

# Social Media SharePoint Newsletter

## INSIDE THIS ISSUE:

Introduction	1
In This Newsletter	1
What I Need From You	2
Facebook	2
Twitter	2
The Next Big Thing?	3
Websites to check out	4
Links worth checking out	5
The Quote	5

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.

## Your Social Media Strategy

I am often asked to assist our properties with 'using social media'. The first thing I usually say is 'Why?' If you are trying to create a social media strategy, you should begin with outlining your goals (and this shouldn't be 'use more social media'). When you decide your goals, you can then determine what social media tools will help you achieve those goals. For example, a logical goal that social media could help with? "Increase interaction between our site/paper/station and its customers". Determine the goals.



I have posted some useful tips for creating social media strategies on the SharePoint site [here](#).

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.

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).

## In This Newsletter

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.

I am aware the Social Media SharePoint site is, well, busy. I will be trying over the next month to make it more streamlined and easier to navigate. There are a ton of resources

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

there and I want to make it easier for you to find them!!

## What I Need From You

Back in January I sent out an email requesting a list of any and all social media sites/tools you are currently using. I started to create a database of this info (includes Facebook, Twitter, MySpace, YouTube, Mogulus/LiveStream...), but I am certain it is no longer current or complete. 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.

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. Thanks!!

## Facebook

**W**e have seen tremendous success for increasing Facebook fans when a Facebook Fan Box is added to a website. This is a small widget that can be customized to advertise info about your fan page, including pictures of fans. One caveat, it appears to not play nice on homepages, but works fine on section pages (and fits on the GO4 rail).



Click the 'Add Fan Box...' link below your fan page's profile picture.

You will then be given code and options to customize your fan box.

Example:



***More fans = more people seeing and clicking on your links.***

**C**heck out:

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

- [The Journalist's Guide to Facebook](#)
- [8 Tips for Effectively Updating Your Facebook Page](#)

## Twitter

I continue to update the Twitter Resources / Apps / Add-ons area of the site and have added new categories. There are now 165+ links [here](#) for applications and tools for Twitter. New categories this month include **Petitions, Micro-payments and Language Translation**.

Twitter had some issues over the past month. 1<sup>st</sup> they cleaned up spam accounts which caused a decrease in follower counts. 2<sup>nd</sup> they had a huge outage due to Denial of Service attack.

To find out the latest about Twitter, outages, etc, follow me on [Yammer](#), [Twitter](#) or check 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.

- [Twitter 101 for Business](#)
- [Mashable's Guide to Twitter](#)

I have also added much of this info to our SharePoint site for easy download

Remember, USA TODAY's resident Twitter expert, Brian Dresher, posts his Twitter Tips each week. See the archive [here](#).

## The Next Big Thing??

Have you heard of Augmented Reality? If not, you should check it out. If so, think about the implications for a media company like Gannett.

Wikipedia says: **Augmented reality (AR)** is a field of computer research which deals with the combination of real-world and computer-generated data (virtual reality), where computer graphics objects are blended into real footage in real time.

I have started to add AR applications and sites to the SharePoint site. One in particular that shows a very good demo of AR is [Layar.com](#). Watch the video demo [here](#).

Think about how the news and information (content) we have could be used in this fashion. Send me your thoughts on this. I think it is fascinating!

# Websites to Check Out

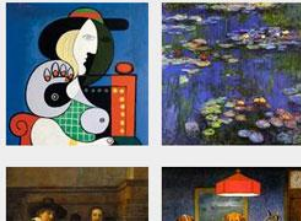
These were the past month's websites to check out:

[Hunch.com](#)

**Hunch helps you make decisions and gets smarter the more you use it.**

Teach Hunch About You

Of these choices, which type of art do you prefer?



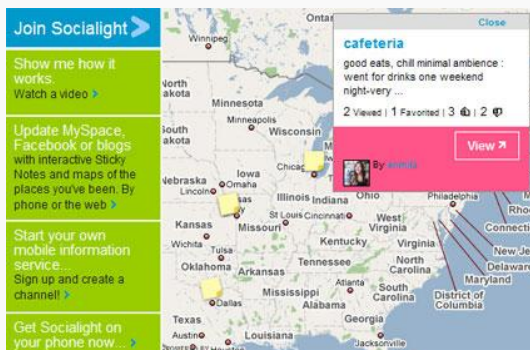
Look. Decision-making is difficult, and decisions have to be made constantly.

What should I be for Halloween? Do I need a Porsche? Should I dump that loser? Is Phoenix a good place to retire? Whom should I vote for? What toe ring should I buy?

It's a cruel world out there. Coin-flipping, I Ching consultation, closing your eyes and jumping, postponing the inevitable, Rock-Paper-Scissors, and asking your sister are all time-honored means of coming to a decision -- and yet we think there's room for one more: Hunch.

In 10 questions or less, Hunch will offer you a great solution to your problem, concern or dilemma, on hundreds of topics. Hunch's answers are based on the collective knowledge of the entire Hunch community, narrowed down to people like you, or just enough like you that you might be mistaken for each other in a dark room. Hunch is designed so that every time it's used, it learns something new. That means Hunch's hunches are always getting better.

[Socialight.com](#)



Socialight lets you discover right here, right now information about places all around you. Simple. The basic building block of Socialight is the Sticky Note- similar to a yellow Post-it note that you find at the office, except that it can contain text, images, audio and even video! Sticky Notes can be stuck to any location in the world and you can choose who can see yours...

Socialight Mobile

The best part about Socialight is using it on your cell phone. This lets you discover all kinds of things that are actually near to you! You can also make comments and rate the things you find as well as stick your own notes. We can also notify you about the things that interest you so you never walk past something cool again!

Socialight Online

This is where you are now. You can explore Socialight with nice big maps and broadband juiciness not possible on mobile phones. So we encourage you to look around, join some channels, make friends and create some Sticky Notes! Then check your mobile preferences are set up correctly and start enjoying the same great stuff on your phone!

[forecastfirst.com](#)



In early 2007, 10Connects decided that Tampa Bay needed an all weather website dedicated to the unique and hyperlocal weather patterns they experience there, that monitored tropical weather during hurricane season. With this in mind, they thought it would be ideal to offer online visitors a sponsorable social weather website, where they could access all of the weather graphics that the meteorologists have developed with the WSI weather system that are made custom for Tampa's TV audience, and be able to talk to our team and to each other.

They socialized the site by adding a 24/7 live chat to the home page that the meteorology team participates in when they are not live on TV, and they have plans with more socialization by adding forums and other ways for the audience to communicate directly with the team in real time. They have used audience suggestions to add more resources, making parts of the site a portal to the best weather resources online.

## Additional Links Worth Checking

This month, taking a closer look at Digg.com - Social Ranking

- [How To: Own the Digg Front Page \(Sort Of\)](#)
- [Digg Toolbox: 50+ Digg Tools and Resources](#)
- [Basic Tutorial for Social Marketing with Digg](#)
- [How To: Get the Most Out of Digg](#)

## Social Media Quote of the Month:

*"Twitter adds in another layer of intimacy that marketing in general often lacks. ... It doesn't just remind customers you're here, it engages them."*

*--Ann Handley, chief content officer at MarketingProfs*