



Social Media Newsletter

ContentOne

Volume 2, Issue 6
July 2010

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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.

Do You TED?

So TED isn't exactly Social Media, but it is relevant media that I thought I'd introduce to those of you that are the TED uninitiated. TED stands for

TED Ideas worth spreading

Technology, Entertainment, Design. TED started in 1984 as a small conference that brought together people to discuss 'Ideas Worth Spreading'. TED hosts annual conferences plus weekly talks are recorded and uploaded at ted.com. This past week I decided to spend a day at a TEDx event in DC (x=affiliated event). There was a range of interesting speakers all focused on the topic of reinventing (reinventing running, social media, the cocktail). They showed a 2009 TED talk video called '[Life lessons from an ad man](#)' by speaker Rory Sutherland. The description of the talk is: *Advertising adds value to a product by changing our perception, rather than the product itself. Rory Sutherland makes the daring assertion that a change in perceived value can be just as satisfying as what we consider "real" value -- and his conclusion has interesting consequences for how we look at life.*

The talk was funny, insightful and inspiring (as are most TED talks). I urge you to watch the 15 minute video and you'll probably become a fan of TED; it's hard not to.

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.

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 igersh@gannett.com. Follow [@GCITweets](https://twitter.com/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!)

- **Rochester** is incorporating Twitter into their election plans, which include VoteUpNy.com and a new social gaming element ([Score](#)). They're using Twitter to alert players when new games and challenges are posted and for customer service issues.
- **Lafayette** is the most recent of Gannett properties to create a Facebook fan page for their photographers to showcase their work. And the [landing page](#) is quite the visual tribute.
- And speaking of landing pages, **WZZM Grand Rapids** has added a very clear and friendly [landing page](#) to their Facebook fan page. In addition, taking a page from [USA](#)

[TODAY](#), they added [Community Guidelines](#) for social networking.

- After moderating a chat on Twitter, **USA TODAY's** Brian Dresher posted '[9 Tips on Moderating a Tweet Chat](#)' on their social media blog. If you have ever thought about doing a Twitter chat, you should check this post out.
- **ContentOne** has launched an oil spill microsite title *Engulfed: Stories from the Spill*, encouraging people to share their own stories, photos and videos about the oil spill. Nationally it can be promoted via [MySpillStory.com](#). Additionally Gannett sites have their own co-branded versions to promote.

Social Application Updates

Facebook

Last month Facebook launched a new official [Guide to Facebook Ads](#). This guide walks you through the various ad options on Facebook, as well as information about targeting audiences, success stories and best practices. There is even a Facebook Ads 101 Webinar you can watch.

Facebook has added a couple new features in the past month. One is the ability to 'like' comments in addition to posts in your newsfeed. There will also be hover-cards soon (Twitter rolled this out a few months back) where information will display about a person when you 'hover' your mouse over their profile image.

I have also recently added this terrific collection of **Facebook Contact/Support Info** (lower left rail of the page) to the Facebook section of the site (compiled by Facebook guru [Mari Smith](#)). There are sections for general support as well as issues with photos/video, events, groups, pages, etc.

See the Recent Announcements section of this newsletter for more Facebook news.

Location Based App of the Month

I've mentioned a few different geo apps here and today I'm going to tell you about [Whrrl](#). Whrrl, just like Foursquare and Gowalla, utilizes the GPS in your mobile phone to display a list of locations near you. And like those other apps, you can 'check-in' to your location and broadcast that information to your Facebook and Twitter friends. Where Whrrl differs is in how you earn points, plus the existence of 'societies'.



Whrrl encourages you to share ideas and tips about the places you visit. For example, if I check into my corner wine bar (never happens); I would get points for checking in. Then I would add a recommendation saying 'you should ask for the sommelier (wine guy) and request a tasting from his private reserve'. I would get points for making that recommendation. You, my friend or someone who checks out the venue, will see my recommendation and can click 'I want to do this' or 'I did this'. Clicking either (or eventually both) will give you points. That also gives me points. You can share my recommendation, which gives us both points. Get it? So beyond just checking in, sharing something, whether obvious or insider is really at the heart of this game.

In addition, Whrrl has societies. Some are pre-existing and some you can create. For example, I checked in at 3 different Mexican restaurants over the course of a month and I received an alert that I was now a member of the 'Yo Quiero Mexican' society. I now receive recommendations from other members of that society, which one would assume, I would be interested in.

You earn points and you also earn different membership levels in societies. Hey, why don't you give it a Whrrl? (pun intended)

Twitter

Promoted Tweets were mentioned in the last newsletter and now we have Promoted Trends. This is another monetization model for Twitter. From the Twitter blog:

Promoted Trends are a new advertising concept we began testing this week; they are an extension of our Promoted Tweets platform. With Promoted Trends, users will see time-, context- and event-sensitive trends promoted by our advertising partners. These Promoted Trends initially appear at the bottom of the Trending Topics list on Twitter and are clearly marked "Promoted." As conversations about the topic increase, Promoted Trends may move up the list.



In other Twitter related news, Kosmix has created a very cool Firefox and Chrome browser plugin called [Firsthand](#). It displays Twitter information on any website you are looking at. Notice the blue T next to President Obama's name in this article from [usatoday.com](#).

The blue T, which displays Twitter information in a hovering pop up box, only displays for people who have installed the plugin, but this could be very useful for journalists as they are researching topics, people, stories, etc.

See the Recent Announcements section of this newsletter for more Twitter news.

On The Web

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

- [10 Cool Facebook Status Tips and Tricks](#) (Mashable)
- [5 Social Media Trends to Watch Right Now](#) (Amex Open Forum)
- [Beyond the Checkin: Where Location-Based Social Networks Should Go Next](#) (Mashable)
- [Get Glue Releases iPhone App, Let's You "Check-in" To Media](#) (The Next Web)
- [The Ultimate List: 300+ Social Media Statistics](#) (HubSpot)
- [Deals Galore, Competitors Abound: A Primer On Groupon-Like Startups](#) (TechCrunch)
- [How To Promote Your Blog Before Its Launch](#) (Social Mouths)
- [Why We Check In: The Reasons People Use Location-Based Social Networks](#) (RWW)
- [How to Organize a Successful Meetup](#) (Amex Open Forum)
- [Twitter adds option to tweet location by name](#) (CNET)
- [Why Food Bloggers Are Here to Stay](#) (Mashable)

Recent Announcements on the Site

Twitter's @EarlyBird Distributes Advertiser Deals 7/7/2010

Twitter has just launched a new profile, [@EarlyBird](#), which will tweet out time sensitive deals to its followers. According to the [Twitter blog](#): "Twitter @earlybird Exclusive Offers are special time-bound deals, sneak-peeks, and events that are promoted..."

Facebook's "Hovercards" Go Live with Extra Features 6/29/2010

According to [ReadWriteWeb](#): The feature gives Facebook users a quick way to get info and interact with users without leaving the current page and could alter the way we interact on (and off) the site. While the "hovercards" don't seem to be...

Should You Post Social Media Terms of Service (TOS)? 6/29/2010

As spammers start getting into social media, we are starting to experience an increase of Facebook and Twitter spam. USA TODAY has created a Facebook TOS and post the [link](#) on their fan page. I think it is a good idea to be transparent with your fans/readers...

Facebook Adds 'Like' to Comments 6/20/2010

Facebook has just rolled out another new feature: 'Like' buttons for comments. According to their [blog](#): "Starting today (6/16), most of you will see a small "Like" button appear underneath comments. We're rolling this out gradually, so..."

Facebook Users Can Now Post Voice Mail on Friend's Walls 6/20/2010

From [InsideFacebook](#): Facebook users can now record voice messages and post them on the walls of friends through Voice Wall, a newly released service from Society.me. Users call a designated phone number, select a friend using a touch-tone system, and...

Twitter Launches "Places" Feature with Foursquare Integration 6/20/2010

From [Mashable.com](#): Twitter is ready to unveil its new and major foray into the world of geolocation: Twitter Places. This feature will highlight tweets around a given location. Starting now, Twitter.com desktop and mobile users can tag their tweets with...

Facebook Page Owners: Any Page Admin Is Now Removable 6/16/2010

Hallelujah! According to [InsideFacebook.com](#): *Facebook is now allowing any Page administrator to be removed. Previously, the Page's original administrator was unable to be removed – creating a headache for ... companies who had an employee create a Page...*

YouTube to Launch News Feed of Breaking News Videos 6/14/2010

From the [YouTube Blog](#): *We're testing something new this summer: the YouTube News Feed. We'll be working with the University of California at Berkeley's Graduate School of Journalism to track news as it breaks on YouTube. The news feed will provide...*

Twitter's Official URL Shortener 6/10/2010

From the [Twitter Blog](#): This summer all links shared on Twitter.com or third-party apps will be **wrapped with a t.co URL**. A really long link such as <http://www.amazon.com/Delivering-Happiness-Profits-Passion-Purpose/dp/0446563048> might be wrapped as <A...< div>

Twitpic Enhancements 6/10/2010

Twitpic, the Twitter enabled photo sharing service, has announced to enhancements this past month. The first is event grouping. Similar to a Flickr set, Twitpic's Events feature *lets users organize, define and showcase their snaps quickly and easily. ...*

Facebook Tab Width Changes Coming Soon 6/1/2010

InsideFacebook.com reports: 'Last October, when Facebook laid out its Platform Roadmap for the next several months, it announced that the dimensions of custom tabs on Facebook Pages would be changing from **760 pixels wide to 520 pixels** wide in "late 2009/early..."

Website of the Week

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

Between



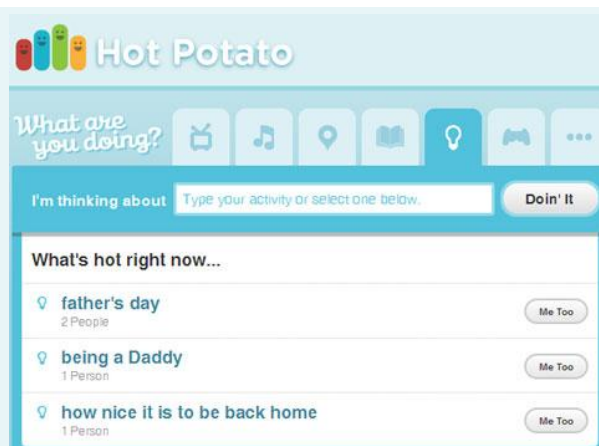
Between is a Twitter-based app that allows any person out there track any conversation between @users from the famous micro-blogging platform in an easy, clean and ordered way, even if you don't follow any of the participants of the conversation nor you're a Twitter member.

People use Between to keep track of their own conversations with other people, or other people to track conversations from strangers.

Between may also be the ideal choice to follow those conversations that show up on our time line in which one of the participants is not followed by us but we want to understand what a hell are they talking about!

All conversations may be shared or retweeted to your timeline for followers to join the audience with popcorn in hand ... because what is said on twitter is always between you, them and us!

Hot Potato

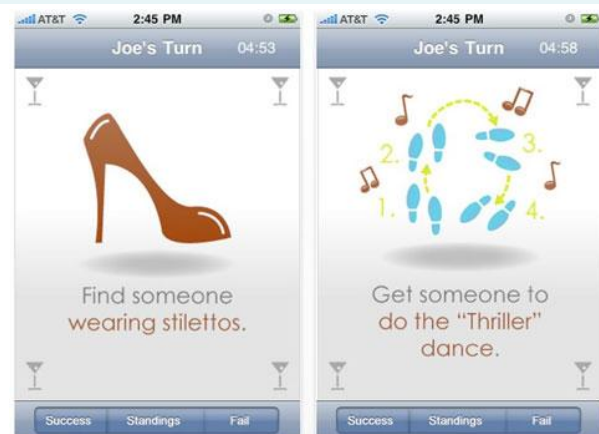


Hot Potato started out as an app that let you 'check in' to events. Then it added Foursquare integration for venue check ins. Most recently version 2.0 launched and now you can check in to anything! The options you are given are: "I'm watching..", "I'm listening to..", "I'm attending..", "I'm reading..", "I'm thinking about..", and "I'm playing..".

Of course there is a feed of all activity, as you would expect. You can link up your Facebook, Twitter and Gmail friends and share any and all activities you want to share. In addition, you can earn awards as you add new check ins.

There is a website and mobile app.

BarCards



From [Mashable](#): BarCards is an iPhone app/real-life social game that lets you go on scavenger hunts at bars.

The BarCards iPhone app turns a night out with friends — or random bar patrons up for a game — into a social experiment that tests how far people will go for a free drink.

BarCards is essentially a modern-day bar game where players take turns to complete scavenger hunt-like tasks. During a turn, a player is presented with a card and a time limit (as set at the beginning of the game) that challenges him or her to find someone or something that satisfies the specified criteria.

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:

"I always say social-media strategy is like planting vines. You don't get fruit right away, but if you nurture the vines organically, they will eventually produce results year-over-year."

--Rick Bakas, director of social-media marketing at St. Supéry Winery