



INSIDE THIS ISSUE:

Introduction	1
In This Newsletter	1
Social App Updates	2
Around Gannett	3
On The Web	4
Recent Announcements	4
Website of the week	5
Reminders	6
The Quote	6

Brought to you by
Jodi Gersh
@jodiontheweb

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.

Story Telling with Social Media

There's a lot of buzz this month about a product called [Storify](#). Storify lets you curate and add social media elements to create compelling real time and appealing stories. Once you collect the various photos, tweets, videos, etc, you publish them to an embeddable widget. Check out the Storify demo video [here](#). Here are a few links about Storify.



[Telling a Gov 2.0 Story with Storify, a Social Curation Tool](#) *Huffington Post*
[Here's how Storify looks telling the story of Storify](#) *Nieman Journalism Lab*
[10 Ways Journalists Can Use Storify](#) *Zombie Journalism*

If you decide to experiment with Storify, please let me know. I'd love to hear what amazing use cases you all come up with!

**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. Follow [@GCITweets](https://twitter.com/GCITweets) on Twitter for social media article links and information.

Social Application Updates

Facebook

Facebook has just launched a new design for Page management. According to Facebook:

At the center of the new design is a single, left-hand navigation to access the different aspects of your Page, from applications to admins. By clicking the feature links, you can quickly switch between different features for editing your Page.

Other new features include:

- Condensed View: Admins can view and access all aspects of the Page Manager without needing to scroll down the page.

- Basic Information and Profile Picture section: Update the “Info” tab and add a new profile picture for the Page directly within the Page Manager. You no longer need to go to a different interface.
- Mobile: View more detailed instructions about connecting your Page to a mobile device and managing your presence via email, the mobile website, iPhone or SMS.
- Marketing Tab: Access useful information about promoting your Page with advertising, adding a badge, and incorporating a Like Box on your website. Policies regarding promotion guidelines can also be viewed here.
- Editing a Page Name: If an error was made in your Page name when it was created, you now have the option to edit the Page name to correct this issue. This option is only limited to Pages with less than 100 connections.

Facebook also launched a new version of Facebook Groups this past month, to much criticism. People seem to have a love it or hate view of the new groups feature. One of the biggest issues is that membership is opt out rather than opt in. For example, if you don’t update your settings, others can add you to groups (without your permission). Once in the group, you will be open to the tremendous amount of spam messages that groups can generate. If you want to create a group, I recommend you be very careful not to anger your Facebook friends/fans.

For more in depth coverage on New Facebook Groups:

[The Ugly Side Of The New Facebook Groups](#) (allfacebook)

[Facebook’s New Groups Feature: Is Opting In Really the Problem?](#) (blogworld)

[Public, Closed or Secret? How to Use the New Facebook Groups](#) (pbs mediashift)

[New Facebook Groups Designed to Change the Way You Use Facebook](#) – includes video (Mashable)

Facebook had a busy October. They’ve also launched “Friendship Pages” which attempt to tell stories of Facebook friends by pulling in wall posts, photos, etc. You can read more about this on the Facebook blog post [here](#).

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

Twitter

Not too much new information in regard to Twitter this month. Most people are still a buzz over the new Twitter layout. I have posted a new [background template](#) if you need to redo your Twitter background. The new layout displays less workable space on the left rail (for content/copy).

There’s been some press about a Twitter ‘Events’ product, but it does not yet exist. You can read more on the PC Magazine article [Twitter Events Now a Priority; Is the Hashtag Dead?](#)

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

MySpace

It’s probably worth mentioning MySpace is rebranding and launching a new design. As I mentioned before, they are focusing on the entertainment vertical. The new logo is to the right. Seriously.



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)!

- About 700 people visited *Great Adventure* in early October for Glenn Beck's Restoring America tour appearance, but **APP.com** had more than 30,000 visits to their [article that displayed continuous updates from the event](#). Reporter Colleen Curry, who also edits their hyperlocal Freehold.InJersey.com blog, used Twitter to send updates direct from the event to the article. Reporter Keith Ruscitti also filed updates and Brad Penner shot photos. Tom Costello shot video until Beck security made him stop. All in all, they had 81,000 page views on the Beck coverage, including more than 40,000 of them on the article with the updates and 24,083 on the video. Reddit and Digg sent more than 16,000 views to Costello's video and more than 17,000 views to our article.
- **The Journal News'** Social Media Working Group, led by community conversation editor Ed Forbes, launched LoHud.com's very own Foursquare page at <http://www.foursquare.com/lohud>. They've added dozens of local tips from their staff, with more coming, so when people check in to various venues in the coverage area, they will get an insider's angle. Without any promotion, they've already accumulated about 300 friends.
- In **Sacramento**, they've had a number of standoffs lately which means they have a reporter hanging out at the scene for hours at a time. To keep the story alive, they've been adding the News10 twitter feed directly to the story page and having the reporter update the feed from his cell phone.
- **USA TODAY** had an exclusive Justin Bieber poster on 10/15 in the newspaper. Leading up to it, Paramount revealed the poster in 10 parts on Twitter. The reveal ended when @USATODAY released the final puzzle piece, which included the movie name. That tweet pushed to the print edition for Friday. The final puzzle piece was clicked on 29k times. <http://yfrog.com/5r23ij> That same image was "Liked" 400 times and Tweeted 3,260 times. There were 6,419 mentions that tied back to USA TODAY and Justin Bieber across various forms of media (5513 on Twitter reaching more than 7 million followers on Twitter, 409 in blogs, 321 on Facebook, 176 other)

On The Web

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

- [This Election Day, Foursquare Is Going To Be All Over The Map](#) (TechCrunch)
- [Is the iPad Really the Savior of the Newspaper Industry?](#) (Mashable)
- [Like It or Not, Twitter Has Become a News Platform](#) (GigaOm)
- [Blogging by Numbers: How to Create Headlines That Get Retweeted](#) (Tim Ferris)
- [4 Ways to Visualize Voter Sentiment for the Midterm Elections](#) (Mashable)
- [Facebook Testing Places Check-In Incentive Deals and Rewards](#) (InsideFacebook)
- [When Are Facebook Users Most Active? \[STUDY\]](#) (Mashable)
- [Top 5 Newspaper and Magazine iPad Apps](#) (Journalistics)
- [Location! Location! Location! How journalists can use location-based services](#) (10000 words)
- [Teens Are Poised to Be the Next Power Data Users](#) (GigaOm)
- [12 Essential News Media Tumblrs You Should Follow](#) (Mashable)
- [Google Places vs Facebook Places: It's Search vs. Social](#) (TheNextWeb)
- [The Airlines' Squeaky Wheels Turn to Twitter](#) (Wall Street Journal)
[airlines are monitoring complaints on Twitter]

Recent Announcements on the Site

Newspapers on Twitter, ranked by followers 10/26/2010

"Old Media, New Tricks" has compiled a list of newspapers on Twitter. Almost 200 papers are listed. See the list [here](#).

Facebook Statistics Galore 10/26/2010

If you are looking for any specific Facebook Statistics, a newly redesign site called [facebakers](#) has tons of information, numbers, case studies and more.

Washington Post Tells Journalists Not To Engage on Twitter 10/25/2010

Recently a Washington Post journalist posted a tweet responding to some criticism about an article they published. This sparked a bit of controversy which ended in WaPo issuing an internal memo telling their journalists not to "speak on behalf of the...

With New Twitter Comes New Background 10/27/2010

I have uploaded a photoshop template for the background for New Twitter. It can be found [here](#). There is some mixed information out there, but it looks like the workable content space on the left rail is about 108px.

Are Twitter Followers Better Than Facebook Fans? 9/24/2010

A new report from eMarketer out this week looks at influence of followers and fans. "Daily Twitter users who followed a brand were more than twice as likely as daily Facebook users who "liked" a brand to say they were more likely to purchase from...

Website of the Week

These were the most recent websites to check out:

[PoliPulse](#)



PoliPulse is an online monitoring tool from Powell Tate, the D.C.-based public affairs and communications agency. We provide a measurement of the total volume of online conversation across five issues areas: environment, education, the economy, healthcare and defense. This media sweep analyzes the vast social Internet (blog posts, online forums — even tweets).

Rather than show all mentions of a given set of keywords, PoliPulse set aims to spot trends over time and highlight pivot points in the online conversations. We use a scientific algorithm powered by Crimson Hexagon to identify statistical patterns in the words used to express opinions on different topics. This comprehensive overview of the online conversations provides not only information about absolute volume and basic sentiment analysis, but also a unique contextualized view of the meaning behind the conversations.

Crowdmap

What Can I Do With Crowdmap?



Monitor Elections

Use the power of the crowd to monitor and visualize what went right, and what went wrong, in an election.



Map Crisis Information

Whether it's a natural disaster, epidemic or political crisis, Crowdmap was built for it.



Curate Local Resources

Crowdsourcing isn't just for emergencies, you can use it for local knowledge and business too.



Document A Zombie Invasion

How else will you survive the coming apocalypse?

Features

Crowdmap is the fastest, simplest installation of the Ushahidi platform. Within minutes you'll be up and running with your own installation, mapping reports events and visualizing information.

Nothing to Install

Your site is hosted on our servers, so you have no installation to worry about. Instead, just choose a name and start customizing your site.

Interactive Map

One of the most powerful ways to visualize information is via a map. Choose a location and start plotting reports, information and other data right away.

Dynamic Timeline

Track your reports on the map and over time. You can filter your data by time and then see when things happened and where, as it's also tied to the map.

"Real Time" Data Tracking

The admin area of Crowdmap has analytical tools for you to make sense of your incoming data in real-time.

A couple very useful posts about Crowdmap are over on ZombieJournalism.com.

paper.li

paper.li
alpha

Read Twitter as a daily newspaper

paper.li organizes links shared on Twitter into an easy to read newspaper-style format. Newspapers can be created for any Twitter user, list or #tag.

A great way to stay on top of all that is shared by the people you follow - even if you are not connected 24/7!

paper.li organizes links shared on Twitter into an easy to read newspaper-style format. Newspapers can be created for any Twitter user, list or #tag.

A great way to stay on top of all that is shared by the people you follow - even if you are not connected 24/7!

See my papers at:

journos/media: <http://paper.li/jodiontheweb/journosmedia>

social media: <http://paper.li/jodiontheweb/social-media>

Geo Location: <http://paper.li/jodiontheweb/location>

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.

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 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:

“Once you can understand where the conversation is, who leads, the type of voices and the best place for you to add your voice, you can then start becoming a more active participant.”

- Mitch Joel, president of Twist Image