

Get wired!

Telling your
story via
social media

What is that, you say?

facebook

You Tube

flickr™

Blogger™

twitter



Why do it, you ask?

Connecting. A
broader reach.

Conversing. And
interacting.

Communicating.
In real time.

"Every new user is a potential creator and consumer, and an audience whose members can cooperate directly with one another, many to many, is a former audience."

- Clay Shirky, "Here Comes Everybody"

<http://www.youtube.com/watch?v=sIFYE>

Demographics:

Twitter: mostly 35-54, but gaining among young*

Facebook: Fifth for unique visitors in July**; 250 million users, >5 billion minutes each day***; 18-24 are 40% of users, but growth for older groups is twice as fast.****

* <http://bit.ly/C3tYe>

** <http://bit.ly/VlbA1>

*** <http://bit.ly/3tsWVk>

**** <http://bit.ly/DIFd>

Anecdotally:

Pretty much anyone
you want to reach -
moms & kids, techies,
professionals,
students, celebs,
sports stars....

Journalists use social media to:

- Find sources
- Get newstips
- Monitor breaking news
- Report events live
- Promote their work
- You can reach them in each of these instances

Twitter basics

Your deal in 140 characters

The @: aim
at a name

The RT: pass
it along

The D_:
private
conversation

The #: hashtag
for easier
searching

Use #smfish today

More on the hashtag...

- Use it to track a topic/meeting
- Allows people to search for it:
 - <http://twitterfall.com/>
 - <http://search.twitter.com/>
- Include links to `presos/media` when possible

Represent yourself.

- Use an appropriate name.
- Create a description that represents your brand.
- Use a clean, clear image/logo

Who do you want to reach?

How do you find them?

Location:

<http://www.twellow.com/twellowhood/>

<http://localtweeps.com/>

Topic: <http://wefollow.com/>

<http://whoshouldifollow.com/>

<http://www.twibes.com/twitter-groups>

Media: <http://muckrack.com/>

Their publications...

Expand your universe.

Don't just follow
journalists.

Follow:

- Bloggers
- Experts
- Interested parties
- Politicians

Conversational dos...

- Follow those who follow you (unless they're pornos!)
- Interact with new folks
- Retweet others (check their links first!)
- Answer off-topic queries (especially reporters'!)
- Use caution with direct tweets (i.e., don't make them public!)

The trouble with Twitter...



TerryMoran: Pres. **Obama** just called Kanye West a "jackass" for his outburst at VMAs when Taylor Swift won. Now THAT'S presidential.

about 4 hours ago from web · [Reply](#) · [View Tweet](#)

A good analysis of the
situation: <http://bit.ly/2sSHvN>

Conversational don'ts...

- Don't use language/grammar that is inappropriate to your brand:
"Saw Ia U beat my school 17/16.
UNI played best I proud of my team
Pres Mason came up 22pts short of
her prediction 4 victory. She good
Prez"
- Don't get into public disagreements.
<http://bit.ly/42xFJB>
- Carefully couch the controversial. <http://bit.ly/8W7kN>

Professional vs. personal

Be a citizen journo/blogger:

<http://bit.ly/hLJMK>

Share some: "memo to self: just because u can report, doesn't mean u can do a travel piece abt a place u were having too much fun at to take gd notes." (David Carr, NYT)

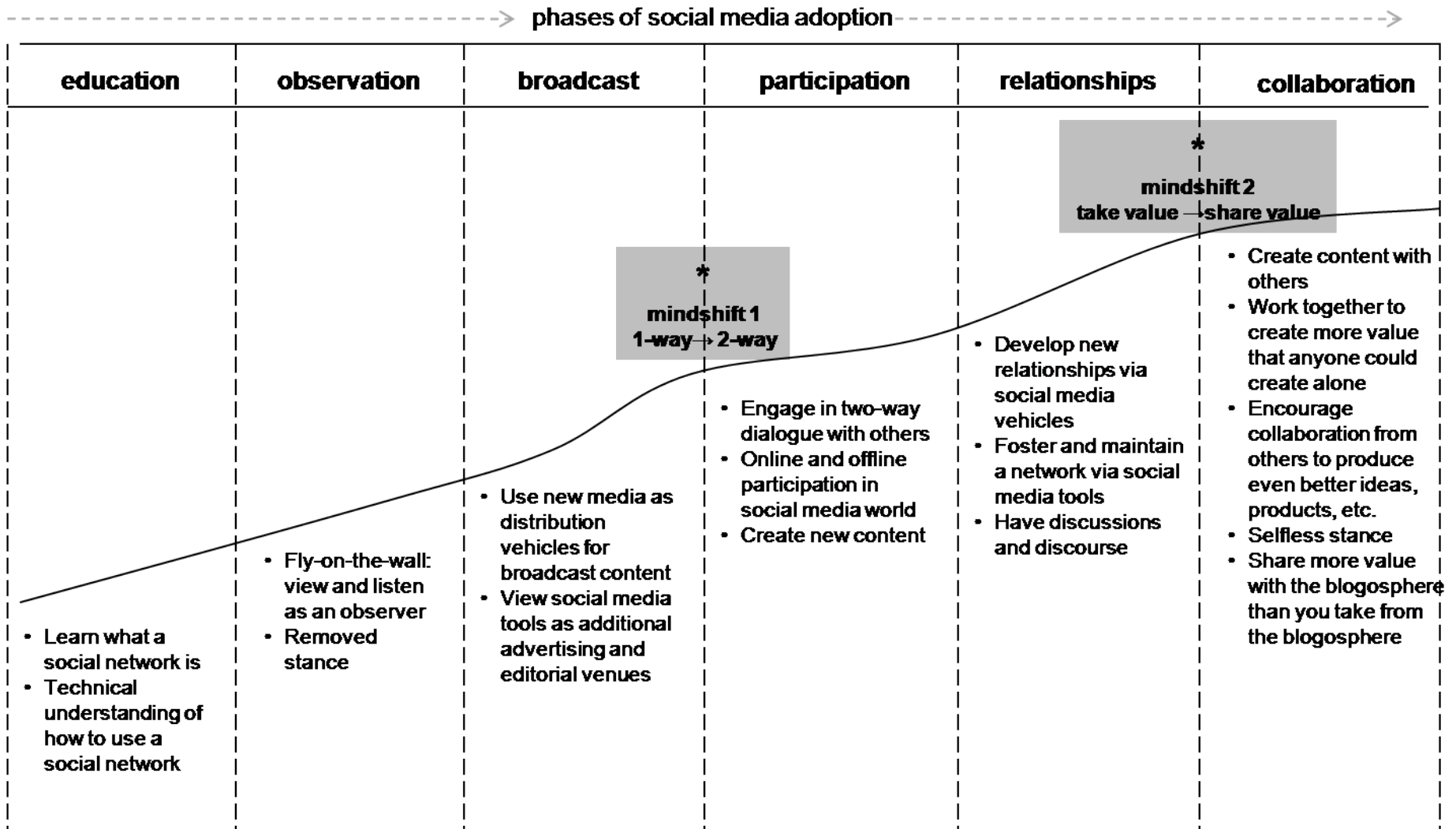
But don't insult your clients:

<http://bit.ly/144xdQ>

Public vs. private?

- Need you ask? "Sen_Schultheis: Important! Many libs and progressives attempting 2 Follow conservatives. Scrub your "followers" I blocked three more today. #tcot #redco"
- Great Herald piece:
<http://bit.ly/wh7wa> (via @mluubben!)
- It's all public! TMI! "Just got a spray tan & can't shower until Friday. But I haven't showered since Tue. I think have achieved the status of smelliest in class"

Social Media Adoption Curve



Created by Maxine Teller, 11/6/2008

Source: <http://bit.ly/12KHu0>

Tell your story...

- With links
 - Use <http://bit.ly/> to track
- With blogposts
 - Use Google analytics for metrics
- With real people

Recent examples...

- Sean Holton:

<http://bit.ly/jJYVc>

- Steve's family:

<http://bit.ly/vqBNJ>

- Dan Baum's career:

<http://bit.ly/x5ntG> &

<http://bit.ly/NTs93>

Use photos...

- Harvard study says they're the most viewed item on Facebook.
- <http://www.brightkite.com> (geo features)
- <http://www.twitpic.com>
- <http://www.flickr.com/> (searchable)
- facebook

Use tags...

- Brainstorm keywords in advance.
- Study SEO in developing them.
- Use them for blog posts, photos, hashtags.

Crosspost!

- Use TweetDeck to post to both Twitter & Facebook, plus use bit.ly
- Use HootSuite to post from more than one Twitter account
- ScribeFire for Firefox lets you blog to multiple accounts.

Tracking it...

- Google analytics for blogging
- <http://bit.ly/> for shortened URLs
- <http://search.twitter.com/> to track terms, names
- <http://twitter.grader.com/> to analyze effectiveness
- <http://www.oneriot.com/> to search across social media platforms

Continue learning...

- Mashable: <http://mashable.com/>
- Read Write Web:
<http://www.readwriteweb.com/>
- Harvard study on SN users:
<http://bit.ly/2rNVtj>
- Follow the links of others & RT them!