

2009 IADDA Conference

Social Media

Think It Through

Daphne Baille
TASC, Inc.
September 30, 2009

Social Media Examples

- Online Forums
- Blogs
- Online Business Networks
- Facebook
- Twitter

Why Social Media?

- Listen and learn
- Interact
- Invite

Social Media

=

**YOU ARE
The Media**

Don't Press "Post" Yet

Before you blog, tweet, post, or otherwise share your message with the world...

- What is your objective?
- Does your action support your organizational goals?
- What are the risks?

Strategic Communication

- Meet audiences where they are
- Reach right **people**
with right **messages**
via right **means**
at right **time**

Online Forum (sample)

06/03/09, 1:49 PM_ Quote

The Facebook debate rages on! The health care organization I work for has recently created a Facebook page. We are now debating whether or not to open up Facebook access to all employees (only the PR folks currently have access to Facebook). We are receiving lot of pushback that Facebook is a time waster, addictive, and nonproductive use of time. Of course we see it as another great tool to interact and communicate what is going on within our company.

So I'm look for the "business case" for opening up Facebook to all employees. Has anyone been successful with making the case to open up Facebook to all employees? If so, can you share examples? If not, what happened?

Report

06/04/09, 9:34 AM #2

Re: The case for Facebook

Quote

The funny thing is that they said the same thing about allowing employees to use phones and then the Internet and now...one of the IT managers I know even claims we can't allow FB at work because it was addicting so in essence, we are doing out employees a favor by banning it.

September
National Alcohol
Drug Addiction
every Month 600+

Celebrating 20 Years!

- Search...
- Recovery Month
- Room
- ers, Logos, and Flyers
- Recovery Month Kit
- Community Events
- Media
- er Newsletters
- amations
- al Topics
- ources & Science
- s for Recovery
- Treatment or Help?

JOIN THE VOICES FOR RECOVERY

Community Events

[Share/Print](#)

[Celebrate Recovery Month with the Washington Nationals](#) 329
09/06/2009 1:30 PM - 09/06/2009 5:00 PM

In celebration of Recovery Month the Washington DC recovering community will gather for an afternoon of baseball at National's Park in Washington DC

EventID #

Location: 1300 South Capitol St. SE
Washington, DC 20003
United States

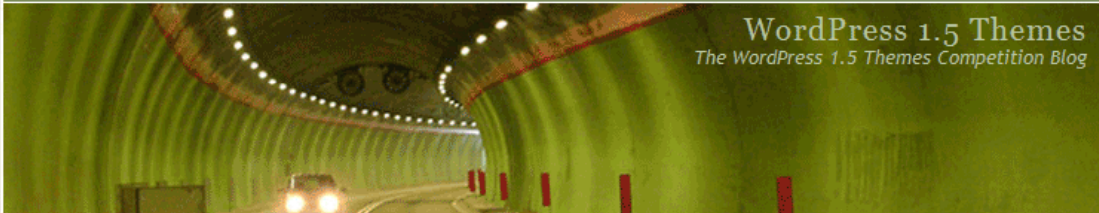
Type of Event: Baseball Game

Expected Participants: 300

Primary Contact: Bobby Coffey
5415 Connecticut Ave. NW #738
Washington, DC 20003
United States
202-288-3023
bobby_coffey@mac.com

Blog (sample)

Home | About | Archives | Links | Contact



WordPress 1.5 Themes

The WordPress 1.5 Themes Competition Blog

Thu 31 Mar 2005 **The Winners**
Posted by Alex King under [Prizes](#) , [Theme Competition](#)
[\[57\] Comments](#)

I'm pleased to announce the prize winners of year's WordPress Theme Competition. However, I'd like to offer my sincere thanks to everyone who participated in the competition and helped spread the word about it. As many people have already said, real winners here are the WordPress users who have so many great themes to choose from.

You can take a look at all of the themes using the [Theme Browser](#).

The Poobahs!

1. **Grand Poobah** - [Connections](#)
2. **Plain Ol' Poobah** - [Rin](#)
3. **Mini Poobah** - [Red Train](#)

- ✦ **Honorable Mention** - [Wuhan](#)
- ✦ **Honorable Mention** - [Orange Sky](#)
- ✦ **Honorable Mention** - [Green Marinee](#)

Most Creative Design

1. [Head](#) (in a *very* close race)

This year, the judging was done by a panel of over 20 people that I selected. Each judge was asked to distribute 50 points among the designs they felt were most deserving (based on a wide range of criteria). While many entries received votes, these designs rose to the top. I will be contacting each of the above prize winners to send them their prizes.

About the Site:

The WordPress 1.5 Themes Competition Blog

Links

- [Alex](#)
- [Carthik](#)
- [Donncha](#)
- [Dougal](#)
- [Matt](#)
- [Michel](#)
- [Mike](#)
- [Ryan](#)

Pages

- [About](#)
- [Download Themes](#)
- [Submitting a Theme](#)

Categories:

Build a Better Blog

- Read other people's blogs
- Write about what people search for
- Invite participation
- Engage those who comment
- Leverage your message through links

Ragan.com: 5 Tips For Starting, Optimizing and Promoting a Blog. Jantsch 9/22/09

Blog Do's

- **Blog regularly**
- **Invite conversation**

Mashable.com: Top 5 Business Blogging Mistakes and How to Avoid Them. Catone 9/21/09

Blog Don'ts

- Don't treat blog as a press center
- Don't bury content
- Don't expect instant satisfaction

Mashable.com: Top 5 Business Blogging Mistakes and How to Avoid Them. Catone 9/21/09

Online Business Network (sample)

The image shows a screenshot of the LinkedIn homepage. At the top left is the LinkedIn logo. To the right of the logo are navigation links: Home, What is LinkedIn?, Join Today, Sign In, and a Language dropdown menu. The main content area is divided into two columns. The left column features a headline: "Over 40 million professionals use LinkedIn to exchange information, ideas and opportunities". Below this are three bullet points with icons: "Stay informed about your contacts and industry", "Find the people & knowledge you need to achieve your goals", and "Control your professional identity online". The right column contains a "Join LinkedIn Today" registration form with fields for First Name, Last Name, Email, and Password (with a note "6 or more characters"). A green "Join Now" button is at the bottom of the form, with a link "Already on LinkedIn? Sign in." below it. Below the registration form is a search bar with the text "Search for someone by name:" and input fields for "First Name" and "Last Name", followed by a "Go" button. Underneath the search bar is a "People directory" with a list of letters from A to Z and a "more" link. At the bottom of the main content area is a disclaimer: "* By clicking Join Now, you are indicating that you have read, understood, and agree to LinkedIn's User Agreement and Privacy Policy." The footer contains a grid of links for Company, Customer Service, About LinkedIn, Learning Center, Blog, Advertising, Press, Partners, Careers, Tools, Overview, Outlook Toolbar, Browser Toolbar, Mobile, Developers, Polls, Products, LinkedIn Answers, LinkedIn Jobs, Recruiting Solutions, LinkedIn Updates, Company Directory, and Jobs Directory. Below the footer links is the copyright notice: "Copyright © 2009 LinkedIn Corporation. All rights reserved." and links to User Agreement, Privacy Policy, and Copyright Policy. A final line of text states: "Use of this site is subject to express terms of use, which prohibit commercial use of this site. By continuing past this page, you agree to abide by these terms."

Facebook Page (sample)



Become a Supporter
Add to my Page's Favorites
View Updates

President Barack Obama is the 44th President of the United States of America.

Information

Current Office
Office:
President of the United States

Supporters

6 of 6,319,279 supporters. See All

Barack Obama Become a Supporter

Wall Info Boxes Events Notes

Barack Obama Just Fans



Barack Obama



Show your support for Supreme Court Nominee, Judge Sonia Sotomayor

Source: my.barackobama.com

She's earned bipartisan praise as one of America's finest legal minds and understands how the law affects our daily lives. Please add your name to the growing list of people who support her. Early public support is crucial.

May 28 at 6:14pm · Comment · Like · Show Feedback (54,785) · Share



Barack Obama



Introducing President Obama's Supreme Court Nominee, Sonia Sotomayor

Source: my.barackobama.com

Watch a short video President Obama recorded about why he believes she'll make an excellent Supreme Court Justice. Then share the video with your friends and family.

May 26 at 3:19pm · Comment · Like · Show Feedback (31,144) · Share



Barack Obama



Organizing for America | Be There When the Fight for Health Care Reform Begins

Source: my.barackobama.com

Sign up to host or attend a health care organizing kickoff in your area on June 6th.

Facebook

- Who's using it?
- Why are people are using it?
- What about privacy?

Infoday.com: Facebook 101, Krivak

Using Facebook for Business

- Manage your profile
- Connect and share with others
- Use network, group, and fan pages

webworkerdaily.com: 32 Ways to Use Facebook for Business

Twitter

twitter Select Language ...

What is Twitter? What? Why? How? ▶ Watch a video!

Please sign in
 user name or email address:
 password:
 Remember me Sign In ▶
 Forgot password? [Click here.](#)
 Already using Twitter from your phone? [Click here.](#)

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Get Started—Join!

Twitter is the first thing on the web that I've been excited about in ages.
 Jason Kottke, Blogger

It's almost like ESP.
 Wired

When I first started doing it, I thought, 'geez, not another website to worry about updating and checking', but now I'm glad I did it.
 point_chevalier, livejournaler

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Twitter

- How does Twitter work?
- Why only 140 characters?
- How do businesses use it?

Twitter.com, Twitter 101

Twitter Do's

- Consider why you're tweeting
- Think twice about tweeting a controversial message

Ragan.com: Twitter's 10 Commandments. Saddington 9/18/09

Twitter Don'ts

- Don't tweet too much information
- Don't forget who's following you
- Don't share what's not yours to tell
- Don't argue

Ragan.com: Twitter's 10 Commandments. Saddington 9/18/09

Twitter Challenges for Companies

- It's not a strategy; it's a tool
- Who's listening?
- It could hurt credibility if used poorly

Top 10 Reasons Your Company Probably Shouldn't Tweet. B.L. Ochman

Strategic Communication

- Meet audiences where they are
- Reach right **people**
with right **messages**
via right **means**
at right **time**