

# 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.



Last month I focused on social and search and told you about the Google Plus One button. This past month Google launched Google+, their latest venture into social networking. This time they may have gotten it right. Some of you may recall I was slow to jump on the Google Wave (pun totally intended) and Google Buzz still has been little more than noise to me, but Google+ has some features that are well worth exploring. For the best overall resources, check out [Mashable's Complete Guide to Google+](#).

I ask that you hold off on creating business/brand pages on Google+ because **1)** Google said to wait for the official brand page platform [coming within two months] and **2)** they are aggressively deleting brand pages (KOMU TV, Washington Post and our own Cincy Enquirer's pages have all already been removed).

I think there is huge potential to be there, and if you do create a business page, be prepared that it will be deleted/removed by Google.

I filled out Google's early beta request form and will be reaching out to Google contacts soon to see if I can move that along. I do however very much encourage reporters, anchors and columnists to create G+ profiles and absolutely post links to content, plan hangouts and experiment with the new platform as it pertains to connecting with our communities.

Some relevant Google+ resources this month:

- [5 Ways Journalists Are Using Google+](#)
- [Early Google Plus media experiments](#)
- [The 3 missing pieces for Google+ to become an influential news platform](#)
- [Advisory: Google+ Begins Booting Brands](#)
- [What You Need to Know About Google+ Right Now](#)
- [Ten ways journalists can use Google+](#)
- [Google+ business profiles to include analytics & more](#)
- [How Journalists, Community Can Connect With Google+](#)
- [BreakingNews.com finds that Google+ is great for viral sharing](#)
- [Why Google+ is worth your time: Circles and social design](#)
- [Google+ Terms of Service, Illustrated](#)
- [Why Google+ is Great for SEO](#)
- [How to live broadcast your Google+ Hangout](#)
- [Early Google+ can't touch Twitter for following breaking news](#)
- [Is Google+ the Ultimate Content Marketing Platform?](#)

There are quite a few Gannett employees already on G+ so if you're looking for an invite, just ask on Yammer. I am certain someone will hook you up ☺.

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

[On 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!

## Social Application Updates

### Facebook



There were quite a few reports and blog posts this month about Facebook and Journalists. On the [Facebook + Journalists](#) fan page, two posts shared some interesting insights. "[Study: How People Are Engaging Journalists on Facebook & Best Practices](#)" had the following highlights:

- Posts that include a question or call to action from the journalist received the highest amount of feedback.
- Posts that included the journalist's analysis and personal reflections had 20% more referral clicks than that of an average post.
- Photos received 50% more likes than non-photo posts, and journalists who shared links that included a thumbnail image in the link preview received 65% more likes and 50% more comments than posts that did not include images.

Another worthwhile read is "[How News Pages Are Keeping Readers Engaged](#)". One interesting finding from it is related to breaking news updates: 'While breaking news posted in real-time do show traction with readers, multiple postings made all at once, but on unrelated topics, can actually cut feedback almost in half. The findings seemed to indicate that readers expect a stream of updates during breaking news situations.' Some commentary on the above Facebook posts can be found in the articles [New Facebook data show 7 keys to maximum engagement for journalists](#) and [How people are engaging journalists on Facebook](#).

The Facebook + Journalists page also posted that they will 'Like' your reporter/journalist/anchor/columnist fan pages, so if you have fan pages for your journalists, please send me a list with the name and link to the page. Thanks.

More relevant Facebook resources this month:

- [How Journalists Are Using Facebook to Share the News](#)
- [Facebook for News Apps: How We Harnessed the Social Network for 'The Opportunity Gap'](#)
- [On Facebook, Bigger Isn't Always Better](#)
- [Shoutlet's Guide to Facebook Contests](#)
- [Facebook Pages Can No Longer Tag Users in Posts](#)
- [A Guide to Facebook Insights](#)
- [10 Critical Things That Facebook's Insights Can't Tell You](#)
- [20 Essential Facebook Marketing Tips From AllFacebook Expo](#)
- [Facebook Testing "Happening Now" Column That Could Reduce Home Page Bounces](#)
- [Facebook Adds Videos, Photos & Link Previews to Comments](#)

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

## Twitter



Facebook wasn't the only social channel to be focusing on the media this month. Twitter launched [Twitter for Newsrooms](#) in late June claiming to offer help 'Reporting, Engaging and Publishing'. Many in the 'Twiiverse' felt it was too little too late as many newsrooms have already been training on these very things for years, but it is still a good resource to be aware of and will cover the 101 basics for your newsroom.

Some relevant Twitter resources this month:

- [Why Is No One Clicking The Links You're Tweeting?](#)
- [Twitter's Real Lesson for Newsrooms](#)
- [Fast-tracking Twitter tips to BreakingNews](#)
- [CNN weaves brand into Twitter debate conversation](#)
- [Don't Tweet from Court and Other Tips from the Digital Journalist's Legal Guide](#)
- [How To Bring Live Tweets To Readers Not On Twitter](#)
- [How to Manage and Filter Your Twitter Feeds](#)
- [Why Local News Sites Need Twitter In Bad Weather](#)
- [3 Ways To Crowdfund Killer Content Using Twitter's Advanced Search](#)
- [7 Ways Twitter Could Be Winning Local](#)

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

## Social Commerce

With our new foray into the group-buying space, I thought I would share some daily deal related resources from around the web.

- [How the Web & Daily Deals Have Changed Coupons](#)
- [Mobile Is a 'Key Catalyst' in Deals Space](#)
- [HOW TO: Measure the Success of Group Buying Deals](#)
- [Are Mobile Apps the Future of Daily Deals?](#)
- [Why Daily Deal Sites Are Here to Stay](#)
- [Stop The Hate: Daily Deals Aren't All Bad, And Here's Why](#)
- [Groupon, Living Social Differ In Strategy, Audience](#)
- [Daily Deal Stats: The Big Players Still Control The Game, Mobile Is Up \(Oh, And Animal Names Are In\)](#)
- [Local Is Key to Expanding Deals Industry](#)
- [Closing The Redemption Loop In Local Commerce](#)



## 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)*

- The social media blog Mashable held a contest and Cincinnati won as the most [social city](#) in the U.S. The winning video featured **Cincy Enquirer** and **Porkapolis**, among other social aspects of the city.
- The **Hattiesburg American** started a Facebook page drive in the info center – sports and news; editors, reporters, photographers – with a goal of having everyone posting regularly to their pages and their main page with two goals in mind: To improve community engagement and increase traffic to their main site. As of July 20, about a month after they launched the drive, they are at 100 percent of our goal! Although the

pages are in various stages, most of the staff has plunged right in and are happily FBing away! They have set up a [directory of pages](#) on their main Facebook fan page. Everyone seems to be excited about doing it. The info center is buzzing about throughout the day. And as far as the community goes, they are “liking” the pages and making more comments than before. The other thing is the staff enjoys seeing the insights of how many impressions their posts are getting. It inspires them to want to engage even more.

- Recent efforts were made by the Spark staff at **DelawareOnline** to enhance their presence on Facebook. They have been using Facebook to build likes and promote this year’s Summer Music Series events. Marketing created the Summer Series landing FB page. Also, in June they started producing the Spark publication in digital PDF format. They implemented the FB application so the publication now appears as “Digital Magazine” link on the [Spark FB wall](#).
- So unless you’ve been hiding in a chicken coop, you know Gannett has started launching **DealChicken** across our markets. To date five sites have launched with another 10 hatching soon. Along with the websites, we’ve launched Facebook fan pages, Twitter accounts, a [YouTube channel](#) and even a [Foursquare account](#) (the chicken gets around). Be sure to follow your local chicken wherever he goes!
- Louisville **Courier Journal** decided to use Storify to curate the best of the social web and add to their coverage of the NASCAR race at Kentucky Speedway. Check out [Kentucky Speedway: Looking at the first day NASCAR experience](#) and [Live: NASCAR mania at Kentucky Speedway has begun](#).

## On The Web

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

- [How to verify – and when to publish – news accounts posted on social media](#) (Poynter)
- [7 Winning Examples of Game Mechanics in Action](#) (Mashable)
- [Tips to integrate hashtags into daily news coverage](#) (10,000 Words)
- [TV station execs urged to invest more in social media](#) (Lost Remote)
- [Shazam's Second Act: Unleashing TV Content Online](#) (Fast Company)
- [The State of Social Gaming](#) (SocialTimes)
- [Consumers Now Spending More Time on Mobile Apps Than the Web](#) (Mashable)
- [Anchor produces quick ‘Newsburst’ social media newscast](#) (Lost Remote)
- [Executive Insight: ‘Location-based Services - From Hype to Hyper’](#) (WhereBusiness)
- [GetGlue Adds Magazines, Newspapers, Blogs to Check-In List](#) (SocialTimes)
- [Tips To Define Your Newsroom’s Mobile Presence](#) (10,000 Words)
- [Detroit station taps #backchannel to make ‘good news’](#) (Lost Remote)
- [Forbes Update: Our New Newsroom for the Digital Era Is Now Up and Running](#) (Forbes)
- [Why Hyperlocals Are Missing Out on Engagement](#) (Street Fight)
- [The Web Is Shrinking. Now What?](#) (AllThingsD)
- [The Science of Sharing](#) (TheNextWeb)
- [4 ways content management systems are evolving & why it matters to journalists](#) (Poynter)
- [The team that made ‘The Voice’ a social TV hit](#) (Lost Remote)
- [Is Pre-Cognition Possible & Can It Beat Twitter on Breaking News?](#) (ReadWriteWeb)

# Website of the Week

These were the most recent websites to check out:

Museum of Me



From 10,000 Words blog: "Have you ever wondered what your life would look like as a museum exhibit? Enter Intel's [Museum of Me](#). (Warning: This is really, really cool and slightly addictive.)"

The tool connects to your Facebook information and creates, in Poynter's [Jeff Sondeman's very apt words](#), 'a stunning video tour of a futuristic museum about your life and friends.'"

This shows you what can be done with Facebook's Open Graph API.

Tildee



Tildee is a free tool to help you create and share instantly and easily tutorials on any subject. With a clear and user friendly interface, you go straight to the point: → write your own tutorial. More than that, you will be able to add maps, images and even videos to any step in a tutorial. One click and it's done! It's not required to create an account on Tildee to start writing. Easy to share: every tutorial has its own unique short URL.

## 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!



## **Social Media Quote of the Month:**

***“This [social media] is no longer a gimmick. This is how the American people want to receive their news and want to hear from us.” – Nick Schaper, new-media director for Speaker John Boehner***