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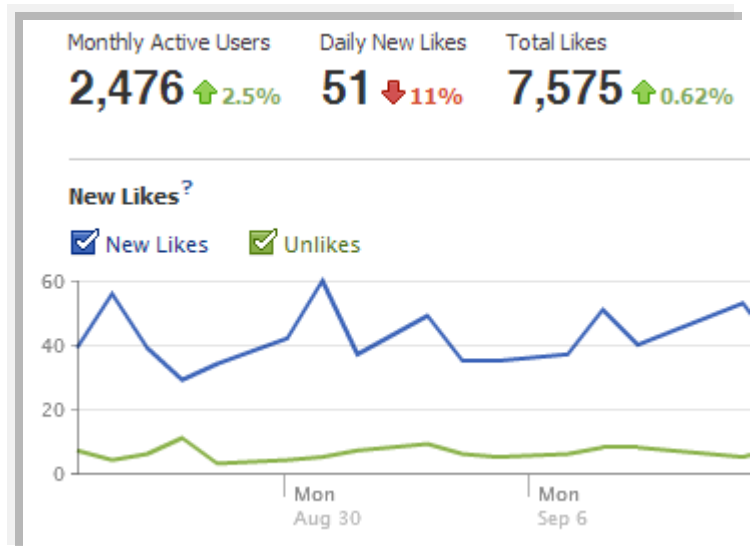
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The purpose of this newsletter is to provide you with the latest information located on the [Social Media SharePoint site](#). The site is updated daily to give you the most current news, applications and resources to help you with social media strategies.

Social Media Analytics

I am often asked about social media measurement and analytics. The questions come in different forms. Sometimes they are about referrers and page views. Sometimes they are about benchmarks and comparative analysis. Sometimes they are simply asking what types of stories get the most comments on Facebook. I usually don't have a good answer. I don't have access to all the analytics for all of your social media campaigns and even if I did, I wouldn't have enough time to review and analyze information for 100+ Facebook fan pages and more than double that for Twitter accounts. What I can do, and try to do, is offer you the tools to review these metrics on your own. But like everything, you need to know exactly what you are looking for to decide which tool to use. I am working on a new section of the site where I'll list the various tools you can use, and what types of analysis you have free access to. I'll also outline some paid services and ask for your thoughts and opinions on the usefulness of these tools (and whether it may be worth taking a deeper look at them). I plan to start posting a monthly statistics report listing where some of you have had successes, and make more of this information available to you for your own benchmarking objectives. Look for this new area within the next month.

If you haven't already, please add me as an admin on your Facebook fan page. I promise I won't make any changes. If I am an admin, I will have access to your fan page insights and analytics. And as always, please make sure your site's social media information is up to date on the [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.

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

[On The Web](#)

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.

Social Application Updates

Facebook

Facebook finally launched their geo offering called Facebook Places. This is their very basic version of a check-in app. I know I have written about LBS applications before, so the concept should be a familiar one. What Facebook Places doesn't do is offer any incentives for checking-in, like coupons, deals, awards, points, etc. What it does do is give 500 million people instant access to a check-in app. Much has already been written about FB Places and the possible death of LBS apps like Foursquare in its wake. But in fact Foursquare saw record signups following the announcement of FB Places. Facebook is working with Foursquare, Gowalla and other LBS apps to integrate those check-ins and venues into FB Places. There are also some new applications being built using the Places API so be prepared to see more and more FB Places resources popping up in the coming months.

One very interesting aspect of FB Places is the creation of a page for every venue checked-in to. This adds yet another type of content to Facebook. Along with Profiles, Fan Pages, Community Pages, Events and Groups, you will now also see Place Pages. It certainly gets confusing, and people may end up on your Place Page instead of your Fan Page. You can actually merge the two (more information about that [here](#)). I have posted a few resources in the 'On The Web' section below if you'd like to read more about Facebook Places.

Facebook is once again changing the way the newsfeed works. For people that do not play any games on Facebook (read: Farmville/Mafia Wars) you will no longer see game updates in your feed. This change has not gone live yet, but I am sure many of you are pleased to hear this news.

Facebook has recently launched the [Page Browser](#), a new way to help people discover new Pages to 'Like'. It offers a breakdown by such categories as Sports, Celebrities, Media and Brands.

Location Based App of the Month (LBS)

I've mentioned Foursquare, Gowalla, Whrrl, MyCity and TriOut. Today I am going to tell you about [SCVNGR](#).

Have you ever been on a scavenger hunt? Was it fun? Did you bond with your existing friends and make new ones? Well SCVNGR is a location based mobile game that takes the scavenger hunt to a new level. But it does even more than that. Similar to Gowalla's trips, you can create Treks w/SCVNGR. You can also create challenges. Share where you are, what you are doing and share useful information about the places you go. Earn points, badges and rewards and even real world deals.



SCVNGR is also a mobile gaming platform. Developers can build off the platform and API. There are [videos](#) on SCVNGR's site demonstrating how to play and how to build.

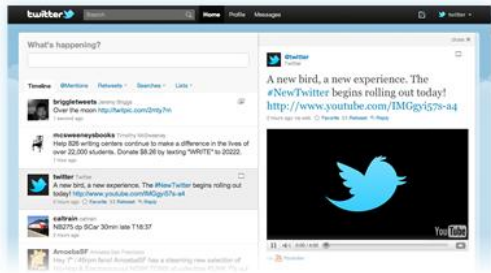
They have released a [self-serve rewards platform](#) for businesses to upload their own deals and have built a [Facebook application](#) that connects SCVNGR to Facebook Place pages.

"SCVNGR is the game layer on top of the world"

Twitter

A new Twitter interface was announced earlier this month. It is slowly rolling out and you may not have access to it as of yet, but it is really the first major redesign Twitter has gone

through. Many people use 3rd party Twitter applications like Tweetdeck or Seesmic, but the new Twitter.com will give those a run for the money.



Most of note: embedded media files. Now you can see photos and videos within the site instead of having to go to Flickr or YouTube or the like. The interface also includes much deeper information about each tweet along with mini profiles, all in line or in a new details pane.

You can see a video and read more about it here:

<http://twitter.com/newtwitter>

Twitter Media, a site I've mentioned before (Twitter created it to help media professionals), had some really useful posts this past month, including [How news breaks now](#), [Four ways to use Fast Follow](#) and [The new live TV](#). This site, <http://media.twitter.com>, is worth bookmarking.

Rumors of a Twitter Analytics Dashboard are spreading across the internet, but having just spoken with our Twitter contacts, there is no product available as of yet. Rest assured Twitter will share this with us when it is ready for launch, so stay tuned.

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)!

- **Tallahassee** has created a really neat map on their website to display check-ins from Foursquare for various Democrat reporters. Check it out [here](#). It's still new, but they are working on various ideas building on this concept.
- Based on findings from ContentOne's research on bloggers, The News Journal in **Wilmington**, Del., in conjunction with ContentOne, partnered with University of Delaware to hold our first ever community blogger training event, Blog U. More than 50 people registered for the event, which featured guest speakers including Ted Mann, Digital Development Director for Gannett's New Jersey publications, and Lucia Blackwell, Editor of the Delaware MomsLikeMe.com site. Based on the success of this first Blog U event, look for ContentOne to run similar programs in the coming months -- they're a great way for our local markets to make connections with both new and established bloggers in their communities.
- Facebook ads are becoming more and more sophisticated. Recently **Des Moines** did a highly targeted Facebook ad campaign, attempting to reach Iowa Hawkeye fans. In the past they've done targeted ads for specific age, gender and geographical demos with mixed success, but this campaign was much more targeted: *'people who were members of certain Hawkeye groups or liked Hawkeye-related pages already and lived in Iowa'*. The numbers speak for themselves: 874,089 Impressions, 1,983 Clicks; 1,465 Actions (Added fans); 553,926 Social Impressions; 1,309 Social Clicks. Here is Facebook's [Guide to Facebook Ads](#).
- There was a gunman loose in the Discovery Channel Headquarters in Maryland last month and **WUSA9-DC** used social media to follow and crowdsource this story. Combining their Twitter feed with their Livestream, they became THE resource for the developing story. A [case study](#) on how they utilized the many available tools and the social web has been added to the SharePoint site.
- In **Salem**, "Extreme Makeover: Home Edition" recently came to help the Oregon School for the Deaf by building them a brand new dorm and remodeling their haunted house (a yearly fundraiser for them). The folks at the Statesman Journal had daily posts on Facebook that tied in the "Extreme Makeover" and Ty Pennington Facebook pages. They trolled Twitter for an existing hashtag (#emhe) and asked readers to use it while volunteering or visiting the build site. They got great community participation. Their reporters and the EMHE designers also used it throughout the build.

They built widgets for their Extreme Makeover microsite (StatesmanJournal.com/extreme) and had a twitter widget with daily coverage on the homepage. *"We always hope our use of Twitter and Facebook will translate into traffic for our site, but in this case we can confirm it. We're having a record month for page views, Facebook and Twitter traffic, photo galleries and videos."*

- **Rochester's** Democrat and Chronicle created a website called ArtDrop.org as a collection platform for the community to share its art and poetry with each other. The website allows the community's contributions to be considered for an urban art trail planned in the city's main arts neighborhood. Nearly 300 citizens uploaded their self-portraits. In addition, players in the Democrat and Chronicle's score! social game (who wanted opportunities to meet in person) earned badges in the game for helping to hang the self-portraits, creating an outdoor art display called Faces of Rochester. Rochester also mentored 14 area youth for a geocaching project as part of ArtDrop. Photographers shot [video stories](#) of citizen artists. The digital team maintains the ArtDrop website as a collection platform for the project, ensuring access for all who want to contribute poems, stories and portraits and a window to the selection process into a publicly funded project (called the ARTWalk Extension Project).

On The Web

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

- [Facebook Places – Product Updates and User Behavior Three Weeks In](#) (InsideFacebook)
- [How SMBs Can Start Using Facebook Places Now](#) (Amex Open Forum)
- [Facebook Places for Business – Getting Started](#) (SocialFresh)
- [SCVNGR Releases Facebook Places Application for Businesses](#) (Mashable)
- [Why TBD is Important](#) (Recovering Journalist)
- [The Future of Social Media in Journalism](#) (Mashable)
- [Five important mobile app findings for news orgs](#) (Neiman Lab)
- [A Beginner's Guide to Facebook Insights](#) (Mashable)
- [Betaworks and The NY Times Plan a Social News Service](#) (NY Times Bits Blog)
- [3 iPad Apps that Reinvent News Reading](#) (Mashable)
- [NPR Looks to Engage New Audiences On Tumblr](#) (ReadWriteWeb)
<You may recall, I featured Tumblr in last month's newsletter>
- [How To Coax Social Media Insights From Google Analytics](#) (SearchEngineLand)
- [Are Twitter Followers Better Than Facebook Fans?](#) (eMarketer)

Recent Announcements on the Site

A New Twitter 9/15/2010

Twitter just announced a completely rehailed Twitter.com (rolling out slowly). Watch the video [here](#).

Twitter Media Gives 4 Ways for us to use Fast Follow 9/14/2010

I mentioned Twitter's new **Fast Follow** feature before. Well on Twitter's [media blog](#), they outlined 4 ways media companies could use this feature.

1. **It's perfect for on-air.** Instead of directing viewers to their laptops with a URL, you...

Facebook Adds 'Liked' Stories in Search 9/5/2010

From [ReadWriteWeb](#): Facebook has begun surfacing widely "liked" news stories from independent media organizations in its basic search bar today, it appears. First reported by watchdog blog [AllFacebook](#), the change is something that seems likely...

Top Newspapers on Facebook Sept 2010 9/3/2010

Our friend Chris Snider has compiled a list of the Top Newspapers on Facebook for Sept 2010. Top 10...

Twitter OAuthocalypse 9/1/2010

Twitter announced some time ago they would no longer support basic authentication from 3rd party apps and would only allow authentication through Twitter OAuth. They officially put that into affect this week. What this means is 3rd party applications...

Success with the Twitter Button 8/25/2010

From Brian Butts, Cincy: I wanted to share some things we've been observing since we launched the Twitter button two weeks ago. Since launching the button our Klout score (a numerical representation of the size and strength of a person's sphere...

Facebook Launches Facebook Places 8/19/2010

Alex Nicholson from USA TODAY has posted a great summary about this on the USA TODAY social media blog. Read it [here](#).

Website of the Week

These were the most recent websites to check out:

Quora

Quora is a continually improving collection of questions and answers created, edited, and organized by everyone who uses it. The most important thing is to have each question page become the best possible resource for someone who wants to know about the question.

One way you can think of it is as a cache for the research that people do looking things up on the web and asking other people. Eventually, when you see a link to a question page on Quora, your feeling should be: "Oh, great! That's going to have all the information I want about that." It's also a place where new stuff--that no one has written about yet--can get pulled onto the web.

PlacePop

PlacePop, which is a company that provides a virtual loyalty card for any local business, is the first to launch a Facebook "Places" Application. Built using the new Facebook Places API, the PlacePop app lets people organize, visualize and make use of the growing stream of "check-in" data on Facebook.

BackTweets

BackTweets is a different type of Twitter search- it un-shortens and catalogs URLs sent via Twitter. You can put in *any partial or complete URL* and get results. So if you want to track how many times a particular article has been tweeted/retweeted, you can search the original url and it will track all shortened urls too. This can be extremely useful in tracking the buzz around a particular post/article.

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:

"The value of fans is zero unless you do something with them."

--Kerry Lange, client partner for Isobar North America, as quoted by Adweek