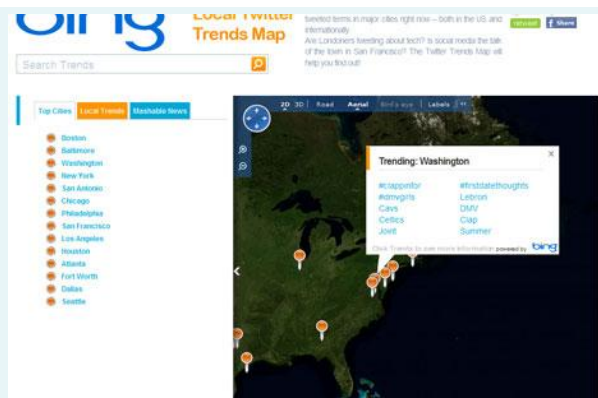
These were the past month's websites to check out:

Deals For Deeds



Launched in 2010 in Washington, DC, Deals For Deeds is an innovative daily deal site that offers subscribers unbeatable discounts on the best things to do around DC while facilitating significant social giving to local charitable organizations. The site brings together local consumers, businesses and charities in a fun, creative and mutually beneficial manner.

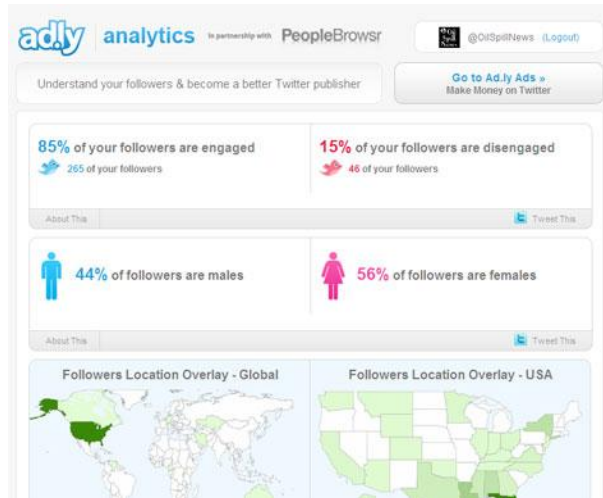
Bing Local Twitter Trends Map



Mashable and Bing released a new feature — the Local Twitter Trends Map.

The map displays the top 10 Twitter trending topics in major U.S. cities. Once clicked, each local trend displays a listing of the latest tweets about that topic in the surrounding area. You can also find Mashable articles about the top topics in your locale.

Are New Yorkers tweeting about tech? Is social media the talk of the town in San Francisco? The Twitter Trends Map will help you find out!



Ad.ly Analytics is a new Twitter analysis tool. There is a paid version, but the free version shows you some interesting stats and demographics about your Twitter followers. The fee based version also includes sentiment analysis and detailed location reports.

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.

Social Media Quote of the Month:

"Quit counting fans, followers and blog subscribers like bottle caps. Think, instead, about what you're hoping to achieve with and through the community that actually cares about what you're doing." – Amber Naslund, Social Media Today