

## 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.

### Content Summit

In mid September, the first ever Gannett Content Summit was held at Corporate. News Directors and Editors from many of our newspapers and TV stations attended 3 jam packed days of sessions. I had the privilege to present to USCP and Broadcast on how we can and do use social media here at Gannett. [Here is a link](#) to my presentation (notes included on the slides). This particular presentation is geared to newspapers

in the sense that the examples are all from newspapers. I have plenty of examples for Broadcast too, if you need those!



### 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 Facebook and Twitter, etc. I also list some relevant social media information I believe will be beneficial to you. And I have added a new 'reminders' section to list 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).

### Social Networking

#### Facebook Widgets

Last month I mentioned that Facebook created a new Fan Box widget, which our sites have had success with. Well, Facebook has taken it further, introducing a Widgets Center. For Fan Pages, in addition to the Fan Box, you now have options for a Live Stream Box and a Page

Badge (there are also additional options for your Facebook profile pages too). The Tennessean has already experimented with this, using the Live Stream Box during a Livestream Obama speech. Below is a screen shot of the Live Stream widget next to the streaming Obama video. It is another fantastic way to engage and add to the conversation.

Comment, blog & share photos  
Log in | Become a member | Search people

powered by you and **THE TENNESSEAN**

## Pres. Obama speech to school children

September 8, 2009

Post a Comment • Recommend • Print • Share This



**Chat via Facebook**

facebook Privacy Logout

Update your status about this event

☒ Share with everyone watching this event

**Everyone Watching** Friends

**Kimberly Walter** why would you be against your kids knowing the president cares about your education.  
11:14am - Nashville, TN · Ban User

**Rebecca Whitney** is watching the President, excited to share with the kids later. A bit frustrated that they're missing the live event. There's something memorable about gathering around to watch important events and moments of their time.  
11:11am - Nashville, TN · Ban User

**Alison Groves** would be really interested in hearing the percentage of Metro kids that were out today, and not because of H1N1.  
11:09am - Nashville, TN · Ban User

This is a sample of what everyone watching is saying

The Tennessee on Facebook

### Facebook Advertising

I am looking for examples and stories about using Facebook Ads and success rates, etc. If you have done an ad campaign on Facebook, please send me your details. Thanks.

### Check out:

I have added some links to the site this month that I think are worth checking out.

- [Facebook Launches Twitter App for Facebook Page Owners](#)
- [4 Ways Social Media is Changing Business](#)

You can follow [@GCITweets](#) on Twitter for relevant social media articles, links, etc.

USA TODAY has created a **Twitter Central** site for their Editorial staff. There is a ton of great information there. It is linked on our site's left menu.

## Do you Fark?

Have you ever visited [Fark.com](#)? What about [Digg.com](#)? More people are familiar with Digg, but Fark could actually be a very useful tool for us to spread our content virally. Unlike Digg, which has user submitted links that people vote on (or digg) (where the more people that vote, the greater chance of making it to the coveted front page), Fark decides which links rank. You submit your link/headline and Fark's editors decide whether or not to post it on their site. The more ironic or funny or strange the story and/or headline, the greater chance of being listed. Fark receives approx 4.5 million unique visitors a month. In addition, avid Digg users surf Fark for good stories to Digg, so even more chances to spread content. This helps with your SEO ranking as well. Check out [Fark.com](#) and think about who you know that can write 'Fark-worthy' headlines and start submitting!

## Case Studies

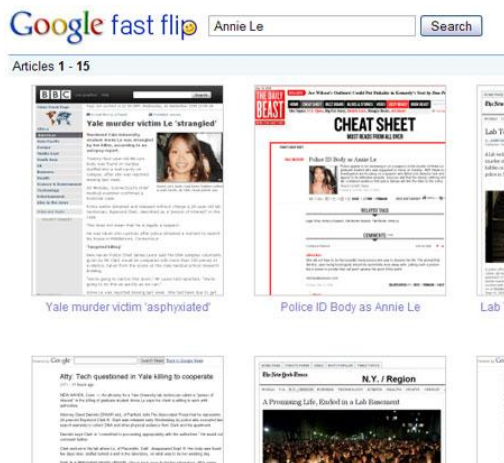
I have started documenting and adding case studies to the SharePoint site. The goal is to have you send me your stories to post so others can learn and expand on the success we have had. I have only just begun this process, but have already collected some great examples. Here is a list of the current case studies. Please send me anything you think should be added!

- [Des Moines Case Study](#): Des Moines Register and #iagaymarriage
- [OMG Case Study](#): WUSA9's Angie Goff Builds a Personal Brand
- [DC Metro Crash Case Study](#): Tweeting Breaking News
- [Arizona Twitter Case Study](#): Building a Twitter Following

## Website of the Week

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

Google FastFlip



Google Fast Flip is a web application that lets users discover and share news articles. It combines qualities of print and the Web, with the ability to "flip" through pages online as quickly as flipping through a magazine. It also enables users to follow friends and topics, discover new content and create their own custom magazines around searches.

TweetMixer.com



Mixx is a sort of online news service where users vote on the day's most interesting stories. Those stories come mostly from Web sites such as CNN.com. Starting 9/9/09, however, Mixx will offer a new service that combs through Twitter postings, as well.

In a demonstration earlier this week, McGill pitched the service, called TweetMixer, as a way to keep up with online topics without having to read all the more mundane stuff people feel like typing and sharing in bursts of 140 characters or less.

The site's software is clever enough to avoid repeating Twitter posts; if 500 people post a Tweet to the same online news story, TweetMixer will make sure your account posts the story only once. If a Twitter user posts a link to a news story that TweetMixer thinks you'll find interesting, the service also pulls in the article's headline and a leading sentence or two from the article.



### What is InJersey?

Basically, it's just what it sounds like — a place for you to find out about anything and everything going on in New Jersey. Our goal is bring you a unique brand of local, local news, and to give you platform for publishing your own stories, photos, and announcements. Of course, the more people from your town that come here and submit their own news and comments, the more useful the overall site becomes. That's why we're inviting everyone in the neighborhood — yes, everyone — to join. Together, we hope to build an online community that will make it easier for you to:

- Keep up with news and events
- Find at photos and videos from around town
- Submit things to the town official that need fixing (like potholes, traffic lights, etc)
- Vote up or down ideas for improving local government
- Learn about neighborhood businesses
- Participate in discussions
- Submit your own announcements, photos, and reviews

### Who's Behind InJersey?

The site is administered by the writers and editor from Gannett New Jersey's news teams — including APP.com, CourierPostOnline.com, MyCentralJersey.com, DailyRecord.com, and TheDailyJournal.com. What this means is that content from InJersey will often find its way into your local newspaper. But, perhaps even more important, our team of trained reporters can help open doors throughout the community for citizen journalists who may need a little help getting to the bottom of a story.

## Training

I would like to start scheduling training sessions via Adobe Connect and would like your feedback. What interests you most? Twitter 101? Facebook Fan Pages? Social Media 101? All of these? Just email me and let me know.

## Additional Links to Check Out

This month, I separated out the various documents I've posted and created a Journalism Specific area on the site.

## 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

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!!

## Social Media Quote of the Month:

*"It [social media] allows us to humanize the brand by connecting 1:1 with people, and it publicly demonstrates our commitment to conversation."*

*-- Scott Monty, Head of social media at Ford Motor Company*