

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.

Gannett Social Media Training

I know I have been promising this for a while, and I apologize for the delays, but starting in 2010 I will have a schedule of webinars and online video tutorials available. The topics will range from the simple to the more complex, from basic How-To's to developing strategies. You will learn all about Facebook, Twitter, YouTube, LinkedIn and more. We will look at how to choose the best platforms, and what the various tools can do for you. I look forward to helping you all with



your social media questions and plans in the coming year. Thanks!

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 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.

Social Application Updates

Twitter Lists

The latest craze/rage is Twitter Lists. If you haven't heard about these yet, you will...and in a big way. I have added a ton of resources to the SharePoint site to help you learn how to use Twitter Lists, examples of ways to use them, why you should use them and more. Many media companies are already jumping on the Lists bandwagon, and with the widgets Twitter is offering, you can add lists to your websites. That is where the real interest/power lies. Think of lists of Twitterers and their updates that you could display on your site. Local businesses maybe? Lists of your staff? Event or promo lists? The 'list' goes on... Check out **this section** of the site to learn more.

Facebook News Feed

Facebook redesigned its homepage news feed and this isn't good news for us. They have broken the news feed out into two different feeds. One- called simply 'News Feed' is actually what used to sit on the right hand side of the page, as 'highlighted items'. These are not real time, but rather posts Facebook thinks you would find interesting. The second feed, called 'View Live Feed' is what the old standard news feed was: all updates, friends and pages, in real time. Unfortunately, if people choose to have the News Feed as their default view, they will not see the updates made to our Fan Pages. In addition, they can change the default view altogether now and view only friend's status updates, again eliminating our posts from their feed. We will keep an eye on the referrers from Facebook to see if this number begins to decline. Stay tuned.

MySpace

MySpace you say? Yes I do. The 'other' social networking site is trying to make a come back. Last month they launched Facebook Connect on their site, enabling people to login to MySpace using their Facebook credentials. There are also rumors that MySpace is looking to share data across the two networks, as well as potentially partnering with Google for social search functionality. They've also added Twitter synchronization. We can't count MySpace out just yet. Although I am not saying 'everyone go create MySpace pages' know that I am looking at ways we may be able to utilize this other network. In fact, the MomsLikeMe.com sites that have created MySpace pages have seen a lot of success with friends and engagement.

Fan Pages of Interest

I am often asked about best practices for Facebook Fan Pages. While searching through Facebook, I have started to compile a list of pages that are doing it well in one way or another (without huge development funds associated). These are not necessarily Gannett pages, but good examples nonetheless. Check out these interesting Fan Pages. If you see something you like and you have questions or need help, feel free to contact me anytime!

- [AZ Central](#)
They created custom code which they used to make their RSS feeds display in a great way- click the 'sports' or 'news' tabs to see what I mean
- [WUSA DC](#)
They have good interaction with the community, promote other WUSA related fan pages through the Favorite Pages box on the left rail.
- [Tallahassee Nole Sports](#)
Tallahassee created this for their local sports fans
- [USA TODAY](#)
Custom jobs tab pulls in Careerbuilder jobs at USA TODAY. Interesting idea.
- [DM Juice](#)
Des Moines created this for their weekly young professional magazine
- [Oprah Winfrey Show](#)
Check the blogs tab
- [MomsLikeMe.com](#)
Many features here can be done easily. Boxes on the left rail, tabs for any kind of info, etc
- [Threadless T-Shirts](#)

Really great custom tab with T-shirts and engagement

There are so many great pages out there, but the above are all making simple changes (not requiring a master developer, except Threadless...) that have great visual and engagement results.

Website of the Week

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

thankfulfor.com

What are you thankful for?

☒ Post to Twitter

Post!

I am thankful for...

What is thankfulfor.com? It's your personal gratitude journal. It's also a collective gratitude journal, for all of us. Because the more gratitude floating around this universe, the better. Just sign up and enter what you're thankful for today. You can keep it private or tell the world. You can also send your thanks via Twitter.

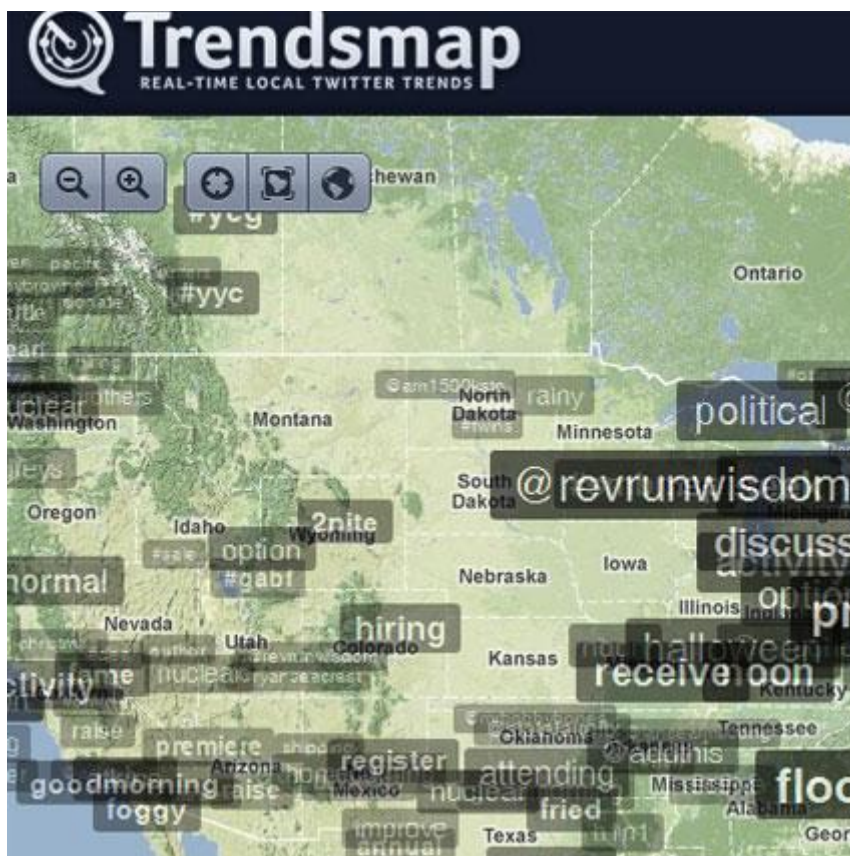
DC Social 311



The DC 311 service, which allows residents of the District to submit concerns about city maintenance issues, has added Facebook Connect to help people track requests and post them and their results to users' news feeds.

DC 311 uses citizens to help canvas the city to find problem areas for everything from potholes to graffiti. By utilizing this free workforce, the city is able to eliminate the cost of keeping paid employees out searching for problems instead of fixing them.

There's also built-in features for requesting parking permits and reporting parking violations, one of the bigger concerns for city residents. Users are given the option of posting requests to their news feeds, which is an effective way of spreading word about issues to influence other residents to create their own submissions about the same problem or their own concerns.



Trendsmap.com is a real-time mapping of Twitter trends across the world. See what the global, collective mass of humanity are discussing right now. This remarkable vision couldn't exist without Twitter's open data policy, Google Maps, What The Trend and anyone who ever tweets.

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!!

USA TODAY Twitter Central

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

Social Media Quote of the Month:

"Whether something brings them joy or pain, when people share and engage in communities, they form bonds and relationships with others who acknowledge their situation."

--Liana Evans, writing on Search Engine Watch.