

Social Media: Under Construction

Building relationships starts with a foundation



Public Relations

According to the PRSA, the definition of public relations is:

“Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance.”

& Social Media

...public relations **builds relationships** and creates an **ongoing dialogue of interaction and involvement** with an organization’s target audiences and those who influence those audiences.

www.prquickstart.org

Yes, but what is it?



Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the **construction** of words, pictures, videos and audio.

This interaction, and the manner in which information is presented, depends on the varied perspectives and "**building**" of shared meaning among communities, as people share their stories, and understandings.

-wikipedia

That's a little better...

...a social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions.

groundswell: winning in a world transformed by social technologies



So it looks
like this:

People

- Create
- Connect
- Collaborate
- React
- Organize
- Consume (quickly)



People Creating

Blogs, user-generated content, videos, photos, podcasts, etc.

- *Listen* by reading blogs that talk about your organization or company
- *Talk* by commenting
- Use Google Blog Search & Technorati
- Examples:
 - **Blogs** - tried to put them all here, but computer crashed, but here's one of our favorites
 - **Video** - YouTube (PRSA channel & MISD channel), Google Video, Metacafe, Break, Qik (Scobleizer)
 - **Photos** - Flickr, Picasa (GFW PRSA), SmugMug (MISD)
 - **Podcasts** - iTunes section of podcasts

People Connecting

Social networking & virtual worlds

- MySpace, Facebook, LinkedIn, Ning, Second Life, etc.
- Join as individual to get comfortable
- See if any groups exist in your industry - join if able
- If appropriate, companies/organizations could set-up profile

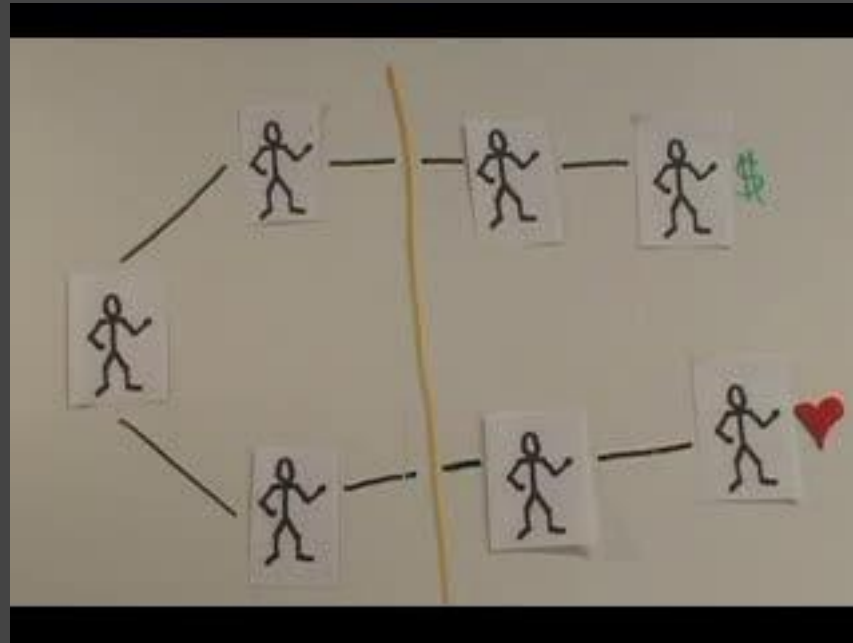
Examples:

- MySpace - Parkland Family Planning
- Microblogging - Twitter, Jaiku
- PRSA Facebook Group
- LinkedIn - Terry Morawski
- Ning.com - PR Open Mic
- Virtual Worlds - Second Life



People Connecting *continued*

Social networking the video...





www.caglecartoons.com

People Collaborating

Wikis & Open Source

- *Listen* by reading what is being said about your organization/company on Wikipedia
- Internal uses of collaborating web-based applications - Google Docs
- Examples:
 - Wikis - Social Media Training, Twittering Journalists Wiki
 - Open Source - Linux, Firefox
 - *This presentation was created in Google Docs*

People Reacting

Forums, Ratings, and Reviews

- Very common social media tool
- Great for retailers to get feedback on products
- Examples:
 - Amazon - [Groundswell book page](#)
 - eBay - [feedback on seller bakedhippies](#)
 - Wal-Mart - [Patio Set ratings/review](#)



People Organizing

Tags

- Social Bookmarking
- PR Hint - go to del.icio.us and see how and how many people have bookmarked your company/organization
- Examples: Digg, del.icio.us, StumbleUpon, YouTube, Flickr, reddit, and on most blogs

.net 2008 advertising ajax api apple architecture art article au audio blog blogging blogs book books business code
collaboration community computer cooking cool CSS culture database design development diy download economics
education energy english environment fashion fic finance firefox flash food free freeware fun funny gallery game games
google graphics green hardware health history home howto humor illustration images inspiration interesting internet
iphone java javascript jobs jquery language learning library lifehacks linux mac management marketing math media microsoft
mobile movies mp3 music news online opensource osx photo photography photos photoshop php plugin
politics portfolio productivity programming psychology python rails recipe recipes reference research resources ruby
science search security seo shopping social socialnetworking software teaching tech technology tips tool tools
toread travel tutorial tutorials tv twitter typography ubuntu video videos visualization web web2.0 webdesign
webdev wiki windows wordpress work writing youtube

People Accelerating Consumption

RSS & Widgets (gadgets)

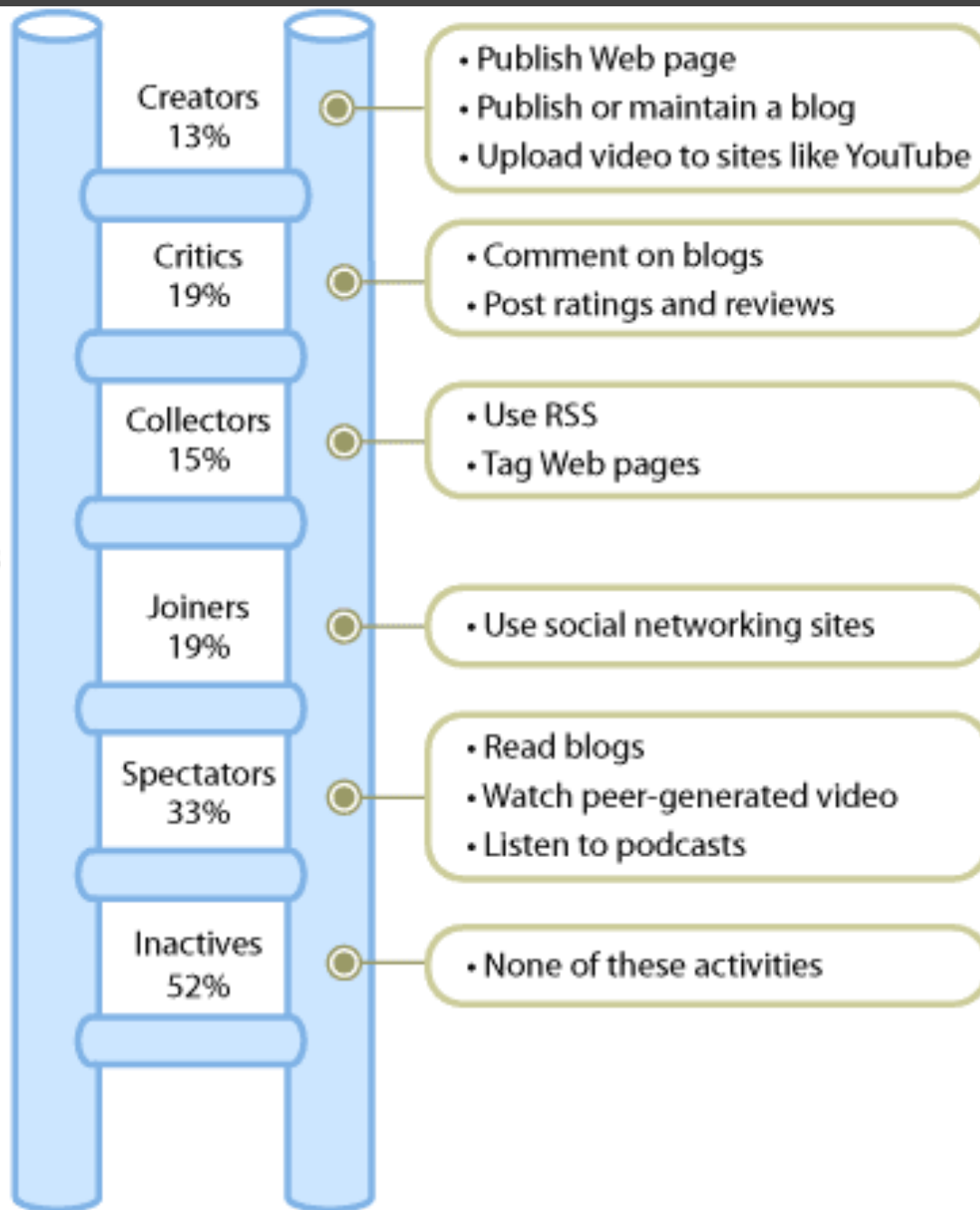
- RSS = Really Simple Syndication, basically a tool that brings you updates from blogs and other sites
- Excellent communications/marketing tool to push content
- Transmitter (RSS Feed) --> Receiver (RSS Reader)
- Examples:
 - RSS Reader - Google Reader , My Yahoo!, Bloglines, Pageflakes, many more
 - Widgets & Gadgets - Google news gadgets, ESPN Widgets

People Accelerating Consumption

RSS the video...



Segments include consumers participating in at least one of the indicated activities at least monthly



Base: US adult online consumers

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

It's the People

the new communication model
is a *dialogue*

we should be talking *with* our
people not *at* our people

which means it's...

transparent

inclusive

authentic

vibrant

sincere

consumer-driven

and it's **NOT** going to always be...

controlled

exclusive

manufactured

product-driven

"on message"

"Content is the new democracy and we the people, are ensuring that our voices are heard."

Brian Solis, "The Social Media Manifesto"

"Electric communication will never be a substitute for the face of someone who with their soul encourages another person to be brave and true."

Charles Dickens

your hosts

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