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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.

Are you a Yammer[®]?



Each month in the reminders section of this newsletter I post a blurb about 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 (not your local media 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

Each month a few more of you join. I wanted to take this space to point out how terrific an addition to our communications and internal social media Yammer has become. If you already use it and like it, share it with your colleagues.

Post questions in Company Feed – whole company on Yammer sees it instantly

Result:

- Instant crowd-sourced answers from peers outside your personal network
- unlimited access to organizational knowledge, less E-MAIL
- **Reduces your email burden** by as much as 60% (according to Yammer customers). This is equivalent to about 5 hours saved per person per week - or about \$7,000 per person per year! (estimates based on IDC study)
- **Reduces miscommunication and overlap** because conversations are more visible and colleagues are more aware of each other's tasks.
- **Enable discovery of information** that would otherwise be buried in people's email inboxes. IDC estimates that an enterprise employing 1,000 knowledge workers wastes up to \$3.5 million per year failing to find and potentially recreating existing information, and that the ROI for improved access to information ranges from 38% to 600%.

"Social networking-type applications will become as ubiquitous in the workplace as Microsoft Office tools and will likely replace e-mail as the dominant form of corporate communications." – Bill Gates, Microsoft

In This Newsletter

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

[On The Web](#)

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.

Social Application Updates

Facebook

Just as we saw in October, Facebook had a very busy November.

Early in the month they announced "[Facebook Deals](#)". Building off Facebook Places launched a few months ago, now when you 'check-in' to participating venues on Facebook, you will be presented with an offer, coupon or deal. Personally, I checked into Chipotle and received 2 for 1 burrito deal (yum-my). AllFacebook.com has created [The Complete Business Guide To Facebook Deals](#) which has a wealth of information for this newly released feature.

Mid-month Facebook held a press conference to announce the much hyped 'email killer' "[Facebook Messages](#)". Of course Mark Zuckerberg said this is not email, but the future of communication. This shouldn't really pertain to our use of Facebook at Gannett, unless you use Personal Profile Pages instead of Fan Pages. Watch this [video](#) if you want to learn more about Facebook Messages. Mashable's product walk thru is [here](#).

Facebook is also launching a new profile page design which should go live in early December.

See the "Recent Announcements" section below for additional Facebook news.

For more on Facebook, visit the [Facebook](#) area of the Social Media SharePoint site.

Twitter

Over on Twitter's media [blog](#), there is a really good story about Twitter's use on Election night. You can read about how various media outlets used Twitter to cover the mid-term elections. We have a couple related stories in the 'Around Gannett' section below too.

For more on Twitter, visit the [Twitter](#) area of the Social Media SharePoint site.

MySpace

MySpace announced a partnership with Facebook this past month. You can now log into MySpace using your Facebook credentials and connect it with your social graph.



I'd recommend you take this opportunity to update your MySpace security settings if you have an abandoned MySpace page.

MySpace also launched a new mobile site and iPhone app. But I wouldn't yet 'call it a comeback'.

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)!

- **azcentral.com, KPNX-TV and The Arizona Republic** teamed up to use social media on election night. Here are a few highlights:
 - azcentral.com built a custom "Cover It Live" [stream](#) that featured up-to-the-minute text and photo Tweets from 25 staffers across the Information Center. The feed also pointed readers to real-time election results on azcentral.com as well as a live stream of KPNX's analysis and interviews with candidates. The feed resulted in 35,000 page views on Election Day, surpassing similar events that generated 3,000 - 5,000 page views.
 - Another feature was a live chat with Pulitzer Prize-winning cartoonist Steve Benson. Again, using "Cover It Live," readers were able to send him ideas on election-related topics to draw. Live video showed Benson drawing their requests and providing commentary. The event had more than 11,000 viewer minutes with an average time of 11 minutes connect time per viewer.
- **WKYC-TV Cleveland** is working on a "Facebook Face-off" to boost their fan page numbers: it's the morning anchor, Mark Nolan, versus the 6 & 11 anchor, Romona Robinson. If they get to 25,000 fans, Mark has to go to a beauty shop with Romona for a mani-pedi. If they hit 30,000 fans, Romona has to get under the hood of Mark's beater pick-up (the "Frankentruck,") and work on the engine! They are shooting the second episode of their 1/2 hour social media show, "Flash Mob," which presents social media savvy and new tech-type content. All of it is created, shot and edited by line producers who do their daily Facebook Flipcam promos! The pilot episode aired on October 9 after Saturday Night Live and won its time slot. See episode 1 on the Flash Mob FB fan page: <http://on.fb.me/e8nrbz>.
- **Indianapolis Star** business reporter Tom Spalding is one of the media panelists who has been selected by Hoosier Public Relations Society of America to speak at its luncheon Dec. 8 at the Hilton in Downtown Indianapolis. The topic is "attracting media through social media" and PRSA chose journalists who are very active in social media, have written articles that have spurred from tweets, and work with PR specialists on a regular basis. Spalding also spoke Oct. 6 to Indy Social Media Breakfast about how he has advised coworkers to develop a "personality" through social media to improve the paper's standing as a reputable, reliable and nimble source of online breaking news.
- **KXTV/News10 Sacramento** did a couple of extra things using social media to help grow our election traffic:
 1. Online chat with political bloggers from 7:30 pm to 11:30 pm. They had two political bloggers that would switch off every hour. Their role was to connect with viewers on the video chat tool and talk about what was going on with the election all night long. It was so successful they exceeded chat capacity and had to upgrade their LiveStream Chat package.
 2. Vote 2010 tab on the News10 Facebook page. It launched a few days before the election in order to pre-promote it. It had interactive map of political parties, race results, key stories, etc. They twittered and Facebooked updates throughout the night.
 - News10 election Twitter feed added directly to stories. Reporters in the field tweeted updates from where they were.
 3. Special page dedicated to Proposition 19 (legalizing marijuana). This was their most controversial prop so they created a special page with the pros/cons.
- **11Alive** hosted a panel about how the media uses Social Media as part of Atlanta's inaugural Social Media Week Atlanta Week. They shared real world examples of success, failure, and how they define that. On their panel was their own BPJ Julie Wolfe, CNN's Josh Levs, the AJC's (newspaper) Rodney Ho, V103 (radio) producer Nina Brown and former journalist/PR guru Gina Espinosa. The event was sold out and streamed live.
- **USA WEEKEND** launched a fun new partnership with location based social network Whrrl to help bridge the communication gap between in-home planning and in-store purchase decision making. When readers 'check- in' on Whrrl at major retailers like Walmart & Target, they will have the chance to become part of custom Societies & access relevant content from USAW, including exclusive brand messages and product recommendations. [Press release](#)

On The Web

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

- [How News Organizations Are Generating Revenue From Social Media](#) (Mashable)

- [8 Recent Updates for Facebook Business Pages](#) (SocialMediaToday)
 - [How to Build a Social Media Dashboard](#) (TheNextWeb)
 - [How to prepare for social media's big shift](#) (iMedia Connection)
 - [8 Social Media Trends Impacting Businesses](#) (SocialMediaExplorer)
 - [6 Essential Steps for Executing Your Social Media Strategy](#) (Mashable)
 - [More Fans 'Checking In' to TV Series](#) (AdWeek)
 - [16 Tactics for Building an Audience via Social Media](#) (SocialMediaToday)
 - [NBCU Local Wants To Aggregate Cities' Twitter Stars With 'The 20'](#) (PaidContent)
 - [Check-in Apps' Next Stop: Your Supermarket Aisles](#) (AdAge)
 - [The 2010 Newsroom: Lean and Techy](#) (Huffington Post)
 - [5 Ways to Promote Your Social Media Efforts Offline](#) (Mashable)
 - [Augmented Reality Invades Newsrooms, Kids' Shows, Ads](#) (PBSMediaShift)
- (11Alive mentioned)
- [Twitter's Bid to Partner With Newsrooms, Expand in Washington](#) (The Daily Beast)
 - [Facebook Adds "Like this Open Graph Object" Button to Open Graph Stories](#) (InsideFB)
 - [Social media for journalists: a series of posts](#) (AlexandraSamuel.com)

Recent Announcements on the Site

Facebook Updates Promotion Guidelines <good news>

11/30/2010

This time it is good news. Facebook has changed their rules about contest and promotions. You no longer need express permission from Facebook and they've dropped the minimum ad spend requirements. You can read about it [here](#) and [here](#). In addition, I have added a category to the Facebook apps area for [Contest Tools](#).

Facebook Page Comment Escalation Flow-Chart

11/22/2010

I found this very interesting comments escalation [flow chart](#) over on social media today. It is a very good idea to have a plan in place for how to handle comments on all of your social media channels. You could also create Terms of Service (TOS) for your social media channels and post a link to them on your Facebook page and Twitter bio.

Twitter Announces New Analytics Product

11/18/2010

According to [Mashable](#): Twitter has started inviting a select group of users to test a new analytics product. With Twitter Analytics, users will be able to see a plethora of data about their account; for example, information about which tweets are most successful, which tweets caused people to un-follow, and who the most influential users are that reply and retweet their messages.

Livestream Releases New Facebook App

11/10/2010

Livestream has released a Facebook app that lets Page admins stream live video to their Facebook Pages. Read more about it on [Mashable](#) and [Techcrunch](#).

Facebook lets brands claim community Pages as their own

11/8/2010

According to an article on [TheNextWeb](#): *Facebook now lets brands claim community Pages as their own, a feature that was previously an annoying issue for many organizations. By claiming the pages, the brands can now exhibit more control over its...*

18 Types of Posts That Get More Comments

11/3/2010

From The Blog Herald, a post about posts that get comments! Click [here](#) for the full details!
1. Giveaways/Competition/Freebies

2. Promote yourself post

Facebook Adds "Like" to news feed objects

11/3/2010

According to [InsideFacebook.com](#): "Facebook has added the option to instantly Like an Open Graph object to the activity story published when a friend Likes an Open Graph object, such as a website or news article. Previously users only had the option to ...

Website of the Week

These were the most recent websites to check out:

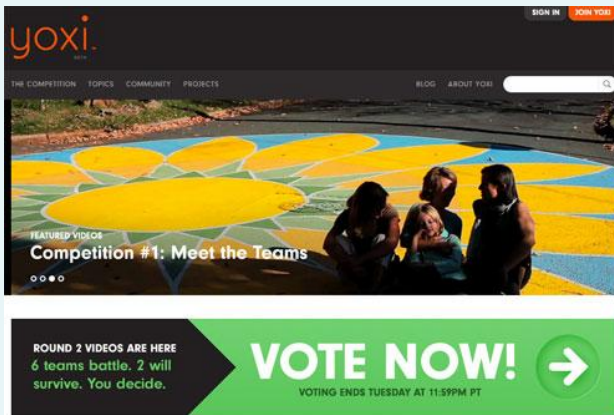
ScoutMob



Our point, simply put, is to help you be a better local. The only way to really get to know your city is by getting out, being curious, and exploring the scene for all it's worth. Sure, there are plenty of sources that can *tell* you about a city, but shouldn't you be the one out there experiencing it?

Enter Scoutmob. Think of us as that nudge you need to get out the door and do your local thing. We're out scouting the town for interesting tidbits, city gems and places we think you should check out. The deals are hot, the content is fresh, and there's no better time than right this very second to take advantage of it all. We support local businesses that support local commerce. In return, they support you with crazy-good savings. The best part? All this crazy goodness exists on your handy-dandy cell phone. And it's all free. You won't pay us one shiny red cent; we just want to get you out there and scouting the city.

Yoxi



What if changing the world could be fun? That's the question we ask ourselves every day at Yoxi. We created Yoxi (pronounced YO-see) as a way to get as many people as possible to care about and solve social issues. Everyone can play a part. That includes you.

So what is Yoxi? It's a creative competition and a social game. Teams of problem solvers battle to create and communicate the best solutions to social issues. Experts and judges weigh-in while you vote, comment, pledge and play along online. The winning team receives the funding and positioning to make their idea a reality. The more stuff you do, the more your voice is heard. That way, you play to support great ideas brought to the real world.

What if changing the world could be fun?

Yoxi is a competition of ideas. Play and change the world.

10 TEAMS. 1 CHALLENGE. 3 ROUNDS. 1 WINNER. YOU DECIDE.

Watch Follow the Competition. Vote for the ideas you believe in.	Talk Be part of the conversation and help shape future Yoxi Competitions.
Play Learn how strategic moves can make a real impact.	Join Sign up so you can play, vote, comment and change the game.

Rockmelt Browser



This week's site is actually an application- a browser to be specific. Rockmelt is a new social web browser. Others have tried in the past (Flock), but Rockmelt, in private beta right now, is attempting to bring your social world directly into your browser.

From Techcrunch: RockMelt is built first and foremost for sharing. You browse with your friends (the first thing you do is log into Facebook and your favorite friends and their latest status updates are always available along the left rail). And there is a big "Share" button up top, which lets you share any webpage, along with images and a preview, on Facebook. You could call it a Facebook browser, but it really is more than that. The three biggest changes to the browser that you notice with RockMelt is that it is built around friends, feeds, and search results. The left rail is for friend. The right rail is for sites. And the top rail is for search.

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 address (not your local media 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:

"Creating a social-media presence is another way of letting customers know you've left a light on for them."

--Lisa Barone of Outspoken Media