

Social Media SharePoint Newsletter

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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 your social media strategies.

A Gannett Social Media Policy?

Over the past 2 months there were multiple articles written about companies with overly strict social media policies (basically what you can and can't/should and shouldn't do). I have created a draft for a Gannett Social Media Policy and it is currently under review. This policy is not supposed to police you, but rather help offer guidelines when you aren't sure what is appropriate. [Here](#) is an example policy from Poynter.



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 jgersh@gannett.com.

In This Newsletter

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

This month I continue to include the newest site additions to help keep you up to date.

I have added information regarding Facebook, Twitter, websites of interest and links/articles worth checking out. I have created some How-To documentation that I believe will be beneficial to you.

Some of our sites are doing exciting things with Twitter and micro-sites and I list/link to them as well.

Facebook

We have continued to see success with the new Facebook Fan Pages.

This past month I added documentation for creating Facebook widgets (see documentation section below). I am also using the [ContentOne Fan Page](#) to experiment with different add-ons, so feel free to check it out and/or ask me to try out something on your behalf.

More and more businesses are launching elaborate fan pages and spending more effort on Facebook than their own websites. Here are a couple examples of interesting Fan Pages:

- [Adidas Originals 'Your Area'](#)
- [H&M Fashion](#)
- [MomsLikeMe.com Nat'l Fan Page](#) (check the tabs!!)

Facebook announced Vanity URL's in June. For your personal page and for your fan page (if you meet criteria) you can have your own custom URL (for example facebook.com/jodiontheweb). To set up a vanity URL, or to see if your name is available, click [here](#) (you must be logged into Facebook).

Check out:

I have added Facebook related links/documents to the site this month that I think are worth checking out.

- [Facebook for Business](#)
- [Guide to Facebook Privacy](#)

Twitter

I continue to update the Twitter Resources / Apps / Add-ons area of the site and have added new categories. These can be found **here**.

Some of our properties have created mini-sites using Twitter. This is a terrific idea and one that can produce revenue. Take a look at these sites by Nashville and Des Moines. If your location has done something similar, please send me the links.

- [Des Moines Farmer's Market](#)
- [MobileRoo.com](#)
- [Des Moines Arts Festival](#)
- [Des Moines Traffic](#)

If you are interested in created similar mini/micro sites, let me know. We may be able to repurpose existing code and provide instructions on the Social Media SharePoint site.

Check out:

I have added Twitter related links/documents to the site this month that I think are worth checking out.

- [The Journalist's Guide to Twitter](#)
- The State of the Twittersphere, June 2009

USA TODAY's resident Twitter expert, Brian Dresher, sends out his Twitter Tips each week. See the archive **here**.

Documentation / How-To

I have recently created the following documentation:

- How to create/add (HTML) widgets to your Facebook Fan Page
- How to Delete an Existing Group in Facebook

Websites to Check Out

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

Mobileroo



This year, the folks at The Tennessean launched mobileroo.com for their coverage of the Bonnaroo music and arts festival.

It comes in two parts - the desktop site which has more features and usability, and the mobile site which keeps track of the blog.

The site features real-time Twitter and Flickr updates of Bonnaroo and a blog featuring the interesting things they found about Bonnaroo throughout the web. This was anything from the Tennessean, Metromix or Jim Bob from Des Moines' blog.

The whole point is to let the audience drive the content. It's easily managed on their end, and it was quite easy to implement using Wordpress.

Their hope: Help promote the use of Twitter for crowd sourcing.

Adidas Facebook Page

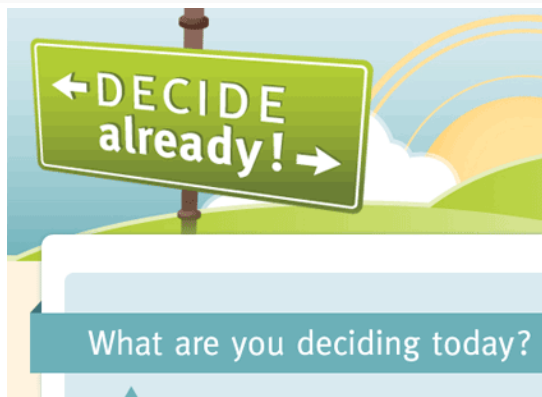


Adidas, the German footwear maker, which launched a "Your Area" tab on its Facebook profile, allows the 1.8 million fans of the adidas Facebook page to view content from their local countries where they buy sneakers and other products.

A list of the features include:

1. A News Feed with local content, featuring links, events and promotions.
2. A photo and video viewer, featuring adidas products (and the people who use them).
3. "adidas buzz," a twitter feed about adidas products in your local area, including some promotions.
4. A link to the adidas store finder.

DecideAlready



Use DecideAlready to help you make decisions. Our Simple and Ranked decision methods will always be free. Even our Advanced decision method, featuring the DecideAlready Decision Machine is free for a limited time. -End Annoying Email 'Reply-Alls'! When you ask a group of people for opinions via email, you often spark a seemingly endless string of replies. Most of your participants are more interested in having their say than hearing everyone else's. -Make Decisions Faster! Some decisions need to be made quickly. DecideAlready solicits feedback instantly and calculates results on the go. You have the option to limit time for responses. The DecideAlready Decision Machine can even calculate your results automatically and email the final decision to your participants.

Additional Links Worth Checking Out

- [A Collection of Social Network Stats for 2009](#)
- [How Social Media is Radically Changing the Newsroom](#)
- [10 Ways Journalism Schools Are Teaching Social Media](#)

Social Media Quote of the Month:

“We’re shifting into a rapid-fire culture that moves at Twitter time. Attention is a precious commodity and requires a personalized engagement strategy in order to consistently vie for it. The laws of attraction and relationships management are driven by the ability to create compelling content and transparently connect it to the people whom you believe benefit.”

- Brian Solis