

# Social Media 101



## TOOLS & LINKS

### INTRODUCTION TO SOCIAL MEDIA

#### 1.2 SEARCH ENGINE OPTIMIZATION

A bit about SEO and SEM, the basic tools, and how to get a handle on what companies may be trying to sell you.

#### 1.3 STEPS TO SOCIAL MEDIA SUCCESS

Starter steps and brief introduction to common tools

#### 1.5 QUESTIONS AND ANSWERS

Q & A for common questions about social media and getting started, including recommended books.

#### 1.6 Local Resources and The Local Tech Community

#### 1.7 Twitter Starter Packs

#### 1.8 Blog Posts of Interest on SEO and Reputation Management

## Social Media- What You Need to Know NOW

Social Media and New Media are terms that are thrown around frequently- but what are they really?

New Media is digital, computerized and networked communication, and includes things like blogs, wikis, podcasts, video podcasts, and even email. They aid in collaboration over time and space. New media overlaps considerably with Social Media.

Social Media is comprised of internet and mobile technologies that enhance or enable communication between individuals or groups. Social media tends to center around specific communication tools like Facebook, Twitter, Ning, LinkedIn, ooVoo, Digg, YouTube, Flickr, StumbleUpon, and more- the communication method can vary (audio, video, text), the tools can vary, but the key to social media is the two-way conversation.

In the presentation at AGS University, we'll discuss the pros and cons of some of the more popular social network tools, what they might mean to you and your business, and discuss current examples of businesses using these tools for their benefit.

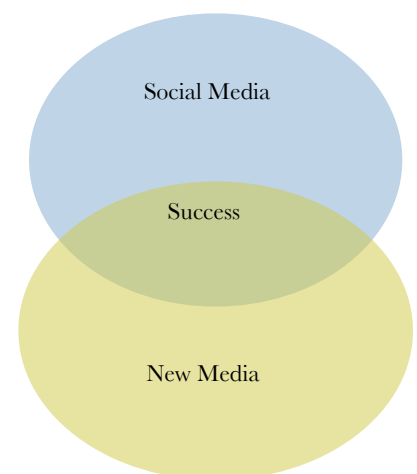
### It's All About The Community and Conversation

At the heart of it, Social Media is just like old-fashioned networking, without the three martini lunches and golf clubs. The communication takes place online, both in real time and asynchronously. It allows you to develop relationships, both business and social, with people across the globe. It can allow you to promote your goods and products to new audiences, enable better customer service and engagement, and provide you with

opportunities to reach audiences you may never have anticipated.

In our presentation, we'll start out with some basic tools regarding how your business is found on the web (search engine optimization and search engine marketing), and then introduce you to the basic social media tools you might consider employing for your business, whether considering B to B or B to C applications. We'll go over the pros and cons of each, so you can figure out how each tool might be helpful in your particular business, and when it may not be for you. We'll go over a few examples of businesses that are employing these tools well, and a few who have landed in some hot water.

Most importantly, we expect and welcome any and all of your questions, and hope that by the end of the program, you'll at least have an idea of whether or not the major social media tools are something worth pursuing for your business and marketing needs.





## Search Engine Optimization in a Nutshell

The first thing everyone needs to remember is that websites only work for you if people can find them and use them. Finding them depends on good search engine optimization, which involves using things like meta-tags and possibly social media tools to drive traffic to your website.

One thing everyone should be aware of is the vast increase in traffic on the web by mobile phone devices.

Wireless and Mobile News (<http://www.wirelessandmobilenews.com>) reported in November of 2008 that over half of the most trafficked PC websites did not work well on the leading mobile phones, despite the fact that 5% of all visits were now from mobile phones, up from 1% the year before. They predict that by the end of 2008, over 1.3 billion people will connect to the internet with their mobile devices, and that currently, 10 out of every 200 customers routinely access websites on their phones.

This means that many websites that run with flash front pages are virtually invisible to those accessing the site from a mobile phone. Add this to the fact that flash is not as easily optimized for search engines, the pretty flash on your site may actually be working against you rather than for you in many respects.

### SEO/SEM- Where do I start?

One of the first things you may want to do is evaluate your website using one of the many free tools on the web, to see how well optimized for search it might be. After all, most people only look through the first page or so of Google results; if you aren't found within the first few search returns, you will be getting less

traffic than if you are coming up in the top five returns for your search terms.

There are many firms and individuals who can help you with your SEO needs. Companies like Seer, Inc. and Key Relevance can be pretty expensive, often charging upwards of \$30,000 to guarantee your site comes in within the top three search terms in a given area. Other individuals will give your website a diagnosis and make suggestions for implementation on a consultation basis, and their fees may vary, with the expectation being that you will be able to make any changes and monitor traffic on your own.

SEO and SEM can be costly especially if outsourced. You can often do a pretty good job on your own by using tools readily available on the web, including website grader from Hubspot, Google Analytics, and heat map tools like Crazy Egg. You can even track seasonal trends in search through Google Adwords and Google Trends, even if you are not a Google Adwords Customer.

### A Word about Adwords

Google Adwords is one way to try to drive traffic for your website. Depending on your search terms, it can be expensive and the conversion rate can be quite low. This is an area that requires a decent amount of expertise to get the results you want, and thus it can also be an area where some companies may oversell you what they can deliver in terms of traffic.

For many companies, unless your website is where you expect to do the vast majority of your business, Adwords may not be the best strategy, at least at the outset. However, Adwords and Google Trends can give you a lot of information about popular topics and searches, and give you ideas on how to write or construct blog posts and websites for SEO.

## SEARCH TOOLS

### Search Engine Optimization/Marketing Tools:

**SEOMOZ-** [www.seomoz.org](http://www.seomoz.org)

Tools (free and for cost) that will analyze website (Trifecta free tool analyzes page strength)

**Hubspot- an inbound marketing system,** [www.hubspot.com](http://www.hubspot.com). Includes SEO, business blogging, competitor analysis, marketing intelligence, social media and more. Runs about \$250-\$500/mo. Free tools include Website Grader, ([website.grader.com](http://website.grader.com)) Press Release Grader, ([PressReleaser.grader.com](http://PressReleaser.grader.com)) and Twitter Grader ([twitter.grader.com](http://twitter.grader.com)).  
-Great internet marketing kit available (free with information input)

### SEO blogs:

**Search Marketing Gurus**  
(Local SEO people, including Li Evans from Key Relevance, Beth Harte from the Harte of Marketing and Wil Reynolds from Seer contribute. [http://www.searchmarketinggurus.com/search\\_marketing\\_gurus/](http://www.searchmarketinggurus.com/search_marketing_gurus/))

### SEO competitor comparisons: (Competitive Intelligence)

Compete.com- site analytics, search analytics, and more  
Quantcast  
Hitwise  
Alexa

### Analytics and Tools

**Crazy Egg-** embed a piece of code and see a heat map of where people click on your site. [www.crazyegg.com](http://www.crazyegg.com)

**Google Analytics-** free site analytics, including tools that let you drill down to the city where traffic originates. Best of all, it's free. Don't forget ability to test keywords, seasonality of keywords, etc.

**Google Trends-** find and compare search terms

## Steps to Social Media Success

### Step 1: Listening

The first step before considering a social media strategy is to start listening to what is being said about you on the web. Besides doing a simple Google Search for your company's name, you should be actively searching for what is being said by setting up a simple Google Alert.

1. Go to [www.google.com/alerts](http://www.google.com/alerts)
2. Enter the search terms you are interested in, i.e.. company name(s), what type of search, how often they should perform it, and where you want it delivered (this needs to be an email address)
3. Hit the Create Alert button.
4. Alerts will now be delivered to that email address as specified, letting you know whenever those search terms are mentioned.

### Step 2: Telling and Sharing

You can use social media tools for promotion and marketing, but they usually work best when they involve a conversational aspect. For example, Comcast has used Twitter as an aspect of its customer service program, to find people discussing their problems and act pro-actively to fix problems before they become large customer and customer relation problems. If you are using step 1 and listening to what people are saying about you on the web, you can engage them in a conversation, resolve problems, send them on to other resources, and generally improve your overall customer and business relationships. You can also use social media as a tool to find out what is being said about competitors, and use it as an intelligence gather mechanism.

## Common Social Media Tools

In this section, we'll discuss the common social media tools and why you might consider them as part of your social media strategy.

### Blogs

Blogs are basically online journals. While the number of blogs continues to grow rapidly, blogs are basically simple websites you can easily operate and optimize with tagging to generate additional web traffic to your website. Blogs traditionally allow comments, where people can respond back to your posts and a conversation can develop. Blogs work best when they add some sort of value to your current website, either by pointing out or commenting on news items, topics of general interest to your customers or members, or otherwise have recent content that will build a regular readership- akin to having your own newspaper column online.

Blogs can include media in multiple formats, including audio, video, pictures, hyperlinks to other websites, links to other

social media sites, and more. Blogs are a good place to begin to develop a community voice, and hear what your customers/ members are saying. You should definitely be listening for what any blogs may be saying about you and your business, if only to be part of the conversation, even if you choose not to incorporate a blog into your internet property/strategy.

### Facebook

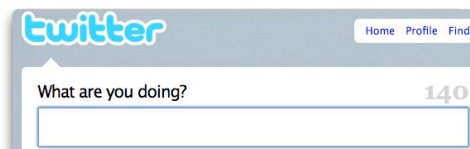
Facebook is primarily a social site, where people have groups of friends and post messages to each other. There are fun applications available, but it can be overwhelming to manage all these "fun" aspects of Facebook. Businesses are advertising on Facebook and can do so in a pretty targeted way, and many have created applications that can be used for short-term promotions (American Eagle's Kissing Booth for Valentine's Day). While Facebook may be a good way to keep in touch with friends, family and colleagues, it is mostly a C to C or B to C application, rarely B to B.

### Twitter

Twitter is a short, 140 character messaging platform. It can contain everything from the latest news (Rich Sanchez, CNN) to Customer Service (Best Buy, Comcast, Zappos) to being a water cooler for people spread out over distances. The power of Twitter is in the network, and who you are listening to. Chris Brogan, for example, has used Twitter to great affect not only to promote his blog and conferences, but to reach out and help people on both a business and personal front.

### LinkedIn

LinkedIn is basically a professional version of Facebook, where your virtual rolodex becomes visible to the outside world, along with your resume. If you want to get connected to someone for business purposes who you don't know personally, a quick search on LinkedIn may show you you are actually only one or two handshakes away from the "target." Because LinkedIn is professional in nature and involves personal recommendations, it's generally advised that you protect your social capital here and not connect with anyone you don't actually know- you wouldn't be doing yourself or anyone else much good recommending them.



## Wikis

Wikis are very simple websites that allow multiple people to edit them. They are usually free; they can be publicly accessible, password protected, or private. They're very good for organizing projects and allowing multiple users to access and add information; newer versions of wiki interfaces allow users to add information as easily as editing a document.

### Common wiki sites:

[www.pbwiki.com](http://www.pbwiki.com)

[www.wetpaint.com](http://www.wetpaint.com)

[www.wikispaces.com](http://www.wikispaces.com)

## Google/Yahoo Groups

Google Groups and Yahoo Groups allow you to set up a group with select members that allow members to communicate to the group through single emails; you can post documents, forms, and group information into one "site" where it can be accessed by all. It's basically a wiki with mail attached; members of the group have some choice about how frequently to receive email from the group. Both Google Groups and Yahoo groups require an email account for the organizer with the respective service. Groups work best when organizing events, especially when different groups need to report in or share information. It's like a free version of another project management system called Basecamp.

## Ning

Ning groups are social groups that can be public or private. They allow you some additional control over membership; members have their own page on Ning and may belong to multiple groups. Popular Ning sites include Seth Godin's exclusive Ning group for his most recent book, Tribes, and TwitterMoms, for example.

## Flickr, StumbleUpon, Del.icio.us and other Bookmarking/Sharing Sites

**Flickr** is a photo sharing site; people post pictures and these can be made publicly available via Creative Commons licensing. This is a great source for presentation pictures, for example. People often use it to share pictures from events, get-togethers, charts, slides, and more. Pictures can be "tagged" so they are easily found.

The Web is a big place, with tons of resources, but how can you keep track of them, especially if you are away from your home computer? **StumbleUpon** and **del.icio.us** are social bookmarking sites that let you save and tag websites in your account and share these bookmarks with others. It's web-based, so your bookmarks are no longer hidden or isolated, but available on the web to you and others. It's a great way to build a "card catalog" of websites, articles and other things you might find interesting, and prevents others from recreating the wheel, and makes research easier.

## HARO- Help A Reporter Out

One of my favorite "web secrets" is the Help a Reporter Out website. Reporters and journalists looking for sources will post requests and these requests are sent out to the network a couple of times a day. Pitches must be made on topic, or you risk getting tossed off the list. Journalists from all major media outlets to bloggers submit requests. Answering a recent request led to being published in the Sunday New York Times Magazine. Joining is as easy as filling out a simple form for free on the website; this may be the easiest way to get good press, by being relevant and helping reporters solve their problems.

<http://www.helpareporter.com/>

## Google Reader/Google Desktop

Google offers free accounts for email and other services. **Google Reader** allows you to subscribe to blogs and have copies of the most recent posts delivered to you automatically in your "reader." These posts will stay in your reader, like email, until you delete them or mark them read.

**Google Desktop**, by comparison, allows you to add desktop widgets for news feeds from blogs, news sites and more, allowing you to create a custom news service updating you at a glance. My dashboard, for example, includes feeds from Time, Newsweek, Search Marketing Gurus, Wall Street Journal, Technology News feed, Mashable, BBC and more. These are automatically updated, but they are not "archived"- they provide links to the source material located on other websites. Once the feeds update, previous information is not stored.

### Finding Blogs

With over 50 million blogs out there on the internet, it can be pretty overwhelming to find anything that's consistently good. **Technorati** is a great tool to search blogs for content; checking out the BlogRoll of blogs you like may point you to more material you may enjoy as well. You will see people point to stuff they find interesting in their Twitter stream or in their social bookmarks on Del.icio.us and Facebook, and this can be a good way to develop your own library of great blogs. As a starting point for social media, Chris Brogan's blog is widely read, as is Conversation Agent by Valeria Maltoni. You may also want to wander by The Harte of Marketing by Beth Harte; The Forrester Blog for Interactive Marketing; Seth Godin's Blog; Six Pixels of Separation by Mitch Joel- there are clearly too many to list, but these are sources where I always find compelling content.



# Q&A

## What Tools Do I Use?

***I am interested in starting a blog- should I use a free site or do an “install?” What are the popular blogging platforms?***

If your business already has a website, I suggest you consider adding a blog to the existing web hosting. Wordpress has a very easy and free tool to do this, and you can use plug-ins to easily tag and optimize your blog for search engines. If your web developer cannot help you with this, I can provide you with a list of people who would be happy to install a blog for you. Other platforms like Typepad, Moveable Type, the Wordpress.com site and even Blogger are often used for blogging as well. It's better to host your own blog, for professional purposes, than use a free, general blogging platform.

***We're thinking of trying a wiki to work on project collaboration. How do I get one?***

You can get a free wiki at WetPaint, [www.wetpaint.com](http://www.wetpaint.com), PBWiki, pbwiki.com, or even Wikispaces, [www.wikispaces.com](http://www.wikispaces.com). Wikis can be password protected, but if you are going to use a lot of space, they may ask you to upgrade your service at a small fee. The wiki concept is also part of the project management packages with Microsoft Sharepoint.

***I've tried Twitter, but it seems silly and boring. How can I get the most out of this platform, and would you recommend anyone in particular to follow?***

Twitter, like LinkedIn, is all about the network and with whom you are having a conversation. You get the most out of it by participating. Be careful though- Twitter is about conversations, not just micro-broadcasting of content. If you are perceived to be “spamming” you will not have a very good experience on Twitter.

***Some terms, like RSS, Wikis, Feed Readers, and even Social Media are hard to explain to others. Is there a quick and easy resource to help others in my company understand this stuff?***

There is a great set of videos called the Common Craft Show, produced by Lee LeFever, that gives simple explanations for these sometimes confusing subjects. You can find them online at [www.commoncraft.com](http://www.commoncraft.com). While low-quality videos are available through YouTube and through a Creative Commons limited license, you can also buy a license to use these videos on your website, or for company presentations.

***I like the idea of listening to podcasts during my commute or online, but I'm not sure how to get them.***

Subscribing to podcasts through iTunes can be pretty simple, but finding the good ones is difficult, because the indexing isn't great. You can also often go to the podcast's website and listen directly through players there, but again, finding them can be hard. Here's a list of some interesting shows that may be of interest:

**News:** NPR has a series of podcasts available for its most popular programs, including Talk of the Nation, Fresh Air, Planet Money, Marketplace and more.

**Marketing & PR:** Some of the more interesting marketing podcasts are done by independents including Marketing Over Coffee by Chris Penn & John Wall; Managing the Gray by CC Chapman of the Advance Guard; Six Pixels of Separation by Mitch Joel, head of Canada's leading PR firm, TwistImage.

**Education:** This is a growth area for podcasts. You can get college lectures through MIT's OpenCourseware and the iTunes U projects; you can see lectures from some of the smartest minds at TED Talks; and you can even get information on grammar from Grammar Girl. Chris Penn also does a great podcast on scholarships and financial aid called the Financial Aid Podcast. There are also children's literature podcasts at Story Nory, produced by former BBC producer, and Just One More Book.

You can always do a Google search for a podcast by using the subject matter and then “podcast” after the title if you don't find anything in iTunes or in the Zune store. If a podcast doesn't exist, you can always create one yourself!

# Q&A

## ***What About Email? Is this still a good strategy in the age of New Media?***

Email sometimes seems boring and as a mere cheaper alternative to bulk mail. In reality, email is still a very effective way to get someone's attention, but you have to make sure it doesn't seem just like more spam. Seth Godin recently wrote a great blog post about this very topic, which I've included in the back of this handout for you.

Email allows you to build a great business database of customers, prospects and more, and it works best if you can let people easily opt in and out of your emails. There are great email marketing services like Blue Sky Factory, run by Greg Cangialosi (on Twitter as @gregcangialosi) that help you manage all of this quite easily. (You can see a great interview with Greg over at the Hubspot website with really great email marketing tips - just search for email marketing tips video interview with Greg Cangialosi)

Add in tips from Christopher S. Penn about tracking trends on both Twitter and Trends.Google.Com, (and you can find not only the right service to distribute your emails, but the right timing to maximize your results. (Check out Chris Penn's free e-book- The Twitter Power Guide- Advanced Tips for making the most of Twitter at [www.financialaidpodcast.com/twitterbook](http://www.financialaidpodcast.com/twitterbook)).

## ***There are all these tools out there- What should I do first? How do I know how effective my website or Twitter profile is?***

There are a bunch of free tools out there that will give your website a quick once-over and "grade it" for SEO. Hubspot, an inbound marketing firm out of Boston, has a couple of these free tools called "Website Grader" and "Twitter Grader" on their website at [www.hubspot.com](http://www.hubspot.com). You can also go to SEOmoz.org- they have a ton of different targeted free tools you can use to get the same sort of data.

You have to know where you stand at first- how is your website doing regarding Search Engine Optimization (making it easy to be found on the web) and balancing this along with what your goals are for attracting traffic online.

## ***There are a bunch of new ways to video conference- while this is more one to one client contact than other forms of communication- what would you recommend and why?***

Video conferencing used to be a luxury- just a few years ago, people were buying expensive systems just to be able to discuss

things from Newark to Wilmington without dealing with the highway construction and congestion. Now, many new laptops and all Apple computers have built-in cameras and microphones. Add in better broadband connections, and on-the-go video conferencing anytime is now a reality. Services like Skype allow online video and teleconferencing between users at no cost. (Video is limited to one to one.) A new start-up called ooVoo has an easy interface, is available for both PC and Mac computers, and allows up to 6 people to participate in a video conference at a time. You can also leave video messages through ooVoo, which can be handy in some circumstances.

Video can bring an added layer to any communication, as does voice- you get nuance that you don't get in email, and meaning can be clearer. Keep in mind that nothing replaces face to face communication, but as a substitute for expensive and time-consuming business trips, these free videoconference services could save you some money.

We should also note that there are many "webinars" happening, where conferences are taking place over the Net through WebEx and Go To Meeting; there's even an iPhone app now so you could attend a meeting while at the beach if necessary.

## ***What books would you recommend?***

In order to get a handle on what's going on in social media and new media, taking a broader look at what's happening in marketing in general is important. I would definitely check out:

**Made to Stick** by Chip & Dan Heath- a great book that teaches you how to get your messages across most effectively;

**Buying In** by Rob Walker, and his excellent Marketing blog, ([www.marketing.com](http://www.marketing.com)), that talks about trends, new marketing initiatives, and why we buy;

**The Pirate's Dilemma** by Matt Mason, to understand how your business may be subject to piracy, or learn how to compete with them yourself (You can download a electronic copy of the book from the website itself, paying what you wish at <http://thepiratesdilemma.com/download-the-book>);

**Tactical Transparency** by John Havens and Shel Holtz- How leaders can leverage social media to maximize value and build their brand, written by John Havens of Blog Talk Radio and founder of Podcamp NYC, and Shel Holtz, from Accredited Business Communications, who also authored "Public Relations on the Net;"

**Relevance** by Tim Manners is a great book with tons of interviews and example about how the best marketing is all about maintaining relevance to the consumer and solving real problems;

# Q&A

## Books, Continued...

**Web Analytics in an Hour a Day** by Avinash Kaushik- A good guide to getting a handle on web analytics a bit at a time;

**The Dip** and **Meatball Sundae** by Seth Godin- two great, quick reads discussing how to figure out whether it's time to persevere or perhaps quit strategically what you're doing, and in Meatball Sundae, how to make sure your marketing is just not adding whip cream on top of meatballs- these sexy, shiny new tools may not be for everyone.

### Also Check out:

**New Rules of Marketing and PR** by David Meerman Scott;

**The Design of Sites, Patterns for Creating Winning Websites** (first or second edition);

**The Back of the Napkin- Solving Problems and Selling Ideas with Pictures** by Dan Roam;

**Predictably Irrational** by Dan Ariely- a behavioral economics professor from MIT talks about how we can all make silly decisions- has lots of implications for business models and pricing structure.

**The Knack - How Street Smart Entrepreneurs Learn to Handle Whatever Come Up** by Norm Brodsky and Bo Burlingham of Inc. Magazine fame- one of the best guides to practical business management I've run across- it helps that Norm is both a lawyer and an MBA, running his own businesses.

## How to Send a Personal Email by Seth Godin, 1/11/09

[www.sethgodin.typepad.com](http://www.sethgodin.typepad.com)

Here are some easy to follow tips that will help you avoid being seen as a spammer, or having your emails trashed or ignored. The thing is this: email reduces friction. Greedy, lazy organizations have embraced this and tried to figure out how to blast as many emails as they can as cheaply as they can, relying on the law of large numbers. The real law of large numbers is, "using large numbers is against the law."

I want you to add friction back in. If you want to be seen as being personal, the best strategy is to be personal, which is slow and expensive.

1. Don't send the same email to large numbers of people.
2. If you have more than a few people to contact, you'll be tempted to copy and paste or mail merge. Don't. You'll get caught. It shows. If it's important enough for someone to read, it's important enough for you to rewrite.
3. Careful with the salutation. Don't write, "Dear Claudia," if you don't usually write "Dear" at the beginning of all your emails.
4. Don't mush the salutation together with the rest of the note. If I had a dollar for every email that started, "Joe, When experts come together..." That's not personal. That's lazy merging. See rule 1.
5. Don't send HTML or pictures. Personal email doesn't, why are you?
6. Don't talk like a press release. Talk like a person. A person is reading this, so why are you talking like that?
7. Be short. The purpose of an email is not to sell the person on anything other than writing back. If you don't have a personal, interesting way to start a conversation, don't write.
8. Don't send an email only when you really need something. That's not personal, that's selfish.
9. Do you have a sig with a phone number in it? Your phone number? If you don't trust me enough to give me your real phone number, I don't trust you enough to read your mail.
10. Don't mark your email urgent. Urgent to you is not urgent to me.
11. Don't lie in your subject line, and don't be cute. You're not clever enough to be cute. Just be honest.
12. Following up on an impersonal spam email is twice as dumb as sending the first one. Invest the time to do it right the first time.
13. Anticipated, personal and relevant permission mail will always dramatically outperform greedy short-term spam. I promise.
14. Just because you have someone's email address doesn't mean you have the right to email them.



## LOCAL EXPERTS

### WHEN YOU NEED HELP, TALK TO SOMEONE IN YOUR NEIGHBORHOOD

There's an active social media, new media and web development community in the greater Philadelphia/Wilmington area.

There are many independent and small firms that are working collaboratively for clients to bring projects to life.

Regular meetings, "unconferences" and other get-togethers, ranging from Podcamp, to BarCamp, to HealthCamp, Social Media Club, Ignite Philly, and Junto, along with IndyHall- all bring the community together- to share, to collaborate, and to simply get to know what's going on in the Philly tech scene.

## Local Tech Scene

### Events

Philadelphia and the surrounding area are starting to have a vibrant, collaborative "geek scene," and there are many events that are free, community-based, and are very welcoming to new members. If you use Google Calendar, there are public calendars called Philly Social and PANMA Events, letting you know of many of the events in the area. Also keep an eye on Independents Hall ([www.indyhall.com](http://www.indyhall.com)), a co-working space for local independents run by Alex Hillman. Indy Hall often hosts evening classes on various topics ranging from Wordpress tweaks to Cocoa and Web Application development.

There are a couple of big events that happen annually, including BlogPhiladelphia, Podcamp Philly, BarCamp Philly, and a new "unconference," HealthCamp, happening this Spring.

### Resource People

Geoff DiMasi, from P'unk Avenue, runs a great web development firm (On Passyunk Avenue in Philly) that hold regular evening meet-ups called Junto, (<http://junto.org/>) where the tech communities discuss things from how to bring together and support the local creative community to the Medical Cultural Revolution. This is a great monthly event and well worth the drive.

Alex Hillman, of Independents Hall, is a local web developer who created Philly's first formal co-working space. The people at Indy Hall are a great resource for finding local "geeks," especially those capable of designing social media applications for Facebook and even the iPhone.

The folks at Key Relevance and Seer are well-known and trusted search engine optimization and search engine marketing folks, who sleep, eat and breathe search with all of its nuances. While contracts can be expensive, for those wanting to improve their rank and focus on web presence, this may be worth looking into.

There are many local PR and Marketing professionals who also produce content. Steve Lubetkin, for example, is a PRSA member, and produces high quality video and audio "podcasts" or production pieces for clients.

Hoffman OmniMedia, run by Whitney Hoffman, produces podcasts for Christiana Care's Department of OB-GYN for resident education, as well as the weekly LD Podcast.

Stephanie Fox, Gloria Bell, Beth Harte and others in the local area are well-versed in creating and setting up blogs along with analytics for small businesses and individuals. These ladies also have significant marketing experience, and can help you design a simple website using Wordpress to meet your needs.

If you need contact information for any of the above people, or have other needs, please drop me an email at [ldpodcast@gmail.com](mailto:ldpodcast@gmail.com), and I will be happy to help you find the right "geek" for the right job.





## Twitter Starter Packs

Twitter can be a useful source of news and information exchange, but you'll get more out of it by following some of the more popular Twitter Users.

### PR, Marketing and SEO Twitter folk

**ChrisBrogan**- Chris is President of New Marketing Labs, runs a popular blog, and is one of the "thought leaders" in the new media/social media space. One of the Founders of Podcamp along with Chris Penn.

**BethHarte**- Beth is a local Philly marketing person, with expertise in Search engine Optimization analysis.

**ConversationAge**- Valeria is another Philadelphia-based marketer with a great reputation.

**CC\_Chapman**- CC Chapman is one of the Principals of the Advance Guard, a new Media Marketing firm that works with clients as diverse as American Eagle, Verizon, and Marcus Buckingham. CC is a long-time podcaster, and produces a great marketing podcast called Managing the Gray.

**CSPenn**- Christopher S. Penn is one of the founders of Podcamp, and the creator of the Financial Aid Podcast. Chris is one of the smartest new media marketers out there, always developing new ways to try to reach outside the fishbowl. Chris produces Marketing Over Coffee, a podcast with John Wall, and is a regular speaker at major conferences.

**LDPodcast**- Whitney Hoffman- Director of Operations for the Podcamp Foundation, and the producer of the LD Podcast, a podcast about learning and learning disabilities. Whitney is known for her expertise in community building and presentations on a variety of topics, from social media, Education 2.0, to how to make your presentations rock.

**SkyDiver**- this is the "handle" for Peter Shankman, who runs the Help a Reporter Out website.

**AmberCadabra**- insightful marketer from Chicago

**GeoffLivingston**- SEO specialist from Washington, DC, area.

**Anniemal**- Annie Heckenberger is a Philly-based PR professional, now working with Red Tettermer, but formerly with the Greater Philadelphia Tourism and Marketing corporation.

### Twitter Tech Folk

**Alexknowshtml**: Alex Hillman is one of Philly's geek leaders, and knows most everyone in the Philadelphia tech scene- great resource for any technical need regarding web development/application development.

### Business Folks/Customer Service

**ComcastCares**- Frank Eliason is part of Comcast's customer care program and is changing the way businesses use Twitter.

**Zappos**- Zappos, the online shoe store, is on Twitter, and is using it as a business development tool as well as for customer service.

**KeithBurtis**- Keith Burtis started out as a social media fan, looking to promote his custom woodworking business. Now, a year later, Keith is the Social Media community manager for Best Buy nationally.

For more people to get you started on Twitter, go to <http://twitterpacks.pbwiki.com/>

**A Free e-book on Twitter "power moves" is available at [www.financialaidpodcast/twitterbook](http://www.financialaidpodcast/twitterbook) from Christopher S. Penn.**

## QUESTIONS?

Social Media can help you build a community, but after you have one, you need to make sure you take care of it, and keep it vibrant. If you have any questions about the material covered in this guide or in the presentation, feel free to contact the presenter, Whitney Hoffman- contact information below.

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Facebook, LinkedIn, del.icio.us, StumbleUpon- Whitney Hoffman

## Six Lessons from a Wooden Boy: Part One: Search Engines Want to be Real Boys- by Jennifer Laycock,

<http://www.searchengineguide.com/jennifer-laycock/six-lessons-from-a-wooden-boy-part-one-s.php>

It's been more than two and a half years since I first wrote about the "Pinocchio Effect" as a way to explain the ever changing nature of search engine algorithms. Earlier this month, while preparing for the new small business panel at SES Chicago, I read through that old article and realized just how many areas of the Pinocchio story can be applied to online marketing.

In this six part series, I'll be exploring six valuable lessons you can learn from the classic story of Pinocchio and offering up some input on how to apply it to your own marketing plans.

Today's post sets the stage with an updated take on my original article: "Search Engine Algorithms: Understanding the Pinocchio Effect." Here's how I described it back then:

You see, deep down, search engines want nothing more than to be real boys (or girls). That's right, it's that simple. As search engine engineers gain more and more ability to tailor the algorithms, their ultimate goal is to help the search engines make choices the way that people do.

Succinctly put: Search engines seek to replicate human judgement with their algorithm. Every change they make aims to help them judge a site the way a human would judge a site.

The original post was inspired by questions that kept popping up during the Q&A of some sessions at a past SES New York show. At the time I wrote:

People would ask what keyword density they needed to focus on, or how many words they should use in their Title tag. Well-meaning attendees would ask for the magic number of links to get per week or how to know exactly when to request an incoming link instead of a reciprocal link. In other words, everyone wanted to know the magic formula that would guarantee them great results.

The problem with this line of questioning is that there is no magic formula. Each and every time these questions were asked, the panelists would carefully try to explain that while there may have been magic numbers in the past, those days are behind us now. That's not really the answer that attendees want to hear, but the reality is that search marketers need to find a new way to explain the concepts of algorithms to their customers, one that takes the focus away from math.

For the most part, I'm seeing these types of questions fade away at search conferences. That said, they're now being replaced with new questions that follow the same patterns. People want to know how many links they need to get a

good ranking. They want to know which social media sites carry extra "weight" to help them rank better. They want to know if blogs are the magic tool to rocket their rankings. They're still ultimately looking for a magic formula, even if they know the ingredients in the formula have changed.

### Why Chasing Down the Algorithm Simply Leaves You Exhausted

Of course that leads to another problem...the problem with SEO formulas. While it's true search engine algorithms are essentially complex "formulas" it's not generally feasible to focus on reverse-engineering them so you can determine exactly what changes to make to your site. Engines like Google rely on literally hundreds of factors in determining ranking and no one but their engineering team truly knows how each of those factors are weighted. While it's true there are some individuals and companies out there who are fairly well known for their ability to test and determine new algorithm factors, this method of optimization simply isn't practical for 95% of the companies looking to increase their rankings.

For the rest of us, this type of optimization is known as "algo-chasing." You'll often see it on discussion forums as one person announces the results of a "test" they've run and legions of other rush off to make edits to their web sites to reflect this new information. Unfortunately, algo-chasing generally results in a lot of work with very little pay off. Stoney deGeyter wrote a great advice post on this several years ago called "Common Sense Algorithm Chasing."

### Applying Common Sense

Let's go back to our simple definition of the Pinocchio Effect and see it in action. If search engines are looking to replicate human judgement, it means we can match up the changes in the algorithm with a better understanding of how humans value a web site. This is probably most clear through the progression of how engines like Google have valued links.

Back when Google first blasted on the scene with some of the best search results any engine had delivered, it was their reliance on links that made them special. Google had figured out that linking was the online equivalent of a vote of confidence. With that in mind, the algorithmic adjustments went a little something like this...

**1.) Link Quantity** - Originally, search engines were most concerned with the number of links pointing to a site. They viewed each link as a vote of confidence and made the natural assumption sites with more links were of higher quality. (Unfortunately, it didn't take long for site owners to figure this out and to start finding ways to build new links on their own.)

## Jennifer Laycock, cont.

**2.) Link Text** - As site owners began actively seeking links, search engines realized they needed to improve this area of the algorithm to give them a better idea of just how valuable a link was. A natural progression was to read and consider the anchor text (the blue, underlined text a user clicks on to link to a new page) and to factor that text into the algorithms. It made sense that if a site had a million incoming links using the word "pizza" the site those links were pointing to was probably about pizza. (Once again, it didn't take long for site owners to figure this out and to begin seeking specific link text.)

**3.) Link Quality** - As site owners once again began to catch up with the algorithm, the search engines moved on to the next stage. This time around they not only looked at the number of links and the text describing those links, they looked at the quality of the site the link was coming from. By using their first two link judgements, they could easily tell if the site giving the link was popular (lots of links) and related (topical words and anchor text). It was natural to assign more weight to the links coming from respected, related sites. (Any surprises here? Site owners catch up and start seeking these types of links.)

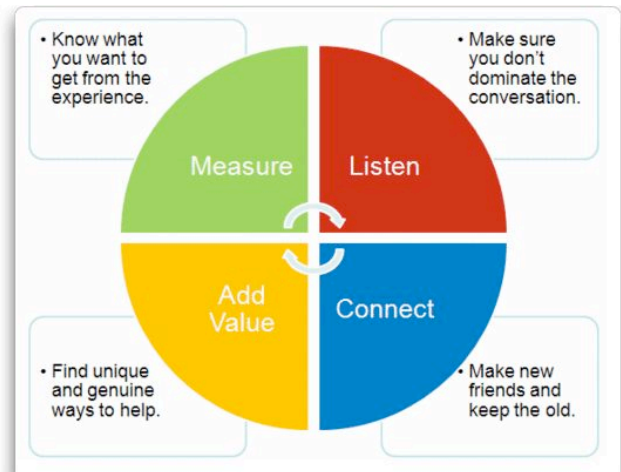
**4.) Link Age** - As site owners began creating better link building campaigns, the engines needed to create better ways of judging those links. The next step for the engines was to put value on the age of a link. After all, a site that has had quality links pointing to it for years is a sure sign of an established and trusted site. At the same time, a very recent link could be a great way to tap a site as having good coverage on breaking news or a hot new topic. As such, the engines began adding the age of a link to their equations. (and once again, site owners took notice and started working on this strategy, often by buying established domains with incoming links to build new businesses on.)

**5.) Link Buys** - Eventually, seeking out quality links from quality sites in a world where everyone else is doing the same became fairly difficult. While still doable, many businesses turned to purchasing links as a faster way to control and build the links coming into their sites. The engines, always seeking to replicate human judgement, decided a purchased link was not worth as much as an "earned" or freely given link. As such, they've spent the last year or two working on ways to combat paid links and threatening to harm the rankings of sites who either buy or sell links.

### Applying the Pinocchio Effect

What's next in this progression? Any number of possibilities exist. Overall though, the path becomes clear. Each and every adjustment made to the algorithms is designed to better judge a site the way a human being does. Ultimately, the sites that are built in a search engine friendly manner and designed to benefit users tend to come out ahead. It's essential to understand search engine

friendly design techniques and to learn how to find out which keywords to target. Once you get the basics down, it's really about focusing on your customer and giving them the best experience possible.



## Top 10 Reputation Tracking Tools Worth Paying For (From the Mashable Blog)

December 29, 2008 - 4:23 pm PDT - by Dan Schawbel

*Dan Schawbel is the author of Me 2.0: Build a Powerful Brand to Achieve Career Success, and owner of the award winning Personal Branding Blog.*

Reputation management is essential to both individuals and companies. The more popular your brand is, the more critical it will be to keep tabs on it and the more time it will consume out of your day. If you work at a startup and no one has heard of your brand, or if you're an individual who has just started blogging, these tools are still useful to you.

If, on the other hand, you're brand new to social media and aren't known by many people, then these free tools might be a better place to start.

You should consider paid services if you are unable to manage and keep your pulse on your online reputation. Also, paid services help you analyze and understand the magnitude and sentiment of conversations around your brand, which would take you even longer if you did it manually. Services start out at a minimal price of \$1 for individual bloggers and shoot up over \$100,000 for large enterprises. If you are considering using a paid service, select the one that best matches your current situation and scale up as your requirements grow.

### How to Begin

You need to decide if you want software for tracking conversations or if you want to pay a vendor for consulting and reporting. You might want all three. The difference is the amount of labor you'll have to expense versus the amount of money you'll want to spend.

Companies should bring all stakeholders involved in this type of a decision to the table before selecting a vendor to use. The key for success is to figure out what groups within your company can benefit from this type of information. The obvious groups would be in marketing research, public relations, advertising, and then executives, who will not only have to sign-off on this initiative, but are most concerned with how their corporate brand is being portrayed in the media (new/traditional).

Depending on the service you are considering, you may have to select keywords (with pay per keyword/phrase services), so that you can track your competitors, your own products or personal brands within your company. Once you have buy-in and one or more people as dedicated resources to either use the vendor's software or analyze and communicate their reports and strategies across the business, you are ready to select a vendor.

**I recommend the top ten vendors listed below (in no specific order):**

### 1. Buzzlogic

Buzzlogic offers the "BuzzLogic Insights" application, where you can discover, engage and assess influencers in your industry. You get a collaborative dashboard, which provides you with insight into whose blogging about you and allows you to share this data within your company. There are also watch lists for tracking specific bloggers, blogger profile lists, and social maps (see who links to who).

They divide their services into two major buckets: marketers and PR people. Marketers gain product feedback, understand brand perception and receive monthly readership statistics. PR people are able to build relationships with influential bloggers, discover new influencers and track products that matter to them.

### 2. Radian6

Radian6 offers a solution, where you can setup certain keywords to monitor on a dashboard, automatically track the keywords on blogs, image sharing sites and microblogging sites, and then have it report back to you with an analysis of the results. Data is captured in real-time as discovered and delivered to dashboard analysis widgets.

The solution covers all forms of social media including blogs, top video and image sharing sites, forums, opinion sites, mainstream online media and emerging media like Twitter. Conversational dynamics are constantly tallied to track the viral nature of each post.

### 3. TNS Cymfony

TNS Cymfony offers the Orchestra Platform, which is built on a Natural Language Processing engine that automatically identifies, classifies, qualifies and benchmarks important people, places, companies and topics for you. The platform is able to decipher between different media sources, such as traditional media and social media. Cymfony's differentiation is that their engine dissects articles, paragraphs and sentences to determine who and what is being talked about, whether something or someone is a key focus or a passing reference, and how the various entities mentioned relate to one another.

### 4. Nielsen

Nielsen offers Buzzmetrics, which will supply you with key brand health metrics and consumer commentary from all consumer-generated media. They also have ThreatTracker, which alerts of real-time online reputation threats and gives you a scorecard to show you how you're doing relative to the competition.

Nielsen has a very strong brand name as the world's leading provider of marketing information, audience measurement, and media products and services. Pete Blackshaw, father of consumer-generated media, is one of the leaders in charge of this powerful service.



## 5. Trackur

Trackur offers a monitoring plan for individuals (\$18 per month), companies (\$88), enterprises (\$197) and agencies (N/A). Like many of the other services mentioned, Trackur works around your keywords and then organizes the results for you in the form of a Dashboard. Depending on the package, you'll be able to save more keyword searches and have more frequent updates to your Dashboard.

## 6. Brands Eye

Brands Eye offers reputation management packages for bloggers (\$1 per month), small businesses (\$95) and enterprises (\$350). The tool tracks every online mention of your brand, giving you a score that accurately reflects the state of your reputation over time. Part of the differentiation is that you can actually tag mentions of your brand and rank them in terms of a number of pre-determined criteria.

Like many of the other services, you are paying for keywords that you can track. The frequency of how many times you receive updates grows depending on how big your package is.

## 7. Reputation Defender

Reputation Defender offers four different services, including MyChild (starting at \$14.95 per month), MyReputation (\$14.95), MyPrivacy (\$9.95) and MyEdge (\$99). MyChild scours the Internet for all references to your child or teen by name, screen name or social network profile and reports back to you. MyReputation allows you to review everything that is available to you online, and MyPrivacy allows you to remove your personal information from people search databases, such as Pipl and Peek You.

Finally, MyEdge is a solution for owning your Google results. All of these services scale in size depending on your need and how much money you want to spend.

## 8. Sentiment Metrics

Sentiment Metrics has a reputation management tool that, just like the other services mentioned, helps you monitor what is being said about you, your brand and your products across blogs, forums and news sites. The reports you'll receive by using this software focus on sentiment (it's in the name), which tells you if the mention is positive, negative or neutral.

The reports have nice visual graphs and you can break them down by gender, age groups and location. One of the big differentiators and benefits of using this service is that you get email alerts sent to you whenever you have bad press.

## 9. Visible Technologies

Visible Technologies offers two different services. The first is TruCast, which is a comprehensive solution for social media analysis and participation used by enterprises

who want to track, analyze and participate in social media communities. The differentiation here is that you can comment on blogs and forums directly from the tool they provide.

The second is TruView, which protects and promotes reputations online. This service is similar to Reputation Defender's MyEdge in how it helps you take ownership of your Google results by ensuring there is positive and relevant content at the top of search engines for your brand name.

## 10. Cision

Cision offers the Cision Social Media service, which claims to monitor over 100 million blogs, tens of thousands of online forums, and over 450 leading rich media sites. One of the main benefits, just like Nielsen Buzzmetrics, is that these companies have been monitoring and measuring traditional media sites for decades, so they can provide a more comprehensive solution across the board.

Cision's product is unique in that it offers 24/7 buzz reporting. Their service is powered by Radian6, which is mentioned above. They also have a Dashboard and daily reports, just like the other services, where they tell you what's going on with your brand twice a day through email.

## Final Thoughts

Depending on your work schedule, business needs, how popular your brand name is and how much money you want to invest in reputation management, any of these services may be of great assistance to you. And using a fee-based reputation management service, in combination with a number of free services, is a wise decision. Most of the services above aren't real-time, so subscribing to Google alerts and Twitter feeds is still very important for monitoring your brand.

The sooner you get ahold of what people are saying about your brand and plan how you will respond and manage those relationships, the more successful you will be in social media. This area is still relatively new and no company has gotten it 100% right yet. The complicated part of monitoring a brand in a social world is that humans are needed (human error). Some posts are sarcastic or others are using brands as examples to illustrate a bigger idea and these tools may respond differently.

## Interested in more resources? Check these out:

- "Top 10 Free Tools for Monitoring Your Brand's Reputation"

- "HOW TO: Build Your Online Brand"

- "10 Ways Personal Branding Can Save You From Getting Fired"

## Top 10 Free Tools for Monitoring Your Brand's Reputation

December 24, 2008 - 9:04 am PDT - by Dan Schawbel - Mashable Blog

*Dan Schawbel is the author of Me 2.0: Build a Powerful Brand to Achieve Career Success, and owner of the award winning Personal Branding Blog.*

Brand monitoring has become an essential task for any individual or corporation. Years ago, when people talked about our brands, it was behind our backs and we almost never found out about it. Today, most of these dialogues are right in front of our own eyes and the number of locations where our brands may be cited is astronomical!

We must remember that conversations are being held on the web with or without our consent. That means we can choose whether to be observers, participants or outcasts. Before you select observer or outcast, remember that these conversations can have a negative impact on your brand. Also, when conversations start on the web, like a forest fire, they travel very fast and wreak havoc along the way; what might start out as a mere tweet, may turn into a blog post and then make national news.

Here's a basic reputation management system that I've been using, as well as a list of the top 10 free tools you can start using today.

### How to Begin

Depending on how popular and well-known your brand is, there may be few or many people talking about it. If you're looking to start a blog, position yourself as an expert or start networking actively in your desired topic area, then listening is an important research routine. As you become more well-known, more conversations will be held around your brand name, so you'll spend more time listening and possibly responding to blog posts, tweets, etc. If you're a large and popular company, you may need to hire someone to manage these monitoring tools daily.

The first thing you need to do is acquire a feed reader. I personally use Google reader because it's easy to sort feeds, bookmark/favorite them and share (give value) them with your network.

I would also register for a Delicious account, which can help you sort and organize blogs that mention your brand. Think of Delicious as your own research and development plant. Once you've set up these two accounts, the following tools will help you locate articles that mention your brand, feed them right into your central hub (Google reader) and allow you to manage them (Delicious).

### 1. Google

Google Alerts are email updates of the latest relevant Google results based on your choice of query or topic. You can subscribe to each alert through email and RSS. The alerts track blog posts, news articles, videos and even groups. Set a "comprehensive alert," which will notify you of stories, as they happen, for your name, your topic, and even your company. Yahoo! Pipes is also a good tool for aggregating and combining feeds into one central repository.

### 2. Blog Posts

If you have a blog, then you have to be on Technorati, which is the largest blog search engine in the world. They say that if you don't claim your blog in Technorati, then you don't own it! When

you register with it, Technorati tracks "blog reactions," or blogs that link to yours. Search for your brand on Technorati, and subscribe to RSS alerts so that when someone blogs about you, you find out.

### 3. Blog Comments

Backtype is a tool for monitoring blog comments. If people commented on various blog posts, citing your name, you never used to have a way of tracking it, until now. Backtype is a service that lets you find, follow, and share comments from across the web. Whenever you write a comment with a link to your Web site, Backtype attributes it to you.

Use it to remind yourself where you commented, discover influencers who are commenting on blogs that you should be reading, and continue conversations that you started previously. You can even subscribe to these comments using RSS. coComment is another tool that will help you manage your comments across the web.

### 4. Social Comments

Yacktrack lets you search for comments on your content from various sources, such as Blogger, Digg, FriendFeed, Stumbleupon, and Wordpress blogs. For instance, if you comment on a blog, you can locate other people who are commenting on that same blog post and rejoin the conversation.

My favorite feature of this tool is the "Chatter" tab, which allows you to perform keyword searches on social media sites and then notifies you of instances of your brand name. Yacktrack's search page results also give you an RSS feed for the search term. You can also use Commentful and comments to track your social comments on the web.

### 5. Discussion Boards

Along with blogs and traditional news stories, discussion boards are another channel where people can gather in a community and talk about you. Most people disregard discussion boards until they see other sites commenting on information viewed on them. Use boardtracker.com to get instant alerts from threads citing your name.

Boardreader and Big Boards are other tools that work similar to this one

### 6. Twitter

Twitter messages (tweets) move at the speed of light, and if you don't catch them they will spread like a virus. Using Twitter search, you can locate any instances of your name and decide whether you want to tweet back or ignore them. It really depends on the context and meaning of the tweet.

Conduct a search for your name, your company's name, or various topics you're interested in and then subscribe via RSS. Twilert and TweetBeep are additional tools you can use to receive email alerts.

## **Dan Schwabel, Mashable Blog, cont.**

### **7. FriendFeed**

FriendFeed is a social aggregator. You have the ability to take all of your social accounts, such as YouTube, Delicious, Twitter, blog, and Flickr, and pull them together into a single (Friend) feed. You can conduct searches on your brand throughout all social networks at once using this search engine.

Aside from learning about the latest video or tweet related to your topic, you can analyze comments that people make under them. FriendFeed users tend to favorite and comment on what you share and tracking it will become more important as this service grows in population. You can also receive alerts straight to your desktop with Alert Thingy.

### **8. Social Search**

Social Mention is a social media search engine that searches user-generated content such as blogs, comments, bookmarks, events, news, videos, and microblogging services. It allows you to track mentions of your brand across all of these areas.

The results are aggregated from the top social media sources, such as Flickr, YouTube, Digg, Delicious, Twitter and more. Like the other services, you can subscribe to your results by RSS or email. Other social search engines include Serph and Keotag.

### **9. Interactive Search**

While all the other tools listed are quite rudimentary, this one is rather complex and intelligent. Instead of being hit with hundreds or even a thousand results for your brand name, Filtbox only delivers the most relevant, credible mentions of things you need to track. Its "FiltrRank" technology scores content based on three dimensions: contextual relevance, popularity and feedback. You can look back to previous searches 15 days out for free as well.

### **10. Your Network**

A lot of people overlook a strong network when it comes to monitoring their brands. If you have a robust network, especially people in your industry who observe the same keywords as you, then you will receive important updates without even asking for them.

I get updates for just about everything now, including Facebook messages stating that I misspelled a word in my blog post and email messages pointing to an article I was referenced in. If you concentrate on building relationships, you won't miss a beat, even if you want to!

### **What to Do Next**

After you've selected which tools you want to use in your brand reputation management system and you've set the proper RSS or email alerts for your name, company and/or topic, now it's time to set a schedule for when you want to check your status.

Will you do it once a day, twice a day or once a week? When you're first starting out, once a day or week will work for you, but I highly encourage those who participate regularly to pay more attention to their online brands. Just Googling your name won't

be enough. You need to be a bit more paranoid in the digital age. In order to prevent fires from spreading, actually network with people who are talking about topics of interest or thank people who have complimented you.

Think about the brand reputation you want to project to the world. Wouldn't you like it to be positive!?

## Social media and new media are not the same

04 Sep, Christopher S. Penn at [www.christopherspenn.com](http://www.christopherspenn.com)

In the new media space, we use a lot of terms fairly confusingly:

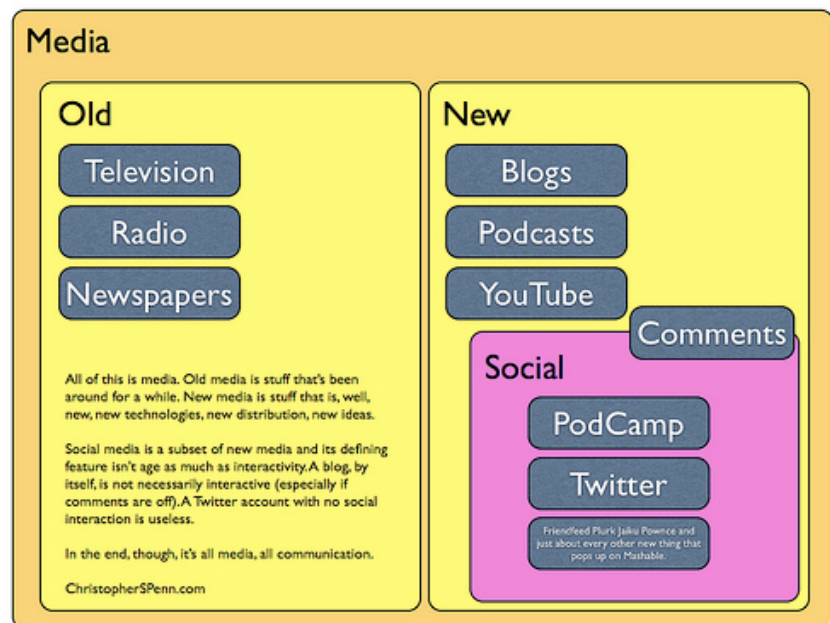
Old media	Broadcast media	Mainstream media
New media	Social media	Personal media
Citizen journalism	Citizen media	

Here's a summary of how I think some of this stuff breaks down. Not authoritative by any means, just a perspective that helps me classify what is what in my own head.

### Media landscape

Old media is stuff that's been around for a while. It's traditional media, like books, TV, radio, newspapers, etc. Note that this isn't specific to brands or organization sizes - the New York Times is old media, but so is the Boston University Daily Free Press or the Wasilla Frontiersman.

New media is stuff that's new, in a technological sense. It's audio, video, and text publication methods and tools that were previously inaccessible for publication purposes to the average person in the past. Sure, you could run your own newspaper, and many did, but you never had a shot at the same level of reach that a blog or podcast today can have.



Social media is interactive media, and it's a subset of new media, since the tools that enable social media didn't exist before, and therefore are a subset of new media. Social media is by definition interactive. You can blog, podcast, crank out videos on YouTube, host Blog Talk Radio shows, etc. all by yourself and no one else has to be involved for you to be creating useful media. For example, Seth Godin's blog is new media, but not social - comments are turned off. Is it still useful? Absolutely. Is it new media? Yes. Is it social? No way.

Social media is the opposite - it's media that **REQUIRES** the participation of others. Twitter, for example, would never have existed without other users in the network. PodCamp as a conference would never have existed if it was only one person who showed up. Take any of the social networks, remove the people, and you have something not useful at all.

That's why new media and social media are **NOT** interchangeable terms, and why I refer to PodCamp as a new media conference and not a social media conference. Yes, you can absolutely learn about social media at PodCamp, but you can also learn about the greater view of new media, too, and even, true to its namesake, podcasting.

What are your thoughts? Are social media and new media the same thing to you? Are they different? How do you view the landscape and make sense of it?



## Social media as an agent of corporate change

13 Jan by: Christopher S. Penn at Awaken Your Superhero Blog,  
[www.christopherspenn.com](http://www.christopherspenn.com)

Social media for business is unquestionably a hot topic in the current environment. Lots of folks want to know how it can help their business, make them some money, or reduce costs, and to a degree, social media can do all that. That said, a real stealth play for social media is using its shiny object status to effect change in an organization.

Consider Fizzcrank Corporation. It's been doing okay for the past few years with traditional marketing, from brochures to trade shows, but it's feeling a little stagnant. Products aren't revving quite as quickly, and buyers aren't buying Fizzcranks at the same levels they did two years ago. Bob the marketing manager has been wanting to do more field work to see what customers want, but management isn't willing to step outside its comfort zone. What does Bob do?

Leverage the power of the shiny object! Bob brings shiny objects like Twitter, Google Reader, and Facebook to the table and says that for no money and just some time and effort, Fizzcrank Corporation can become a leader in the Fizzcrank industry. Management is bedazzled by the shiny objects and says that as long as the no money part is true, Bob can do whatever he wants with social media. The CMO gets all excited and has a press release written (that is ignored) to announce Fizzcrank Corporation's thought leadership in the Fizzcrank vertical.

Now the real work begins - Bob sets up his listening post tools, tying Google Reader, Twitter, Facebook, LinkedIn, and a bunch of other networks together. (see my Twitter

eBook for more details on how) He sets up monitoring for keywords, starts listening for Fizzcrank in global searches, and before long finds out that customers would really like to be able to use a Overcharged Capacitor with their Fizzcrank. Bob takes the idea back to the engineering gnomes who inform him that matching up an Overcharged Capacitor with a Fizzcrank is not only simple, but a really good idea, and Fizzcrank OC is born.

Fast forward three months. Fizzcrank Corporation now dominates the Fizzcrank industry with Fizzcrank OC. Products are selling better than ever, and Bob now talks to customers regularly. Management is happy with profits. Bob is happy to be talking to real people instead of writing press releases and billboards. Customers are happy because Fizzcrank is creating products they actually need and want.

The lesson in this fictional account is that social media can be a way to introduce a cultural change in your company, away from broadcast marketing and toward listening to what your customers are saying. If you work at a company that has not developed a culture of listening, see if you can use social media as a stealth play to begin the practice - after all, your customers likely know better than you do exactly what they want out of your products or services.