



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.

Tumblr: Another Content Distribution Channel?

This month I had the opportunity to chat with the new Director/Media Evangelist for [Tumblr](#). If you are not familiar with Tumblr, it is one of a few microblogs out there which is gaining a lot of traction. More media companies are starting to jump on board and setting up Tumblr blogs of their own, including [Newsweek](#),



[The Huffington Post](#) and [The New Yorker](#). Our own Rochester Democrat and Chronicle has created a photo Tumblr blog called [Rochester In Focus](#). You can even insert ad tags and analytics code on your Tumblr blog. Check it out and let me know if you decide to experiment with Tumblr at your site. For a good list of 'traditional media' Tumblrs, check this [Gawker](#) post.

**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 jgersh@gannett.com. Follow [@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)!

- Gannett's Innovation & Design** group has launched [Smörgie](#), a free service that lets you find, share and plan eating and drinking adventures. How it works: Save and organize favorite places to eat and drink - cafes, restaurants, even street carts - that you've been to or want to try - from your neighborhood, your town, anywhere in the country. Your lists - called Bite Books - will be there whenever you want to remember and recommend places to eat. You can share your lists with friends. And if you like someone else's Bite Books, follow them or add their lists to your own. Who cares what "everyone" thinks on those big review sites? Use Smörgie to track you and your friends' choice eats. Unleash the feast.
- Springfield** Amy Pope, Multimedia Sales Manager, is teaching Facebook Marketing seminars at a local college. The seminars teach small business owners in the area how to set up a Facebook Page for their business, how to gain more fans, and strategies for a successful social media campaign. This has helped position the News-Leader Media Group as an expert in online and

smörgie

social media marketing and allows them to be in front of more prospects in a meaningful way.

- **KXTV/News10 Sacramento** Did you know June 30th was World Social Media Day? Well News10 did. They held a party for 70 people. They promoted the event on Facebook and Twitter through an Eventbrite link. Within a couple of hours they had sold out. But that's not all. They've reached to local bloggers to enhance their online content in areas where they can't always send a reporter. They've reached out to social media mover-and-shakers to send them pictures of weekend events (with a lot of success) and they've assigned a reporter to blog about what's hot and happening in the Sacramento social media market ([read the latest Happy Hour blog post](#)).
- **Indy** The 7/22 issue of Metromix Magazine highlighted "Indy's Top Tweeps" and showcased 10 people who are making a mark in the city through Twitter. This was the perfect opportunity to host a Metromix Tweet Up which had been an idea the folks in Indy wanted to try for a very long time. They invited the award winners to the event where they presented them with their award and spoke a little bit about why each of them were chosen. The TweetUp was a great way to promote content in a creative way while utilizing 10 socially active people in the community to get the word out. The goals were to gain brand awareness by enlisting the help of our award winners, promote content and gain new Twitter followers. They saw an increase in mentions on Twitter, they hosted a successful event that brought together nearly 100 socially active, tech savvy members of the community, and they increased the number of followers they get in a typical week by 6x. The Tweeps article was also in the top 10 most viewed pages on the site.
- **Hattiesburg** hosted a meetup (inspired by Mashable) to talk about social media. They had a small group, but it was very insightful to learn what people are really interested in, and at the same time, how many people just don't know what it is or what to do with it (Attendees were in their 40s & 50s). They are going to continue hosting monthly meetings at a local coffee shop/record store to recruit some more boomers into the SM world. And they have heard from a few college students who are interested in joining the conversation, maybe we can learn a thing or two from them...
- **Phoenix** immediately responded to a note I sent about creating Foursquare Business pages and sent me their artwork and tips. I worked with Foursquare and within a week Foursquare.com/azcentral was live. They now have close to 5000 friends on Foursquare. If you have a compelling idea for tips on Foursquare, **here** are the instructions on how to proceed to get your business page set up.

Social Application Updates

Facebook

I've posted this on the site and on Yammer over the past couple months, but I need to reiterate this again because Facebook is making some very big changes that affect many of our pages. **Starting August 23rd, Facebook will be removing application boxes from Facebook pages** and they are doing away with the Boxes tab. In addition, they are decreasing the widths of the custom tabs. I will give you examples of what this means.

- 1- If we use the [MomsLikeMe.com National Facebook Fan Page](#) as an example, the boxes on the left rail titled "What Kind of Mom Are You? Quiz" and "MomsLikeMe.com Network" will both no longer exist on the homepage (nor will they be viewable on the Boxes tab). See image at right.
- 2- Any FBML boxes you have created and specified to 'show on wall' will no longer show.
- 3- Your FBML tabs for welcome and landing pages will still exist, but the width will be decreased from 760 pixels to 520 pixels.

I can only guess that Facebook will be using the space they are reclaiming for more customized targeted ads, but they have not given any indication as of yet.



Other recent Facebook changes of note:

- Facebook Notes- now allow people to bold, italicize, underline, use bullets, numbered lists or indented quotes without having to use the HTML tags. Users will now also be able to tag Pages in Notes.
- Photo Galleries- You can now see 200 photos in the default album view (increased from 20). Plus the thumbnails are now larger.

Location Based App of the Month (LBS)

Today I'm going to tell you about Tri-Out. Tri-Out is not a national location based app, it is a local one, specifically for the Triangle area of North Carolina. I'm not telling you about this because I want you to download and experiment with it; I'm telling you because I want you to think about the idea of a local location app. Just like the others, Tri-Out utilizes the GPS in your mobile phone to display a list of locations, offers deals, etc. This is nothing new. But their focus is uniquely local. From their 'about us' page:



TriOut was created specifically for the community members of North Carolina's Triangle region (the Raleigh, Durham and Chapel Hill areas).

Several unique features give an authentic voice and creditability to the service's local-based application. With both a mobile and a web component, users chose the level of their participation on TriOut. You can use the online resources before you head out to learn about a location and get a feel for its vibe. When you are out and about, you can participate via the TriOut mobile application. TriOut gives users the opportunity to support their favorite local businesses.

Twitter

Gannett was fortunate enough to be a launch partner with Twitter for their new Tweet Button. Although news of the launch leaked a day early, Gannett still received press on Twitter's blog for being a launch partner. Multiple Gannett properties (including USA TODAY) were able to test and display their new Tweet Button as they announced the new product. If you are interested in adding this to your site, you can check [here](#) or await an official email from me/Digital with the GEL approved code. Nine of the 30 initial launch partners were Gannett properties!

Twitter change: If you allow logging into your site or blogs via Twitter, but haven't set up OAuth, you will need to before **August 30th**. Coined 'Oauthpocalypse' by the blogosphere, all sites that allow connecting via Twitter, but not using their OAuth, will no longer work properly. Read more at the [Twitter developer blog](#).

As always I have added more resources to the **Twitter Applications/Resources** area of the SharePoint site, including in the categories of Presentation Tools / Visualizations and Twitter Stats / Trends / Rankings / Maps.

On The Web

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

- [How News Consumption is Shifting to the Personalized Social News Stream](#) (Mashable)
- [Is TriOut a Geo Model for All Local Media Companies?](#) (TheNextWeb)
- [The Tabloidy Goodness of TBD.com](#) (Slate)
- [Media Companies Try Getting Social With Tumblr](#) (NY Times)
- [Facebook Launches a Live Video Channel](#) (Mashable)
- [The 5 Keys to Tumblr for Media Outlets](#) (The Atlantic)
- [Stick a Pin in Local Marketing](#) (Chris Brogan) GannettLocal mentioned!
- [Twitter's Web Traffic More Than Doubled Last Year](#) (GigaOm)
- [Location-Based Web Services Will Devastate Local Media Scene](#) (MediaPost)
- [Facebook Introduces Page to Demonstrate Best Practices for Media Companies](#) (InsideFB)
- [7 Steps For a Successful Social Media Strategy](#) (Social Media Examiner)
- [MSNBC.com's EveryBlock Targets A Widget At Local News Blogs](#) (PaidContent)
- [What You Need To Know About Data Portability](#) (Mashable)
- [How Contests Can Create Long-Term Engagement with Users on Facebook](#) (InsideFB)
- [Foursquare Means Businesses: Have you checked-in yet?](#) (Brian Solis)
- [The New Digg: What It Means For Power Users & Publishers](#) (ReadWriteWeb)

In related news- if you would like to set up a business account on Digg, with automated RSS feed option, read how [here](#).

Recent Announcements on the Site

Twitter Launches Fast Follow Option 8/11/2010

From [Mashable](#): Twitter has introduced a new feature called "Fast Follow" that makes it easy to follow anyone via SMS, even if you don't have a Twitter account (if you're located in the U.S. at least). To use it, all you need to do is text "follow [username]"...

Facebook Changes Coming August 23rd 8/11/2010

I have mentioned these a couple times, but now there is an official date assigned- according to Facebook's blog: Facebook will 1) remove application boxes on profiles and 2) reduce in tabbed application widths on Pages. **Boxes.** We will notify users...

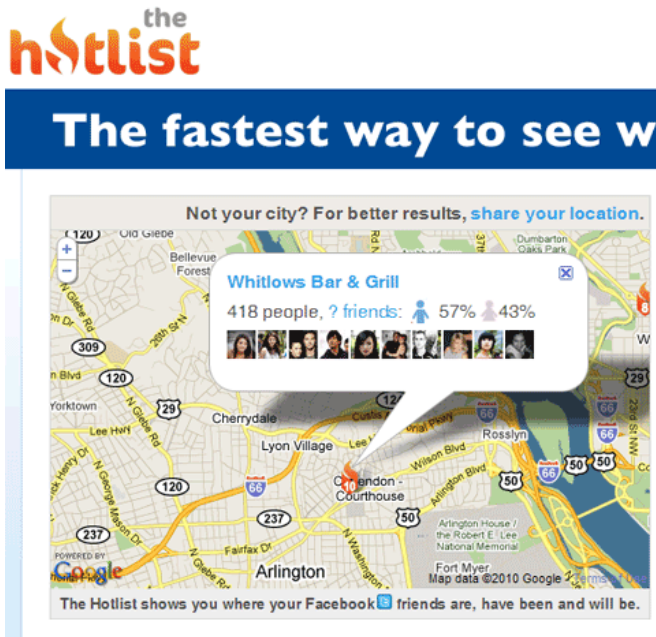
Facebook Launches Official Privacy Page 7/30/2010

From Inside Facebook: Facebook unveiled [Facebook.com/FBSafety](https://www.facebook.com/FBSafety), an official Page focusing on keeping users informed about issues regarding objectionable content, cyberbullying, privacy, and security. It acts as the publishing arm of the recently launched...

Website of the Week

These were the most recent websites to check out:

The Hotlist



The Hotlist is the world's first geo-social aggregator that shows you what's going on today, tomorrow and throughout the week among your personal network of friends. A custom "hotlist" is generated for you on the places and events your friends are planning to attend and when they'll be there – so you can easily make plans and connect in person.

They created The Hotlist to help take the guesswork out of everyone's social plans. The Hotlist gathers social data from Facebook, Twitter, Google, Yelp and other sites to calculate the popularity of specific events and venues based on your network of friends.

Their system pools, filters and conveniently presents all the information you need to decide where to go such as: where friends are planning to go, when they'll be there, the guy-to-girl ratio and what people have to say about venues and events. Their "Social Map" then instantly shows you what's happening amongst your Facebook friends, in your city, and around the world. Even better, we give you a look inside events and places - like who's planning to be there, who already arrived, what they're tweeting and what your friends think of it – before you go.

Booshaka



From [TechCrunch](https://www.techcrunch.com): Facebook offers a simple search portal that allows you to search a keyword for public mentions on the network. Booshaka is taking Facebook search and adding a few bells and whistles to allow users to segment search by topic and provide trending topics around what people on Facebook are talking about.

So on Booshaka, you can segment search by topics, such as music, sports and politics. For the topics, Booshaks indexes popular Facebook pages, semantically organizes them, and then ranks their posts according to its proprietary PostRank algorithm. PostRank is based the popularity, buzz and recency of a post; the number of likes and comments of a post; how popular something is in relation to the poster's social media reach and the recency of a post. Of course, you can also do a regular search on Booshaka, which returns the same results as a search under 'everyone' on Facebook's own search portal.

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 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.

USA TODAY Social Media Blog

USA TODAY Media Lounge has launched the [Social Media Lounge](#), authored by Brian Dresher 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:

"Twitter is surpassing Google as a destination for finding information on breaking and recent news ..."
- Mark Cuban