

# 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's Social Media Savvy is Making News

Are you familiar with Mashable.com? Mashable is the world's largest blog focused on Web 2.0 and social networking news. Its readers are tech-savvy early adopters, venture capitalists, entrepreneurs, influencers and technology journalists.

Well, earlier this month Mashable had a post called "[The Journalist's Guide to Maximizing Personal Social Media ROI](#)". It prominently featured 5 journalists and I am beyond happy to report 4 of the 5 were Gannetteers.

Congrats to WUSA DC staffers Scott Broom, Angie Goff and Lindsey Mastis and The Arizona Republic's Chad Graham for showing the world **Gannett "gets" social media!**



**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](mailto:jgersh@gannett.com).

## Social Application Updates

### Facebook Contest/Promo Guideline Changes (IMPORTANT)

Facebook updated their promo/sweepstakes guidelines last week and this will affect many of us. If you have in the past, or plan to do any contests or sweepstakes on Facebook- this concerns you. The new guidelines are [here](#). A couple of good write ups about this change are located [here](#), [here](#) and [here](#).

Some basics:

- *You cannot: Condition entry in the promotion upon a user providing content on Facebook, such as making a post on a profile or Page, status comment or photo upload.*
- *You can: Use a third party application to condition entry to the promotion upon a user providing content. For example, you may administer a photo contest whereby a user uploads a photo through a third-party application to enter the contest.*
- *You cannot: Administer a promotion that users automatically enter by becoming a fan of your Page.*
- *You can: Only allow fans of your Page to access the tab that contains the third-party application for the promotion.*
- *You cannot: Notify winners through Facebook, such as through Facebook messages, chat, or posts on profiles or Pages.*
- *You may not administer any promotion through Facebook, except that you may administer a promotion through the Facebook Platform with our prior written approval. Such written approval may be obtained only through an account representative at Facebook. If you are already working with an account representative, please contact that representative to begin the approval process. If you do not work with an account representative, you can use this [contact form](#) to inquire about working with an account representative.*

Please read and familiarize yourself with the full guidelines. We do not want to worry about legal actions from Facebook.

## YouTube

We have been hearing a lot about YouTube lately. First and probably most interesting, they have created a new product called YouTube Direct which they describe as “a new tool that allows media organizations to request, review and rebroadcast YouTube clips directly from YouTube users.” [This article](#) explains it in more detail and this is the [link](#) to YouTube Direct.

In addition, some really cool YouTube targeted channels launched this past month that I think are worth looking at and thinking about. How might we do something similar, and create new revenue models...? Check out the Kodak [‘For Mom’](#) channel (and related article about it [here](#)) and the Target [‘Holiday Solutions’](#) channel (and related article [here](#)). And of course, [The Journalist's Guide to YouTube](#).

## Google Wave

I am not going to write too much about Google Wave yet, mainly because it is still too early to really figure out how we, as a media company, could best use this new tool. What I will do is send you to the **Google Wave Resources** I've added to the SharePoint site as well as point out a few links that might be worth checking out right now, to get ahead of this major technology platform.

- [How Google Wave Could Transform Journalism](#)
- [The Google Wave News Community](#)
- [Riding Google Wave's Potential](#)
- [Another Google Wave Use: Manhunt](#)
- [How Google Wave is Changing the News](#)
- [Using Google Wave as an Interview Tool](#)

## Twitter

Last month we mentioned the new Twitter Lists feature. There have been some really interesting uses for lists. Check out these articles:

- [Twitter Lists Get a Tryout During Fort Hood Shootings](#)
- [Twitter Lists and Real-Time Journalism](#)
- [How Journalists Can Use Twitter Lists to Customize, Discover and Curate](#)

## Recent Announcements on the Site

Since I am aware you don't always have time to visit the Social Media SharePoint site, I thought I would start posting the most recent announcements here in the newsletter, to keep you up to date.

### **SEO and Social Media: UPDATE** 12/8/2009

Google recently announced changes that affect social media. They have said they will begin showing the real-time results of public content from Facebook Pages. This specifically means that any brand or other Fan Page owner who shares status updates or media like videos or photos from their Page will see this content showing up in real-time Google search results (which could increase [SEO traffic for Facebook Pages](#)). Twitter also recently announced a deal with Google to do the same (so has MySpace). More information about Google's announcement can be found [here](#). Interesting deeper article on Mashable.com: [Why Facebook Chose to Limit Google and Spare Twitter Search](#).

### **TV Networks Find New Audiences On Facebook** 12/2/2009

Great article on InsideFacebook about how TV stations and brands are using Facebook to find new audiences and viewers. Read it [here](#)!

### **Bit.ly URL Shortener Now Protects Against Spam** 12/1/2009

Today it was announced that Bit.ly will integrate with spam and malware protection services to make sure that Bit.ly links don't take users to fake websites, spyware, and other malicious content. This is very good news!

### **Livestream Announces Live Subtitling Service** 11/30/2009

Livestream has launched new service for live subtitles. Video [here](#).

### **Now Facebook Page Owners Can Target News Feed Stories By Location** 11/20/2009

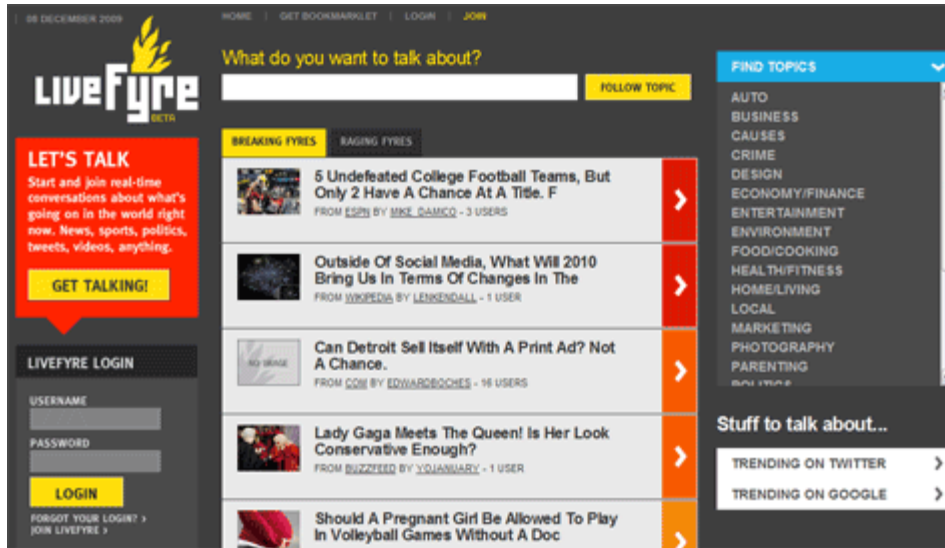
Facebook has made another change that could be useful for our pages. Now when you post a status update, you can customize who sees the update by location and language. Read the details [here](#).

### **Custom Twitter Backgrounds** 11/12/2009

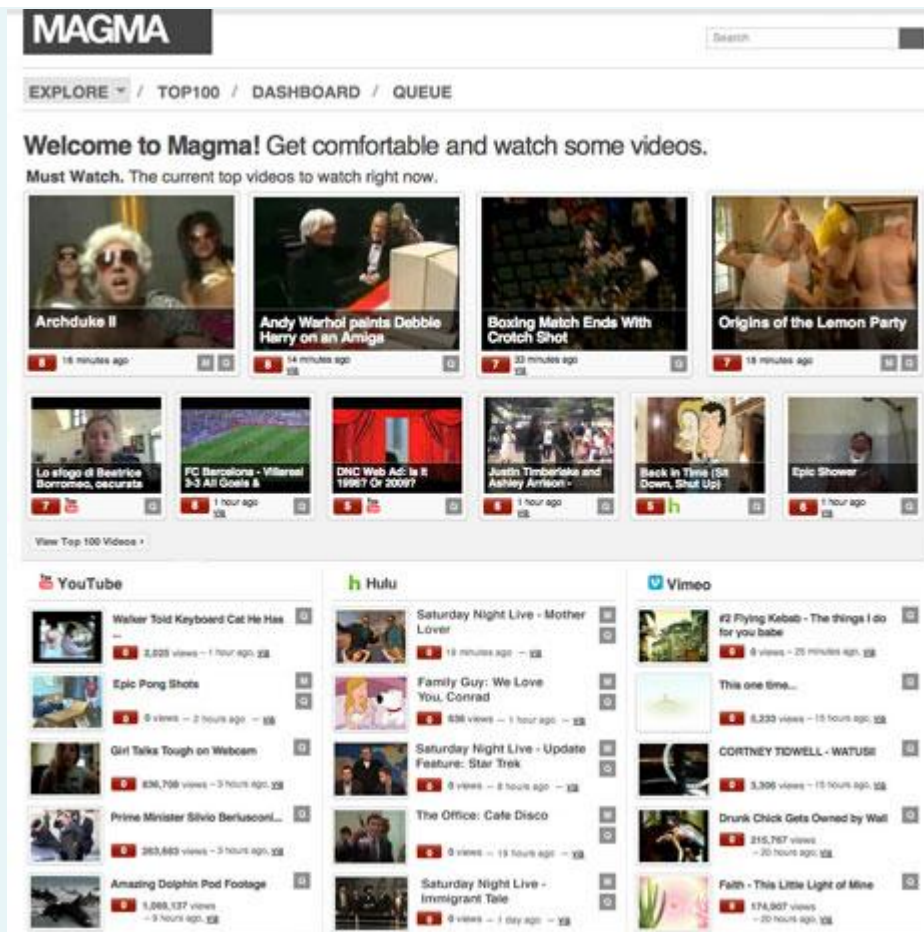
Would you like customized Twitter backgrounds? I have created some templates which are posted on the site- see the left menu under 'Pictures'. These are Photoshop PSD files. Your local designer will need to add logos/details etc.

## Website of the Week

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



LiveFyre is a place for topical, public, live-streaming conversation and debate between friends and people who like the same stuff you do. Start a Fyre about virtually anything—articles, blog posts, videos, tweets, you name it, then pose a question or statement to spark the debate. Live threading, Breakout conversations, stream filtering, and a host of other new features help organize live conversation like never before. And what good is Fyre without fuel? LiveFyre easily ties in to Twitter and Facebook so you can spread the Fyre to your friends and help it grow.



What is Magma? An introduction.

Magma is for exploring, discovering, collecting, sharing, and tracking videos from everywhere.

The Magma home page is composed of video charts for the most popular videos being watched, right now. Every video is given a score from a low of 1 to a high of 11, an indication of how popular the video has become. This is determined by the amount of related videos, views, comments and social media activity from all around the web.



All Together Now is a collaborative journalism endeavor by news media in Madison, Wisconsin, to produce print, broadcast and online reports on a common theme. Following an initial meeting in early April 2009, media members picked the topic of health care access. More than two-dozen Madison area outlets agreed to cover obstacles to access encountered by people here, and to explore the underlying issues and opportunities for improvement. The project aims to call attention to prior reporting as well as topics undertaken specifically for this project. This website presents the reports generated by group members during the Oct. 18-30, 2009, run date, as well as previous relevant coverage on this topic by participating media. Related article- what we learned: <http://www.thedailypage.com/daily/article.php?article=27332>

## 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:

*"Facebook could become a Google-like powerhouse, a place where if you don't have a presence, you are missing a huge chunk of exposure and potential audience."*

-Dorian Benkoil, Poynter