

# Social Media Newsletter



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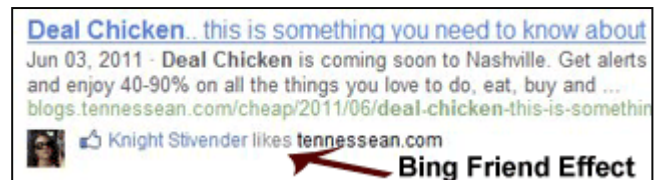
The purpose of this newsletter is to provide you with the latest information located on the [Social Media SharePoint site](#). The site is updated daily to give you the most current news, applications and resources to help you with social media strategies.

## The New Era of Social & Search

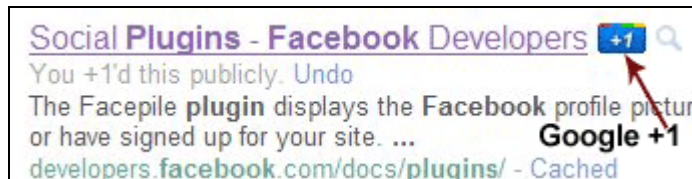
There has always been a correlation between social and search/SEO, but that relationship has grown in recent months to a level we can no longer ignore. As we've worked hard to improve our SEO over the past two years, we now have to look at how our social channels affect our ranking in search.

Both Microsoft Bing and Google have put a strong emphasis on social in recent months.

Bing now displays your friends 'Likes' on your results page (as well using those 'likes' to rank higher for you).



Google's new +1 button is similar to a Facebook Like and the more your friends '+1' something, the higher it will rank for you. Search now becomes more personalized based on your social graph.



What fascinates me about this is how it starts to create clearer ROI for social. If you increase your Facebook fans, as they like your articles and pages, these items will be higher in search results for them and their friends. For more information on this topic, check out this whitepaper from Overdrive Interactive: [Social Searching: Personalizing 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](#) on Twitter for social media article links & info. I've launched a Facebook page where I share social media & journalism related resources. 'Like' the [page](#) and join in the conversation!

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

[On The Web](#)

# Social Application Updates

## Facebook



**G**annett Digital has begun testing various versions and placements of Facebook sharing buttons on Odyssey templates. New data shared by Facebook shows how their social sharing plug-ins boost traffic to websites. Look for announcements in future Odyssey releases.

**F**acebook offers Domain Insights for FB administrators. This may sound a little confusing, but basically if you are an admin on Facebook, in addition to insights and analytics for your Facebook Fan Page, you can now also see insights for your website's articles and posts that are shared on Facebook. This capability was activated in a recent Odyssey release. A link to the GMTI support documentation on how to turn on Facebook Insights for your Domain on Odyssey sites is located [here](#). I will be adding this as well as documentation on how to analyze this new data to the SharePoint site within the next month.

**S**ince our last newsletter Facebook launched a new social plug-in called the "Send Button". Similar to other sharing plug-ins, you can add the Send button to your article or blog post for people to share with their friends. But unlike the Like and Share buttons, the Send button allows you to selectively choose who on Facebook you want to share this content with. For example, you can choose to share the article with certain Facebook friends lists, or Facebook groups you are a member of. Read more about the Send Button on Facebook's developer blog [here](#).

**M**ark Zuckerberg hinted to this a few months ago when he said 'we are working with Microsoft on Search' and unless you don't watch live TV, you've probably seen the commercials. Bing has announced a new deeper integration with Facebook, which they are referring to as the Friend Effect where your Facebook friends Likes and Recommends will affect your Bing search results. See the video and read more about it over on Bing's [blog](#).

Some relevant Facebook resources this month:

- [By The Numbers: How Facebook Says Likes & Social Plugins Help Websites](#)
- [Comment on Your Brand's Facebook Page as Yourself](#)
- [6 Best Practices for Media Companies on Facebook](#)
- [Tips for journalists on how to listen to Facebook fans](#)
- [Facebook drives more traffic to news sites](#)
- [Use Facebook's Questions Feature To Increase Engagement](#)
- [All that Businesses Need to Know about the New Facebook "Send" Button](#)
- [An Overview of Bing's Newest Facebook Features](#)
- [5 Easy Ways to Liven Up Your Facebook Stream](#)
- [How journalists can make use of Facebook Pages](#)
- [Facebook's growing influence on the spread of news](#)
- [Facebook "Friend Effect" fuels Bing search](#)
- [Six best Facebook practices for on-air](#)

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

## Twitter



It's been an active couple of months for Twitter. Obviously still struggling to figure out a business model, they've been making modifications to the platform as well as purchasing companies that have created tools built on Twitter.

For the platform, they just announced plans to launch built in multimedia services. What exactly does this mean? Well currently to share photos, or videos or really any multimedia

content on Twitter, you would use a 3<sup>rd</sup> party application such as TwitPic or YFrog. Once Twitter's service launches, you will be able to upload and share photos and videos directly within Twitter. They will also start shortening links in tweets made from Twitter.com.

Along with this announcement, they shared news about Twitter Search, which will soon be enhanced. Twitter Search, which hasn't seen any modification since Twitter first bought the product from Summize, will now show more relevant results plus photos and videos on the search results page. You can watch a video and read more about these announcements on the Twitter blog [here](#).

**A**nother new feature launched in May was the Follow Button. Now, similar to Facebook's Like button, you can add a Twitter branded Follow button on your website or blog. Gannett Digital will be testing placement for this new button and will be adding it to templates in the near future. You can read more about this [here](#).

**W**e are currently reviewing the new Twitter Web Intents Javascript Events, which will potentially enable us to measure engagement with various Twitter elements, such as Tweet Button and Follow Button, on our sites. If this type of thing fascinates you, feel free to read more about it [here](#).

**I**n the category of product purchases, the one we are most interested in is Twitter's purchase of one of our favorite 3<sup>rd</sup> party Twitter apps, Tweetdeck. In late May Twitter completed the purchase of Tweetdeck for a reported \$40-\$50 million. What does this mean for all of us that use Tweetdeck? Well for now, nothing, but whether Twitter will make any major changes to the app is yet to be known.

**P**robably one of the bigger announcements this month from Twitter, was actually an announcement from Apple. The latest version of Apple's mobile operating system, iOS5, will have Twitter integration built in to the operating system. This is quite a coup for Twitter (Facebook is not currently 'built in' to iOS). On an iOS5 device, you will be able to tweet directly from Safari, Photos, Camera, YouTube, or Maps.

Some relevant Twitter resources this month:

- [What Twitter's changes mean for media companies](#)
- [Exclusive: Q&A With TweetDeck CEO Iain Dodsworth on His Sale to Twitter](#)
- [How Twitter + iOS 5 Will Change Mobile Apps](#)
- [10 Quick Twitter Tips To Make Your Content Go Viral](#)
- [How journalists are using Twitter](#)
- [Twitter: On-air hashtags boost tweets up to 10X](#)
- [NYT Reporter Shows the Power of Twitter as Journalism](#)
- [Will We See Twitter-Only Reporters Soon?](#)

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

## Check-Ins

**O**ver the past few months articles claiming "The Check-In is Dead" and articles claiming "Long Live the Check-In" were all over the web. There seems to be a strong debate about whether check-in services, location based or content based, are gaining traction. I thought this month I'd share with you some of these recent posts and studies.

- [The Reality Behind the Check-In Hype](#)
- [Checkin is not Dead. GetGlue sees 55% increase in checkins in April](#)
- [Nearly 1 in 5 Smartphone Owners Access Check-In Services Via their Mobile](#)
- [Location's Next Act Takes Shape- Consumer Rewards Will Drive The Next Generation of Mobile Location-Based Apps](#)

## On The Web

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

- [Journalists learn what works \(& doesn't work\) on Tumblr](#) (Poynter)
- [When do TV viewers post on Twitter, Facebook?](#) (LostRemote)
- [4 Ways News Organizations Can Use Instagram](#) (10,000 Words)
- [The 7 Stages of News in a Twitter and Facebook Era](#) (GigaOm)
- [Breaking News: Should It Be Tweeted Or Blogged First?](#) (AllTwitter)
- [How Social Media Helps Journalists Break News](#) (Social Media Examiner)
- [Tumblr Gets More Social, Launches Share Button](#) (Mashable)
- [The Uneasy Relationship Between Twitter and Social Media Measurement](#) (BrandSavant)
- [The importance of curation for journalists](#) (Storify blog)
- [Google Rolls Out +1 Button To Publishers](#) (10,000 Words)
- [Who Owns the Advertising Space in an Augmented Reality World?](#) (Mashable)
- [YouTube Unveils Creative Commons Licensing Option for Easier Sharing](#) (RWW)
- [Report: Social media brings loyalty and engagement](#) (Lost Remote)
- [How Your Business Should Reply to Comments on Facebook Pages](#) (InsideFacebook)
- [Time to bring back a P.M. news product](#) (Reflections of a Newsosaur)
- [Why Are We Still Consuming News Like It's 1899?](#) (BenHuh.com)
- [Publishers besieged by onslaught of social buttons](#) (Lost Remote)
- [6 New & Innovative Social Media Campaigns to Learn From](#) (Mashable)

And for some fun:

- [Five Fun Things To Do With Newspapers, Besides Reading Them](#) (10,000 Words)

## Recent Announcements on the Site

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

### **Social Media Q&A with Jason Falls** 6/3/2011

Last week we had an opportunity to have a Q&A with Jason Falls of SocialMediaExplorer.com at Gannett HQ. Jason shared his views on social media marketing, social search and why he is still a print subscriber in Louisville, KY. The video can be seen [here](#).

### **How to Monitor Your Social Media Presence in 10 Minutes a Day** 5/24/2011

I've just added this great document from HubSpot titled [How to Monitor Your Social Media Presence in 10 Minutes a Day](#). It's a guide to streamlining your social media process and has some very useful tips for monitoring your brand on the social web.

### **Keep up with what's trending on YouTube** 5/19/2011

A thank you goes out to WUSA9's Patrick O'brien for sharing this one. You can sign up to receive a daily email of YouTube Trends. Go [here](#) to sign up. You should also check out this [site](#) of guidelines for YouTube video use by media.

### **A How-To Guide to Video + Social Media** 5/24/2011

BrightCove has just released the whitepaper: [A How-To Guide to Video + Social Media](#). Some interesting and good tips in here.

### **New Presentation: Analyze and Monitor Your Social Media Efforts** 4/25/2011

I've created a new presentation titled [Analyze and Monitor Your Social Media Efforts](#). It reviews different tools like Facebook Insights and Twittercounter to help you measure the impact of social media conversations.

## 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)*

- **WLTX News19** in Columbia, SC ran some experiments through their social channels to find out what their fans really want to engage with. On Facebook they started to share 'Newsroom Chatter'. For example the following post received 64 comments.



On Twitter, they determined they receive the most retweets on days they summarized articles vs. simply posting headlines with links. People would rather read and share 1-2 tweets summarizing the article versus a headline and link.

- **Detroit Free Press** has been experimenting with using various social tools for reporting and connecting to the community. First up, they tried out *Intersect*, which I mentioned in a previous newsletter. They created an Intersect map/storyline to follow a team of reporters who embarked on a 13-day, seven-state quest to find Asian carp. The story can be found on [Freep.com](http://Freep.com). In addition, they received press for their use of Intersect, which you can read on Intersect's [blog](#) and on Mediabistro's 10,000 Words [blog](#).

**The Free Press** has also started using the social photo sharing service *Instagram*. They're posting daily photos and building out a following while still experimenting with how it'll look and how many hands will be involved. There are a few ways to see people who have posted photos at certain major venues and Instagram also supports app-specific hashtags so they can find people posting #Detroit images. They've been commenting on and liking photos from Detroit to help build out a following. You can see a couple of their images [here](#) and [here](#).

- Speaking of experimenting with social tools, Atlanta's **11Alive** used the service *Dipity* to help tell the Osama Bin Laden story. Dipity, which I featured as a site of the week in May, provides digital timeline technology and allows publishers to gather real-time sources from social media, traditional search services and RSS and aggregate them in a single, easy to use, fun to navigate interface. Atlanta then embedded the timeline on their site. You can see it in action [here](#).

**\*\*Also this past month 11Alive passed USA TODAY to become #1 in Gannett on Facebook. They currently have [61,305](#) Facebook 'Likes'. Congratulations Atlanta and keep up the good work!!**

- In May, Fox News and the South Carolina Republican Party hosted the first nationally-televised GOP presidential debate of the 2012 election season in Greenville, S.C. In preparation of this amazing opportunity, **The Greenville News** used their social media channels to recruit dedicated followers who would be willing to comment live during the event through a CoverItLive session. They were able to recruit 7 community members, 5 of which actually participated in the live chat. These community members were profiled in their print edition and vetted by an experienced reporter. Rather than pushing readers to simply post comments to the live chat, they instead imported their Twitter feeds, thus encouraging their enthusiastic followers to join in on the conversation. They used the main @GreenvilleNews Twitter account to provide blow-by-blow coverage, as well as pose questions to chatters. Using several key hashtags, they brought in community discussion ... all neatly packaged on the front of GreenvilleOnline.com for those who wanted to follow the debate. As a result of their efforts, the chat session was read by 89, received 151 comments, nearly 3 times the number of comments of their previous-most popular chat and about 20 times the chatter they usually see on live chats. Post-debate discussion continued on Twitter/FB.



# Website of the Week

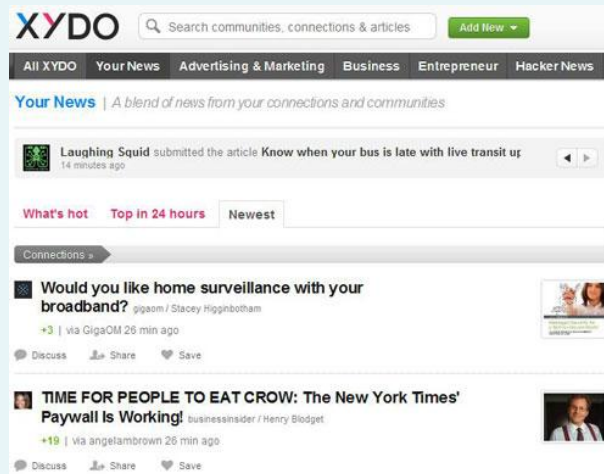
These were the most recent websites to check out:

## NabeWise



- We think neighborhoods are like people — each with a unique character, personality, and attitude. Whether you're moving, traveling, or just daydreaming, we know you want to find a neighborhood that not only meets your practical needs, but also matches who you are.
- Before NabeWise, trying to get to know neighborhoods wasted tons of time and was very frustrating. People were stuck spending hours on the phone, researching public records data online, and even driving around in their car for days, only to arrive at a fragmented and incomplete understanding of the area.
- With NabeWise, exploring neighborhoods is simple. Say you're a single guy/gal looking to live in a trendy part of town where beautiful people just like you hang out. No problem. Or perhaps you are a young family looking for a quiet, clean neighborhood with farmer's markets and great dining options? We've got you covered.
- Once you have your top matches, we bring neighborhoods to life by letting locals tell you the good, the bad, and the unexpected about their neighborhoods. We combine this local wisdom with valuable neighborhood data such as maps, school ratings, photos, videos, types of people, real estate values, nightlife, dining, and more! Now you can feel like a local even if you've never set foot in the place.

## XYDO



XYDO—A social network focused on news...

With more than 1M contributors curating articles each day, XYDO is pioneering socially endorsed news. Pew Research recently reported that more people now get their news online than through newspapers, and that more than half of the most-used online sites are news sites.

"XYDO Curates The Social Web To Provide Personalized News. XYDO is a news personalization engine that scours your Twitter, Facebook and LinkedIn streams to find and recommend news articles curated by your connections. XYDO gathers up and ranks all the best content on the web. Similar to a number of social media news sites, you can vote on what you like or vote down the ones you don't like. The site filters and organizes news in a few different ways. Each topic is also offered as RSS and a personalized feed shows you just the articles being recommended in subjects and by people you follow on XYDO. It's personalized based solely on your interests and connections." [TechCocktail](#), March 2011

## Dipity



Dipity's mission is to take the most useful information on the Internet and organize it by time. By providing digital timeline technology, Dipity allows users to gather real-time sources from social media, traditional search services and RSS to aggregate them in a single, easy to use, fun to navigate interface.

Embed your timeline nearly anywhere that uses HTML and watch as your page's statistics shoot through the roof. On average, users spend almost twice as much time on websites with Dipity timeline embeds than those without.

## 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.

### JodiontheWeb Facebook Page

I've launched a Facebook page where I share social media and journalism related articles daily. Feel free to 'Like' the [page](#) and join in the conversation!

### 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:

***"Social behavior in humans is as old as our species, so the emergence of an Internet based on social behavior is simply our rudimentary technology catching up with offline life."***

***--Paul Adams, global brand experience manager at Facebook***