

**Social Media  
is a  
Cocktail Party**



[IgniteSocialMedia.com](http://IgniteSocialMedia.com)

# How Did We Get Here?

# Social Media Assessment

1. You've created a Facebook profile.
2. You've watched a YouTube video.
3. You have created a blog.
4. You've used Twitter in the last 60 days.
5. You've ever created or posted to a Wiki.
6. You've posted pictures to a photo sharing website (ex. Flickr)
7. You know what an RSS feed stands for.
8. You use an RSS feed reader to monitor your brand.
9. You have submitted a story to Digg or StumbleUpon.
10. You have created or listened to a podcast.

# 11 Cocktail Party Rules

# You're invited. Come in.

- The party goes on with or without you. Your brand is already there, when are you joining?

The screenshot shows the Tech News Watch website. At the top, there are navigation links: SUBSCRIBE, HELP, LOG IN, FORUM, COMMUNITY, GEEKS. Below this is a banner for Norton Internet Security 2009. The main content area features a news item titled "New Tool Improves Software Translation" by Lockergnome, dated Wednesday, February 25th, 2009. Below the news item is a search bar with the text "6 results found for 'nc state' computer science". The search results include "Nc State Computer Science" and "NC State". There are also sponsored results for "Degree Programs At DeVry".

The screenshot shows search results for "kryptonite lock". The top result is "Kryptonite Locks" with a star rating. Below it are links for "U-Locks", "Products", "Key Registration", "Customer Service", "Cables", "Chains", "Where To Buy", and "Outlet". There are also links for "More results from kryptonitelock.com". The next result is "Kryptonite Locks - Products - Bicycle Products" with a description and a link to a product list. Below that are two YouTube results: "YouTube - kryptonite lock 1" and "YouTube - how to break a kryptonite lock". There are also shopping results for "Kryptonite Keeper STD Bike U-Lock", "KRYPTONITE Kryptonite 4 X 9 U-Lock", and "Kryptonite New York Fahgettaboudit U-Lock". The next result is "Kryptonite lock - Wikipedia, the free encyclopedia". Below that is a result titled "Debunking the myth of Kryptonite Locks and the Blogosphere" from Intuitive. The next result is "Twist a Pen, Open a Lock" from Network Security. The final result is "Micro Persuasion: Kryptonite Lock's Blog Crisis Leaps into the Press". Red arrows point to the YouTube results, the Wikipedia result, the Intuitive result, the Network Security result, and the Micro Persuasion result.

# Listen First. Talk Later.

- The best listeners make the best talkers.

The image displays two overlapping web interfaces. The background interface is Google Reader, showing a list of subscriptions on the left and a main content area with articles like "NPD Report 63% of Americans Playing Video Games" and "IceRocket blog search: 'Ignite Social Media' (52)". The foreground interface is BuzzMonitor DemoSite, which shows a list of sources on the left, a central "All articles" section with featured posts such as "Britney Spears Donates \$25000 To Idol Gives Back" and "In which the terrible reality of life in Africa hits home", and a right-hand sidebar with "Top 4 Tags" and "Top Tags" including "Africa Aids Blogs" and "Malaria Pulse".

# Act Naturally.

- Talk with people, not at people.

The image displays two overlapping screenshots of web pages. The background screenshot is the Ustream website, featuring a live broadcast from Sun Microsystems with two people on stage. The foreground screenshot is the BlogTalkRadio website, which includes a search bar, navigation menu, and featured content sections. The BlogTalkRadio page highlights a '2008 Webware 100 Audio Category Award Winner' and features several authors and their works, such as 'The Deal with Leyla' and 'Happy at Work'.

# Different Places = Different Faces

- You wouldn't wear a tuxedo to a pool party, would you?

A screenshot of a Facebook profile for Jim Tobin. The profile includes a search bar, a navigation menu with options like Photos, Groups, Events, Marketplace, SuperPoke!, and Free Gifts, and a main content area. The main content area shows a profile picture of Jim Tobin, a post from 23 hours ago saying "thanks @marc1919 for the shout out on our post.", and a Mini-Feed section with a "Display" dropdown menu. Below the Mini-Feed, there are several user avatars and names, including "Jim", "Jim fav", "Jim fred", "Jim http", and "Jim now".

A screenshot of a LinkedIn profile for Jim Tobin. The profile includes a header with the name "Jim Tobin", a profile picture, and a headline "Social Media Marketer, Advertiser, PR Strategist" and location "Raleigh-Durham, North Carolina Area". Below the header, there are two main sections: "Current" and "Past". The "Current" section lists "President at Ignite Social Media" and "Partner; Manager of NC Office at Brogan & Partners Convergence Marketing". The "Past" section lists "Senior Vice President, Public Affairs at Michigan Economic Development Corporation", "Director, Political Action Committee at National Association of Life Underwriters (now NAIFA)", and "Associate Director, Communications and Member Services at Association of Health Insurance Agents". The "Education" section lists "Univ of Chicago Graduate School of Business", "The American University", and "Duke University". On the right side, there are buttons for "Contact Directly" and "Get introduced through a connection". Below these, there is a section for "Public profile powered by: Linked in" with a link to "Create a public profile: Sign In or Join Now". At the bottom right, there is a section for "View Jim's full profile:" with a list of actions: "See who you and Jim Tobin know in common", "Get introduced to Jim Tobin", and "Contact Jim Tobin directly". A yellow button labeled "View Full Profile" is located at the bottom right of the profile.

# It's Not All About You.

- If you only talk about yourself, you'll only be talking to yourself.

The screenshot shows the Digg website interface. At the top, there's a navigation bar with 'My Profile', 'Friends' Activity 13', 'Submit New', and 'Logout'. Below that, there are tabs for 'All', 'News', 'Videos', 'Images', 'Podcasts', and 'Customize'. A secondary navigation bar lists categories like 'Technology', 'World & Business', 'Science', 'Gaming', 'Lifestyle', 'Entertainment', 'Sports', and 'Driftbeat'. The main content area is titled 'News, Videos, Images' and includes sorting options: 'Most Recent', 'Top in 24hr', '7 Days', '30 Days', and '365 Days'. A message from the Digg Crew is visible. Three news items are listed:

- 92 diggs** **Author Pratchett has Alzheimer's**  
news.bbc.co.uk — Author Terry Pratchett is suffering from a rare form of early Alzheimer's disease, it has been revealed. [More...](#) (World News)  
16 Comments | Share | Blury | adrian57 made popular **6 min ago**
- 119 diggs** **New Google Analytics features !!!**  
adviso.ca — I was browsing my Google Analytics account and just found out that the new features are now available. One cool feature is the possibility in the new Beta Graph Mode to compare two metrics such as Visits and Bounce Rate, etc. [More...](#) (Tech Industry News)  
16 Comments | Share | Blury | diggshot made popular **16 min ago**
- 137 diggs** **The worst box art of 2007**  
gamesradar.com — Designing a box for a game is tough. With one image, you need to stand out on the shelf, catch the eye of the casual consumer and convince them that your game is worth their money. Some games get it

On the right side, there's a 'Top in All Topics' section with items like 'Super...', 'CIA T...', and 'How E...'.

The screenshot shows a Delicious bookmarks page for user 'jtobin57'. The page title is 'jtobin57's Bookmarks' and it includes links for 'Bookmarks', 'Network', 'Tags', and 'Subscriptions'. A search bar is present with the text 'Type a tag'. The page shows a list of 27 bookmarks, sorted by 'Most Recent'. The visible items are:

- 11 OCT 08** **15 Tools for Monitoring a Website's Popularity - Six Revisions** SAVE **905**  
social media socialmedia
- 02 OCT 08** **Bloggers Increase HP Laptop Sales 85%** SAVE **20**  
good case study
- 06 SEP 08** **A List of Social Media Marketing Examples** SAVE **49**  
very good list by Peter Kim
- 01 SEP 08** **ICMI - Sprint Fires Its Customers** SAVE **2**  
Sprint fires customers because they call customer service too much
- 03 AUG 08** **Social Network Stats: Facebook, MySpace, Reunion (Jan, 2008)** SAVE **304**  
socialmedia socialnetworking socialnetworks myspace facebook stats
- 25 JUL 08** **Surprise! Google Says The Web Is Really, Really Big** SAVE **3**  
Google has now indexed 1,000,000,000,000 unique URLs. That's 1 Trillion.
- 21 JUL 08** **f | Forrester Report: Best And Worst Of Social Network Marketing, 2008** SAVE **371**  
50 Ways to use Social Media, listed by Objective  
good list of social media tactics  
socialmediamarketing
- 20 JUL 08** **Social media in the Inc 500** SAVE **83**  
social media
- 24 JUN 08** **Defining Health 2.0 ← SocialButterfly.** SAVE **8**  
health care social media

# People Can Smell Fake.

- And it doesn't smell good.

## PR firm admits it's behind Wal-Mart blogs

Sites that appeared to be grass-roots support for retailer revealed to be backed by Edelman employees.

Before Thursday, the authors of the blogs were not disclosed. But Web critics had been skeptical of claims that the blogs were grass-roots efforts, and pushed for greater transparency.

"In response to comments and emails, we've added author bylines to blog posts here at forwalmart.com," said a recent post to the site.

Recent entries on Working Families for Wal-Mart are now attributed to "Miranda," and a click reveals that this is M employee.



## Whole Foods CEO Apology Followed By Internal Investigation

By Adario Strange  July 18, 2007 | 9:33:58 AM Categories: [Legal](#)

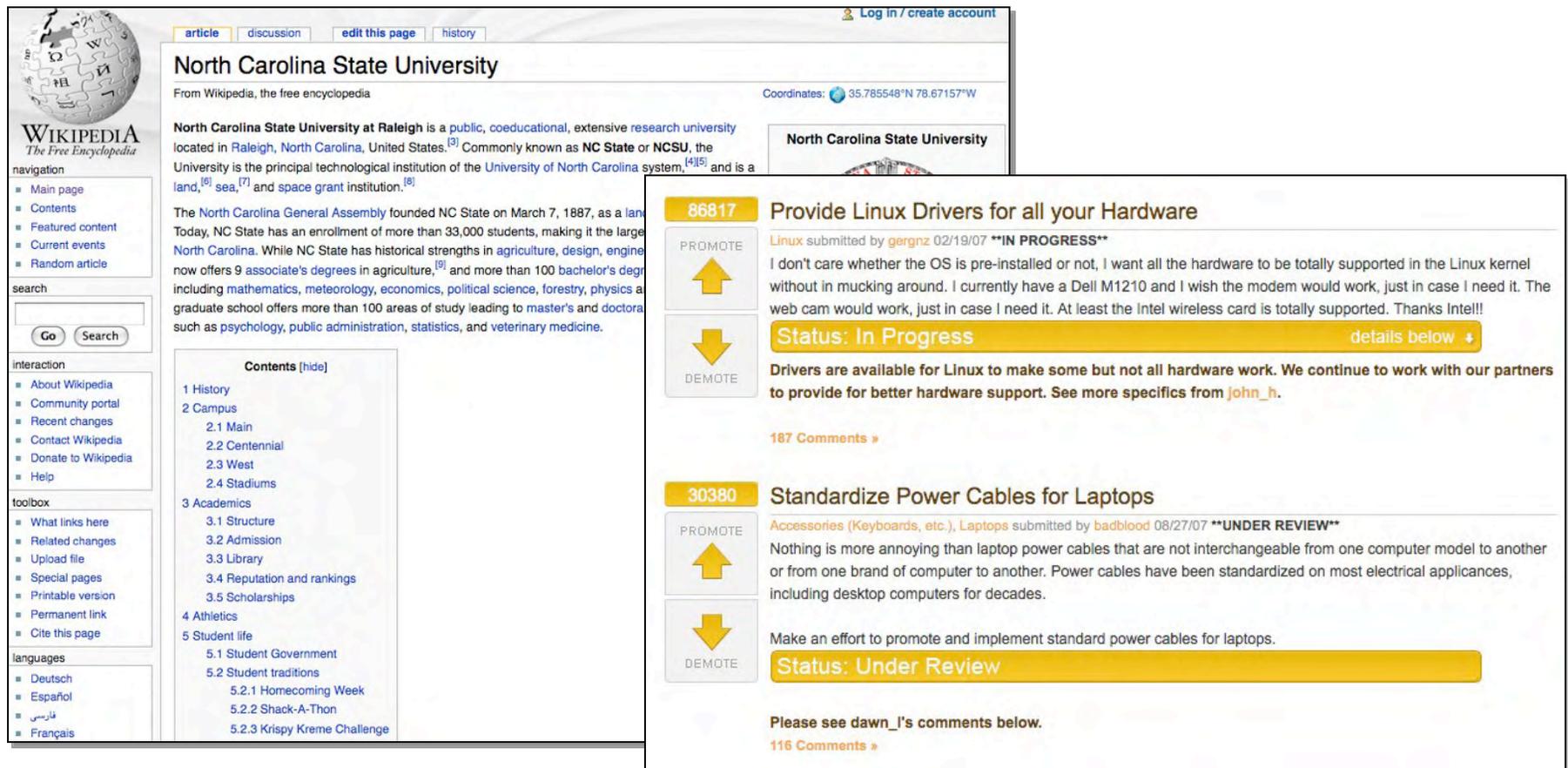
Following [the controversy](#) regarding his anonymous Yahoo Internet postings, yesterday Whole Food CEO John Mackey released the following apology [statement](#) "I sincerely apologize to all Whole Foods Market stakeholders for my error in judgment in anonymously participating on online financial message boards. I am very sorry and I ask our stakeholders to please forgive me."

A nice start, but that didn't stop the company's Board of Directors from launching an internal investigation of the matter (likely spurred on by the [SEC inquiries](#)). The company's "special committee" has reportedly retained law firm [Munger, Tolles & Olson](#) LLP to oversee its efforts during the investigation. Predictably, all



# Play Nice. Share.

- Friends share information, even if it doesn't help them directly.



The image shows a screenshot of the Wikipedia article for North Carolina State University. The article text is partially visible, describing the university's location and history. Overlaid on the right side of the screenshot is a comment from a user named 'gergnz' with ID 86817. The comment is titled 'Provide Linux Drivers for all your Hardware' and is marked as 'IN PROGRESS'. Below it is another comment from 'badblood' with ID 30380, titled 'Standardize Power Cables for Laptops', which is marked as 'UNDER REVIEW'. The comment overlay includes 'PROMOTE' and 'DEMOTE' buttons for each comment, along with a 'Status' bar and a 'Comments' link.

**86817** Provide Linux Drivers for all your Hardware  
Linux submitted by [gergnz](#) 02/19/07 **\*\*IN PROGRESS\*\***  
I don't care whether the OS is pre-installed or not, I want all the hardware to be totally supported in the Linux kernel without in mucking around. I currently have a Dell M1210 and I wish the modem would work, just in case I need it. The web cam would work, just in case I need it. At least the Intel wireless card is totally supported. Thanks Intel!!!  
**Status: In Progress** details below  
Drivers are available for Linux to make some but not all hardware work. We continue to work with our partners to provide for better hardware support. See more specifics from [John\\_h](#).  
187 Comments »

**30380** Standardize Power Cables for Laptops  
Accessories (Keyboards, etc.), Laptops submitted by [badblood](#) 08/27/07 **\*\*UNDER REVIEW\*\***  
Nothing is more annoying than laptop power cables that are not interchangeable from one computer model to another or from one brand of computer to another. Power cables have been standardized on most electrical appliances, including desktop computers for decades.  
Make an effort to promote and implement standard power cables for laptops.  
**Status: Under Review**  
Please see [dawn\\_l](#)'s comments below.  
116 Comments »

# Context is Key

- Help people when they want to be helped. Stop interrupting.



## Customer Reviews

### Highway Design and Traffic Safety Engineering Handbook



32 of 34 people found the following review helpful:

★★★★★ **Essential reading for traffic engineers**, September 5, 199

By **A Customer**

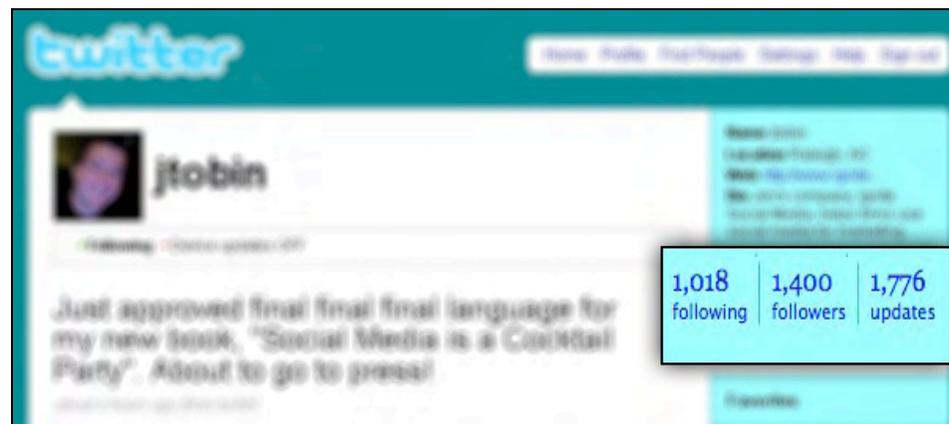
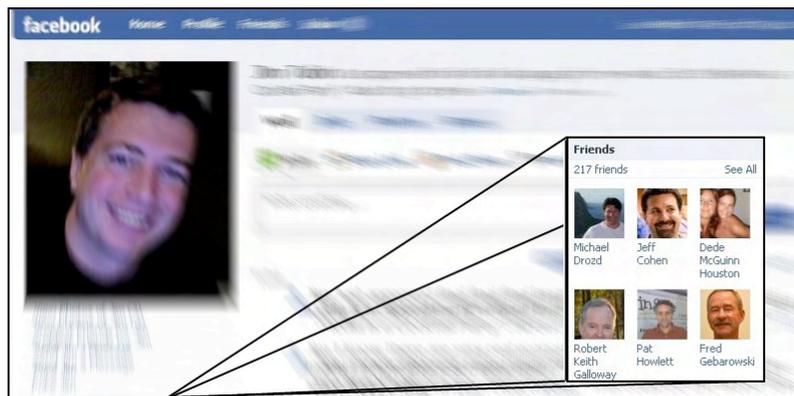
HIGHWAY DESIGN AND TRAFFIC SAFETY ENGINEERING HANDBOOK Rue  
Theodor Mailaender

Most geometric designers believe that, if they have the Green Book a  
Manual on their bookshelves, they don't need anything more other th  
Geometric Design Manual. Wrong - this belief is about as useful as bel  
four-leaf clover. McGraw-Hill has just published a new book, authored  
Psarianos, Theodor Mailander et al. It contains 26 chapters running to  
can be bought from [www.amazon.com](http://www.amazon.com). For any designer who is really

A screenshot of the Ignite Social Media website. The header features the 'ignite SOCIAL MEDIA' logo with the tagline 'the original social media agencySM' and navigation links for 'HOME', 'BLOG', 'ABOUT IGNITE', 'SERVICES', 'IGNITE NEWS', and 'ARCHIVES'. The main content area displays a blog post titled '25 Social Media Buzzwords...Explained (Part I of II)' dated March 19, 2008, by a user with a profile picture. The post text reads: 'In December, as part of a tongue-in-cheek print ad, we listed 25 social media buzzwords that make you feel cool if you say them. Surprisingly, that post still gets a fair amount of traffic, and with so many people new to social media, we still get questions about, "What do these all mean?" The most recent request for definitions was just last night. So, without further adieu, here are my brief definitions in layman's terms. We'll make this like a quiz in reverse. How did I do? Think I missed the point on any of them? Let me know in the comments.'

# Build a Friend Base

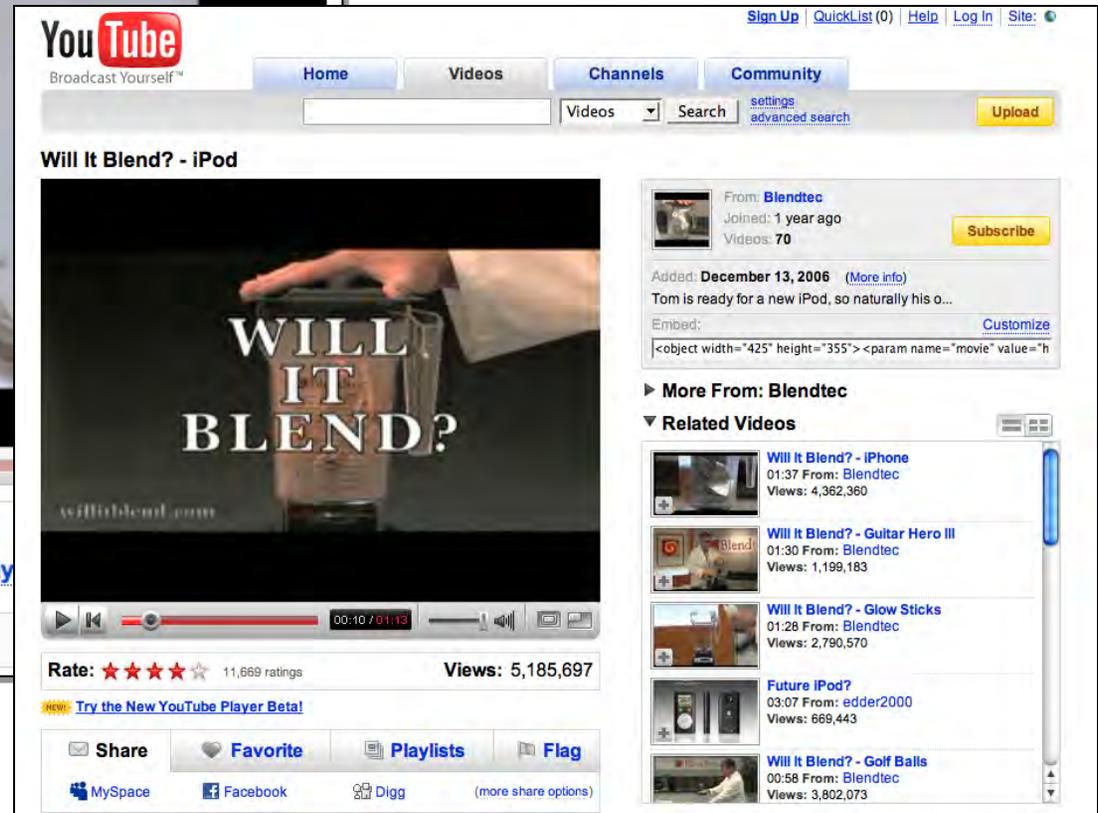
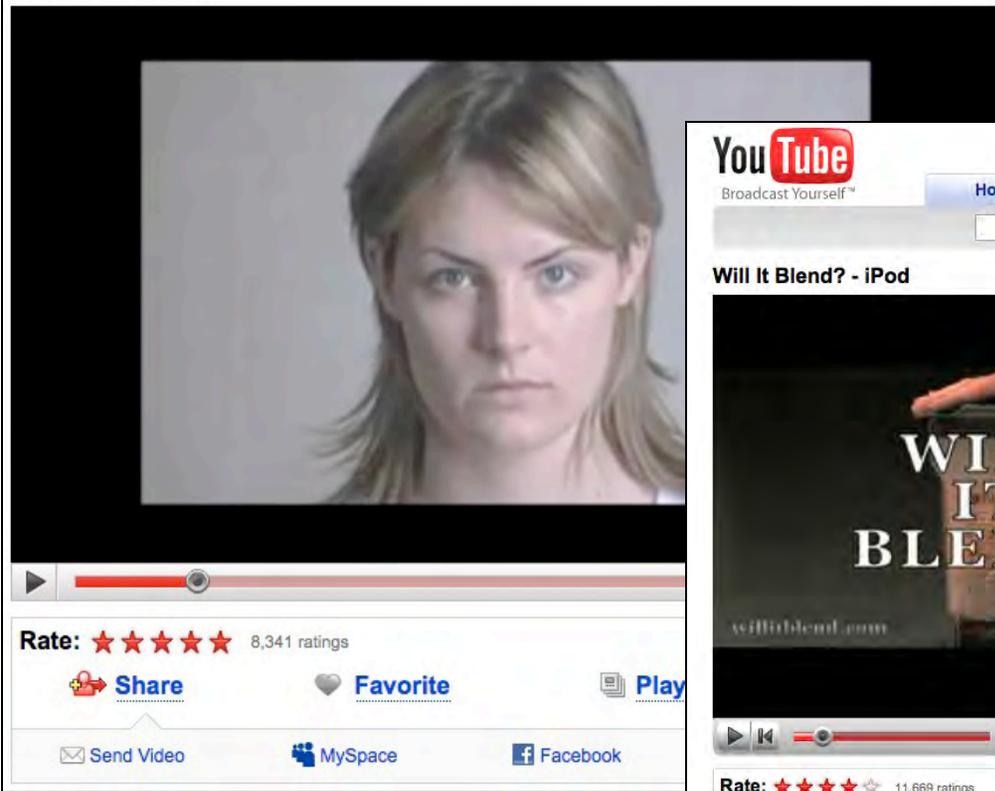
- Friends don't let friends suffer online.



# Be Interesting

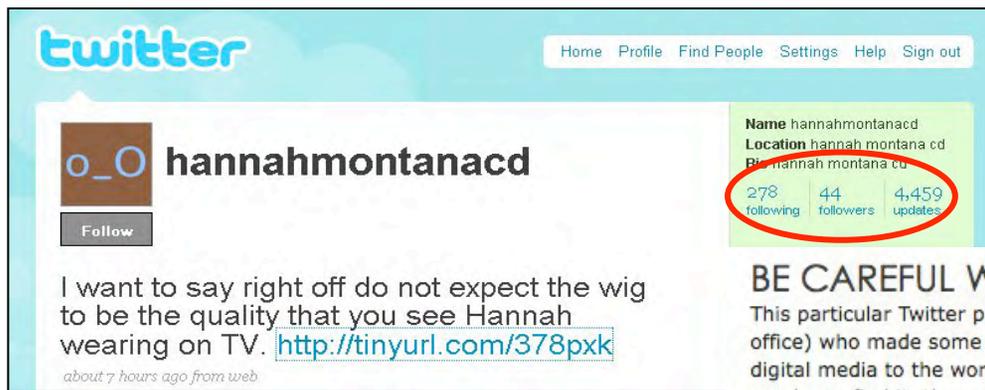
- Be remembered. Be discussed. Be shared.

dove evolution

A screenshot of a YouTube video page for "Will It Blend? - iPod". The video shows a hand holding a blender jar with the text "WILL IT BLEND?" overlaid. The page includes the YouTube logo, navigation tabs (Home, Videos, Channels, Community), a search bar, and a video player with a progress bar. Below the video are ratings (11,669), views (5,185,697), and social sharing options (Share, Favorite, Playlists, Flag, MySpace, Facebook, Digg). A sidebar on the right shows the channel "Blendtec" and a list of related videos.

# Lastly: Don't Drink Too Much

- The guy with the lampshade on his head is never the coolest person in the room.

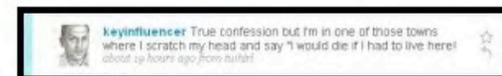


## BE CAREFUL WHAT YOU POST

This particular Twitter posting came back to bite the agency person from Ketchum (New York office) who made some unflattering remarks about Memphis this morning before he presented on digital media to the worldwide communications group at FedEx (150+) people. Not only did an employee find it, they were totally offended by it and responded to the agency person. The kicker is that they copied the FedEx Corporate Vice President, Vice President, Directors and all management of FedEx's communication department AND the chain of command at Ketchum. Mr. Andrews, the Ketchum presenter, did not take into account that many FedExers are native Memphians and are feircely defensive of their city and their company.

Mr. Andrews,

If I interpret your post correctly, these are your comments about Memphis a few hours after arriving in the global headquarters city of one of your key and lucrative clients, and the home of arguably one of the most important entrepreneurs in the history of business, FedEx founder Fred Smith.



Many of my peers and I feel this is inappropriate. We do not know the total millions of dollars FedEx Corporation pays Ketchum annually for the valuable and important work your company does for us around the globe. We are confident however, it is enough to expect a greater level of respect and awareness from someone in your position as a vice president at a major global player in your industry. A hazard of social networking is people will read what you write.

Not knowing exactly what prompted your comments. I will admit the area around our



# **Benefits of Social Media**

# Real Time Communication

## mathewingram.com/work

.. at the intersection of media, technology, business and the web

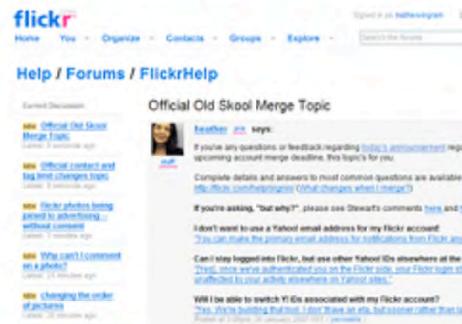
### Flickr faithful foam over faulty feature

by MATHEW on JANUARY 31, 2007 • COMMENTS

It's been like watching a pot bubble over on the stove today, watching the pissed-off Flickr fans — including prominent blogger and Zoomr CEO [Thomas Hawk](#) — venting about having to switch to a Yahoo login. A simple enough thing, right? Stop using the Flickr login and start using a Yahoo one. I did it months ago, and it really wasn't a big deal. I had a Yahoo login from way back when I used to use My Yahoo as a home page, and so it was a slam-dunk.

Many of the people on the [forums at Flickr](#) have said the same thing — big deal, get over it you big babies, Flickr is owned by Yahoo now, they've been saying for months that this would happen, etc., etc. And all of that is true. But it also doesn't help the die-hard Flickr fans from the "Old Skool" who have been there since it was a startup (started in Vancouver, incidentally) and feel like they are getting the short end of the stick from big, bad Yahoo.

This has obviously created an opportunity for some other photo sites, one of which is offering Flickr "refugees" a discount to move their accounts over, out more than anything the 10 pages



The screenshot shows the Flickr website interface. At the top, there's a navigation bar with links for Home, You, Organizer, Contacts, Groups, and Explore. Below that is a search bar and a "Sign in on mathewingram" link. The main content area is titled "Help / Forums / FlickrHelp" and features a "Latest Discussions" section. The top discussion is "Official Old Skool Merge Topic" by user "mathew". The post content includes a link to a help page and a note about the Yahoo merger. Other discussions listed include "Official contact and log link changes help", "Flickr photos being used to advertise without consent", "Why can't I comment on a photo?", and "changing the order of pictures".



To search, type and hit enter

#### RECENT POSTS

- [The Agenda: Transparency and government](#)
- [Are comments valuable or a waste of time? Yes](#)
- [NYT, Google exec go hyper-local](#)
- [The Policy Wiki: A new issue — climate change](#)

# Crisis Communication

## Comcast Must Die

### Blog Archive

- 2008 (19)
  - ▼ May (3)
    - Internet Problems HERE
    - Phone Problems HERE
    - Your TV Problems HERE
  - March (4)
  - February (3)
  - January (9)
- 2007 (47)

### Contributors

Comcast Must Die  
Bob Garfield

Sunday, March 2, 2008

### Customer Disservice

Leave a comment with your own personal Comcast nightmare. Don't forget to include your account number (but no other personal information.) Comcast has been extremely good at following up on these complaints.

Posted by Bob Garfield at 2:34 PM

1067 comments:

Anonymous said...

1 - 200 of 1067 [Newer](#) [Newer](#)

I would just like to know why it is that only Cable companies have the horrible policy of giving you a three hour window for appointments? As a person who works the normal Monday - Friday work week this is incredibly inconvenient. Even if I get the earliest time slot (8-11), 90% of the time they show up at 11 a.m. and I've just had to take a half day of vacation from work!

March 2, 2008 4:35 PM

Anonymous said...

Hello,

I no longer have a Comcast account number because I've left and never looked back. I did, however, want to tell my story. I find it really sad that this company operates like this and it requires a blog that they don't even operate to potentially get things done. I have never received such shoddy and incompetent customer service in my entire life. My husband and I moved to Maryland about 5 years ago and arranged to have Comcast come to the house to set up the cable and internet service. The previous owners already had Comcast and we didn't want any additional service, just switching

# Provides Human Experience

The screenshot shows the Twitter profile of RichardatDELL. The profile includes a profile picture of a person in a yellow jacket, the name 'RichardatDELL', and a 'Follow' button. The bio states 'member of Dell's social media team. DO NOT AUTO DM me'. Statistics show 5,102 following, 4,788 followers, and 5,629 updates. The main tweet is a reply to @Debbas, containing the text '@Debbas here is one of the things we are doing: http://www.regeneration.org/' and is timestamped '2 minutes ago from web in reply to Debbas'. Below the tweet are two replies: one from @jamiégourlay and another from 'from zdnet' with two tinyurl links. The right sidebar contains sections for 'Updates', 'Favorites', 'Actions' (with a 'block RichardatDELL' option), and 'Following' (with a grid of user avatars).

**twitter** Home Find People Help Sign out Trends Search now

**RichardatDELL** Follow

**Name** RichardatDELL  
**Location** Austin, TX  
**Web** <http://richardatD...>  
**Bio** member of Dell's social media team. DO NOT AUTO DM me

5,102 following 4,788 followers 5,629 updates

**Updates**

**Favorites**

**Actions**  
block RichardatDELL

**Following**

**@Debbas** here is one of the things we are doing:  
<http://www.regeneration.org/>  
*2 minutes ago from web in reply to Debbas*

**@jamiégourlay** very cool. thanks for following and looking forward to more :-)  
*about 2 hours ago from web in reply to jamiégourlay*

how about Dell laptops bullet proofed, so to speak :-)  
<http://tinyurl.com/cm95fj> or direct2dell <http://tinyurl.com/afufpj>  
*about 6 hours ago from web*

**@akarlin** looking forward to meeting



# Low-cost Reach

The screenshot shows a YouTube video player for the video "Will It Blend? - iPod". The video player is the central focus, showing a hand holding a blender jar with the text "WILL IT BLEND?" overlaid. Below the video player, there is a rating section with 11,669 ratings and a view count of 5,185,697. To the right of the video player, there is a channel information box for "Blendtec", which includes a "Subscribe" button and a "More info" link. Below the channel information, there is a section for "More From: Blendtec" and a "Related Videos" section with five video thumbnails and their respective titles and view counts. At the bottom of the page, there are social media sharing options for MySpace, Facebook, and Digg.

**You Tube** Broadcast Yourself™ [Sign Up](#) [QuickList \(0\)](#) [Help](#) [Log In](#) [Site:](#)

[Home](#) [Videos](#) [Channels](#) [Community](#)

Search [settings](#) [advanced search](#) [Upload](#)

### Will It Blend? - iPod

From: **Blendtec**  
Joined: 1 year ago  
Videos: 70 [Subscribe](#)

Added: **December 13, 2006** ([More info](#))  
Tom is ready for a new iPod, so naturally his o...  
Embed: [Customize](#)  
<object width="425" height="355"><param name="movie" value="h

► **More From: Blendtec**

▼ **Related Videos**

- [Will It Blend? - iPhone](#)  
01:37 From: Blendtec  
Views: 4,362,360
- [Will It Blend? - Guitar Hero III](#)  
01:30 From: Blendtec  
Views: 1,199,183
- [Will It Blend? - Glow Sticks](#)  
01:28 From: Blendtec  
Views: 2,790,570
- [Future iPod?](#)  
03:07 From: edder2000  
Views: 669,443
- [Will It Blend? - Golf Balls](#)  
00:58 From: Blendtec  
Views: 3,802,073

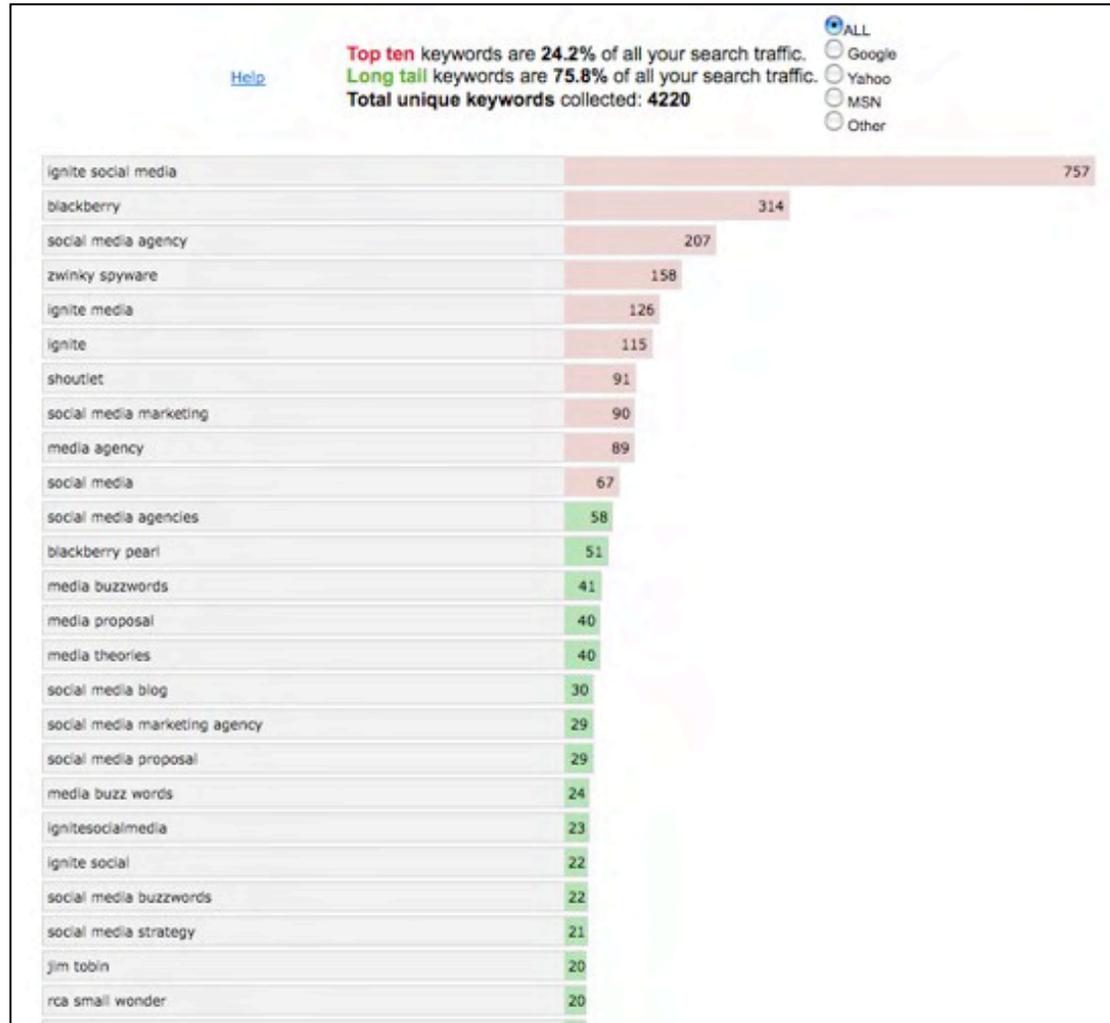
**Rate:** ★★★★★ 11,669 ratings **Views:** 5,185,697

[Try the New YouTube Player Beta!](#)

[Share](#) [Favorite](#) [Playlists](#) [Flag](#)

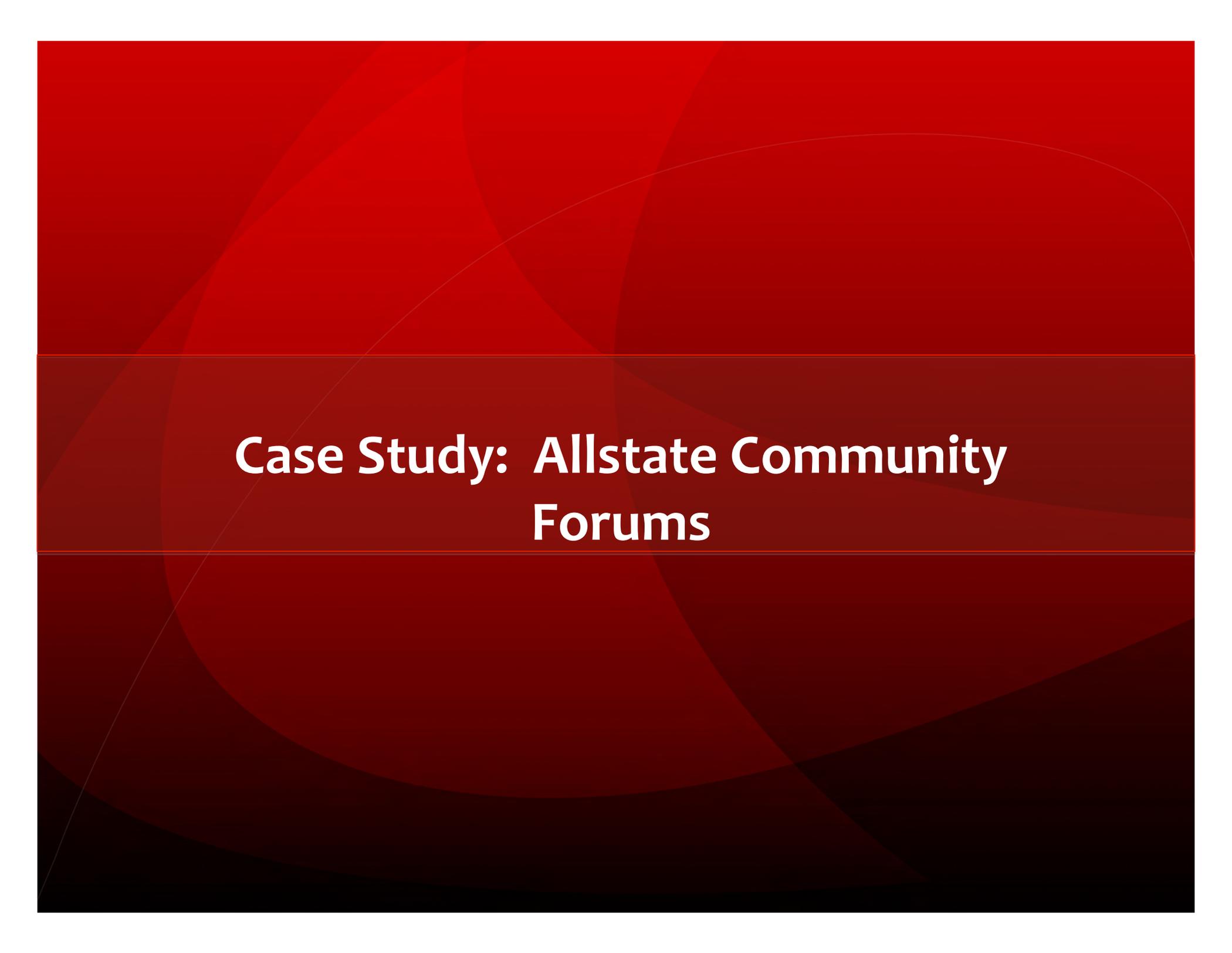
[MySpace](#) [Facebook](#) [Digg](#) (more share options)

# Search Engine Optimization



The background is a solid red color with several large, overlapping, semi-transparent red shapes that create a layered, abstract effect. The shapes are roughly circular or oval in form, with varying opacities that allow the underlying red to show through, creating a sense of depth and movement. The overall aesthetic is modern and minimalist.

# **Success (and Failure) with Social Media**

The background is a solid red color with a gradient that is darker at the bottom. There are several large, overlapping, semi-transparent circular and oval shapes in various shades of red and dark red, creating a layered, abstract effect.

# **Case Study: Allstate Community Forums**

# All State Community Forums: Listen, Talk, Share

**Allstate.**  
You're in good hands.

Find an Agent En Español Contact Us Privacy Statement Site Map

SEARCH

ALLSTATE PRODUCTS CLAIMS CUSTOMER CARE TOOLS & RESOURCES ABOUT ALLSTATE

Allstate Community Forums Go To...

Register Sign In Help Browse All Boards

Community Options

**LISTEN. TALK. SHARE.**  
Welcome to the Allstate Community Forums - an online community just for you! Here you can share your thoughts and opinions about various topics and see what others just like you have to say.

» REGISTER NOW OR » SIGN IN NOW

**POPULAR TOPICS** See what others are saying...

**Teen Driving >>**  
Teen drivers (and parents of teen drivers) face difficult issues. This forum is the place to ask questions and get answers to help you tackle the challenges you face every day.

**Financial Matters / Retirement >>**  
Share your ideas in this forum on how to make the most of your money - from getting out of debt to creating a savings plan that works for you.

**Today's Hot Topic >>**  
Each and every day there's a new hot topic to discuss. Check this forum each day to see what popular discussion is underway and share your point of view.

**Quick Links**

- Register
- Sign In
- User Guidelines
- Terms of Use

**Users Online**

**CURRENTLY ONLINE:**  
There are currently 4 guests online

# What Went Wrong?

**HOT TOPIC >> How's your fantasy football team doing?**

Latest Post: 12-18-2008    Number of Posts: 1

 **Marcia**  
Posts: 73  
Registered: 12-17-2007

It's getting close to playoff time for fantasy football leagues everywhere. Is your team in the hunt? How do you like your chances heading into the playoffs? Have there been any players on your teams that are huge surprises or giant disappointments?

[BROWSE ALL BOARDS >>](#)

**Lack of focus and irrelevant posts**

**What is your favorite gospel song of all time?** [Options](#)

**MOD Marcia**  
Moderator  
Posts: 74  
Registered: 12-17-2007

Gospel, like ~~no other music genre~~, has produced songs that stand the test of time. With all the wonderful and inspirational songs out there, it may be hard to settle on a favorite. But there is usually one song that truly speaks to you more than others.

What is your favorite gospel song of all time?



**Re: Can anyone at Allstate help a customer of 17 years ??????** [Options](#)

**ignorebio**  
Newbie  
Posts: 3  
Registered: 10-14-2008



I hope things have gotten better for you since this post. I have also had a horrifying experience with respect to Allstate and claims settlement. It has been 31 days for me and I know nothing more today than I did the day 75 mph wind gusts destroyed my home.

You might want to send a registered letter to Thomas Wilson at the address listed below:

The Allstate Corporation  
Thomas J. Wilson  
Allstate Insurance Company

Message 4 of 6

**Impersonal or no response to customer concerns**

**Not listening to what users want to talk about**

	How do you escape the winter blahs?	4	<b>MOD Marcia</b>
	High Insurance Rates [ 1 2 ]	12	funkytee
	What do you do to celebrate Black History month?	0	<b>MOD Marcia</b>

# Revamping Allstate's Engagement



1

Listen to  
Consumer



2

Use or support Allstate's  
"Stand" mass media campaign



3

Talk about topics  
that are on brand

# Case Study: A Powerful Noise

# Case Study: A Powerful Noise

## Visual Petition Widget

- 36,275 views
- Over 500 signed the Visual Petition
- 541 installs of the widget in just 3 weeks



RAISE YOUR VOICE BY SIGNING THIS VISUAL PETITION FOR GLOBAL WOMEN'S RIGHTS.  
ADD YOUR NAME AND PHOTO TO THIS MOSAIC OF POWERFUL IDEAS BY CLICKING THE "ADD YOUR VOICE" BUTTON IN THE WIDGET ABOVE. LET US KNOW WHAT YOU STAND FOR AND HELP US TO CREATE A POWERFUL NOISE, UNITED TOGETHER.

Updated every hour



# Case Study: A Powerful Noise

## Visual Petition and Event Blog Coverage

- Coverage on multiple blogs helped drive readers to the visual petition and event page

**GIRLdrive**  
criss-crossing america, redefining feminism

THURSDAY, FEBRUARY 19, 2009

**This Is Awesome**

*The Impact of One Voice.  
The Power of Many.*

*I've added my voice.  
Add Yours!*

**A POWERFUL NOISE Live**  
A ONE NIGHT EVENT  
Thursday, March 5th

Watch the Trailer Buy Tickets

Get & Share

Posted by GIRLdrive at 5:15 PM 2 comments

SUNDAY, FEBRUARY 15, 2009

**GIRLdrive FAQ**

As I prepare to hand in the

**Oxfam Action Corps Miami**  
Working to create lasting solutions to poverty, hunger and injustice worldwide!

**Miami Stand Up Against Poverty Event**  
JUDITH GRACE Y LAURA

**Slideshow**

**About Us**  
Miami Oxfam Action Corps... dedicated volunteers in thirteen US cities who campaign to fight poverty. Our campaign focuses on climate change and its effects on the world's most vulnerable communities. Email us at miami@oxfamactioncorps.org

**Get Involved!**  
Email Congress  
Sign the Petition.

**Join our email list**

**Google Groups**  
Subscribe to Miami Oxfam Action Corps  
Email:   
Subscribe

Visit this group

**Judy's Blog**  
HOME ABOUT ME... LINKS WHAT IS BLOGGING???

February 14, 2009

**The Impact of One the Power of Many**

**A POWERFUL NOISE Live**

On Thursday, March 5, 2009, A POWERFUL NOISE Live will appear in 450 theatres across the United States. This one-night event will feature the acclaimed documentary followed by a town hall discussion broadcast live from New York City to each theatre.

**A POWERFUL NOISE Live** begins at 7:30pm(ET/6:30pm(CT) 5:30pm(MT/4pm(PT)(Laped).

**The Impact of One Voice - The Power of Many !!! Mark Your Calendars for March 5th !!!!**

**"HELP US MAKE A POWERFUL NOISE"**

Posted in: Calendar Notices, Events - No Comments

**Those Awesome Links**  
February 5, 2009

Well, you have to check out the latest link - AskPatty.com - an Automotive site for...  
The Impact of One Voice.  
The Power of Many.  
I've added my voice.  
Add Yours!

**A POWERFUL NOISE Live**  
A ONE NIGHT EVENT  
Thursday, March 5th

Watch the Trailer Buy Tickets

**FRENCHIE mom**

MONDAY, FEBRUARY 16, 2009

**Help Us Make A Powerful Noise**

*The Impact of One Voice.  
The Power of Many.*

*I've added my voice.  
Add Yours!*

**A POWERFUL NOISE Live**  
A ONE NIGHT EVENT  
Thursday, March 5th

Watch the Trailer Buy Tickets

Get & Share

**ABOUT HOI**  
FRENCHIE MOM  
I am a woman of passion who loves to travel and am addicted to red wine, Italian men (only my husband of course) clothes that make me feel classy and sophisticated and most importantly people who chose to live out all their dreams no matter what the cost.

VIEW MY COMPLETE PROFILE

**SUBSCRIBE TO**

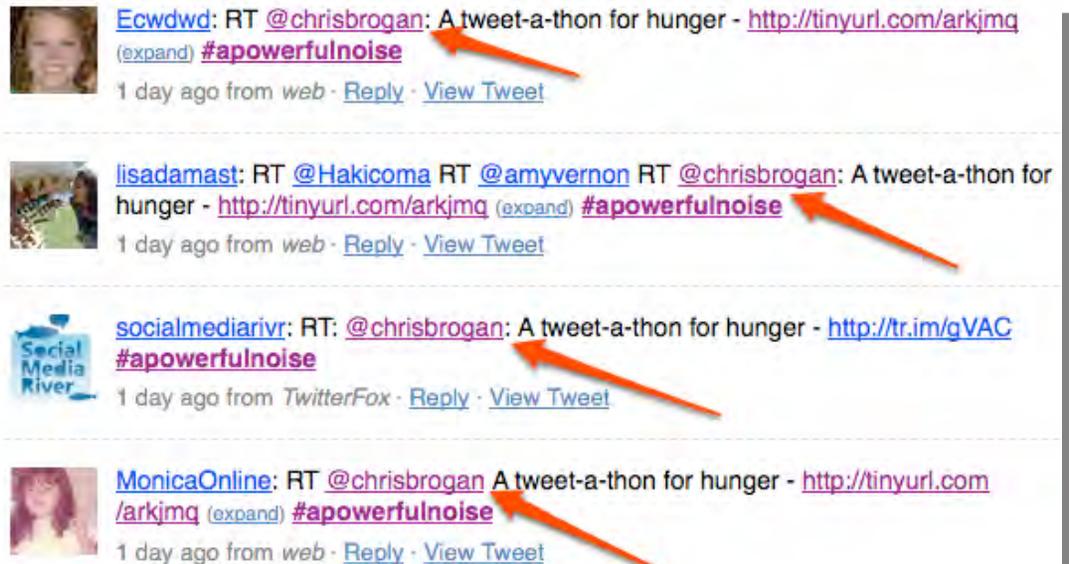
Posts:   
Comments:

THERE'S SOMETHING ABOUT THESE BLOGS I LOVE

# Case Study: A Powerful Noise

## Tweet-a-thon

- #APowerfulNoise ranked #2 as a hot topic on Twitter
- Over 2,800 tweets in just 4 days
- Top Tweeters like Chris Brogan helped spread the word



Trending topics: [Happy Square Root](#), [#apowerfulnoise](#), [#mvp09](#), [Watchmen](#),  
[#rebcva](#), [ReTweetable](#), [Square Root Day](#), [#23smt](#), [Apple](#), [#skittles](#)

# Case Study: A Powerful Noise

## Tweet-a-thon

- Fathom Events secured 4 of the top 10 rankings for Google search term "tweet-a-thon" in just 4 days
- A Powerful Noise was a hot topic on MSN.com

The screenshot shows the MSN.com homepage with a 'Hot Topics' section highlighted by a yellow box. The topics listed are: 'A Powerful Noise', 'Seinfeld' reunion, Longest legs shaved, Daylight saving time, and Infants & TV. A yellow arrow points from the 'A Powerful Noise' topic to the Google search results on the right.

The screenshot shows Google search results for the query "tweet a thon". The top results are:

- Tweet-A-Thon 2009** - Tweet-A-Thon 2009 Interview with David H. Lawrence · Tweet-A-Thon 2009 Interview with Carrie ... Tweet-A-Thon 2009 Interview with Alexis Martin Neely ... [www.tweetathon2009.com/](http://www.tweetathon2009.com/) - 7k - [Cached](#) - [Similar pages](#)
- A Powerful Noise Live: Tweet-a-thon** - LEARN ABOUT THE TWEET-A-THON. You can help fight global poverty on Twitter! Just tweet "#apowerfulnoise" anytime from March 2nd to March 5th, and NCM Fathom ... [apowerfulnoise.fathomevents.com/tweet-a-thon](http://apowerfulnoise.fathomevents.com/tweet-a-thon) - 6k - [Cached](#) - [Similar pages](#)
- A Powerful Noise Live** - Presented By; Fathom · Care; In Partnership With; One · U.N. Commission on the Status of Women · LEARN MORE ABOUT THE LIVE EVENT ... [apowerfulnoise.fathomevents.com/](http://apowerfulnoise.fathomevents.com/) - 6k - [Cached](#) - [Similar pages](#)
- NCM Fathom Hosts Tweet-a-thon and Visual Petition to Fight Global ...** - Feb 24, 2009 ... I support empowerment of women. Each tweet raises \$.10 for CARE. #apowerfulnoise <http://shortn.it/tweet-a-thon>. [www.pitchengine.com/ncmfathom/ncm-fathom-hosts-tweetathon-and-visual-petition-to-fight-global-poverty/5155/](http://www.pitchengine.com/ncmfathom/ncm-fathom-hosts-tweetathon-and-visual-petition-to-fight-global-poverty/5155/) - 35k - [Cached](#) - [Similar pages](#)
- Heart Kids Tweet-a-thon** - By participating in the Heart Kids Tweet-a-thon, and helping spread the word about it or making a donation, you will be helping spread the message of ... [www.chdinfo.com/tweetathon.htm](http://www.chdinfo.com/tweetathon.htm) - 6k - [Cached](#) - [Similar pages](#)
- NCM Fathom Hosts Tweet-a-thon and Visual Petition to Fight Global ...** - National CineMedia's (NCM) Fathom hosts the first-ever sponsored Tweet-a-thon, an online Twitter community campaign, March 2-5, to empower marginalized ... [www.care.org/newsroom/articles/2009/02/twitter-tweet-a-thon-apowerfulnoise-movie-20090225.asp](http://www.care.org/newsroom/articles/2009/02/twitter-tweet-a-thon-apowerfulnoise-movie-20090225.asp) - 31k - [Cached](#) - [Similar pages](#)



# **Trends in Social Media: 2009 Predictions**

# Prediction 1: Less Mass Infection, More Outbreaks

The Good.....



Gatorade Video: 1.6m+ views

[IgniteSocialMedia.com](http://IgniteSocialMedia.com)

# Prediction 1: Less Mass Infection, More Outbreaks

The screenshot shows a YouTube video player for the video "Mean Joe Greene - The Making of the Commercial - Part 1". The video is from the channel "CokeConversations" and was uploaded on February 05, 2009. The video player shows a man with a beard and mustache, identified as Joe Greene, smiling. Below the video player, there are options to share, favorite, and create playlists. The video has 187 views and 3 ratings. The right sidebar features a "More From: CokeConversations" section with a "Featured Videos" list including "Leaving Bliss, webside 1: 'Leaving Bliss'", "Theophilus London ft. Jesse Boykins III 'Higher'", "Be Amazing!", "Just Us" Stacy & Robbie (Original)", and "World Builder (high quality)". There is also a "Promoted Videos" section at the bottom right.

and the ignored.

# Prediction 2: Content Aggregation, With Filtering



The screenshot displays the Consumer Electronics Insider website interface. At the top left is the Intel logo. A navigation bar includes links for HOME, BLOGS / TWITTER, YOUTUBE, and FLICKR. The main header features the site's name, a welcome message, and a circular badge that says "I Voted #techvotes".

**BLOGS**

- Sony X1000 OLED Touch Walkman's Specs Spilled Like Guts and Stuff [Walkman]**  
Sony Style Hong Kong has done us the favor of spilling all the specs behind the fancy X1000 ...[read more]
- Best Wi-Fi Portable Browsing Device?**  
foxxo writes "I'm a library worker, so I get lots of questions about our collection ...[read more]"
- Gadgets Go Green: Surge strips and outlets that cut down electricity consumption**  
Section: Audio, Home Audio, Speakers, Video, HDTV, Communications, Cellphones, Gadgets / Other, ...[read more]
- ASUS to mass-produce Fold/Unfold ultraportable**  
ASUS will turn its conceptual Fold/Unfold notebook into a production system later this year, ...[read more]
- Pretec into the world's first SDXC card**

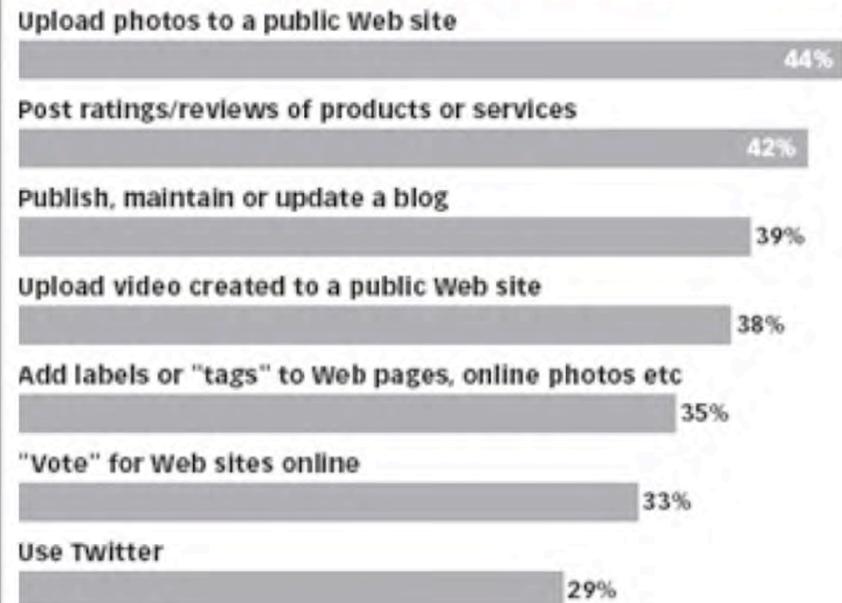
**TWITTER**

- vcshortley:** NOC: Just got back from CES African Cultural Journey. It was a blast! Central's got some great stuff going on. 13 minutes ago · Reply · View Tweet
- pdlevin:** @goopster24 It's nice to see a host who features sexy devices as much as he does sexy celebs. Topolsky CES video: <http://tinyurl.com/96gdme> 18 minutes ago · Reply · View Tweet
- KimberleyMtkg:** @CesLSU Oh Ces, come on over I have a list of items that need to be done at my place! 26 minutes ago · Reply · View Tweet
- tat2edbruise:** wow, topolsky's interview on fallon was actually incredibly good. granted i've had a hard on for the pre since CES 31 minutes ago · Reply · View Tweet
- tweet\_feeds:** Are you a Renewable Energy Consulting-CES interested in a challenging

# Prediction 3: Mobile Social Emerges



## Social Networking Activities\* of US Adult Mobile Internet Users, Q2 2007 (% of respondents)



Note: \*engaged in at least monthly  
Source: Forrester Research, "Social Computing Goes Mobile," December 12, 2007

091055

www.eMarketer.com

# Prediction 4: The Return of People



**RichardatDELL**

**Name** RichardatDELL  
**Location** Austin, TX  
**Web** <http://richardatD...>  
**Bio** member of Dell's social media team. DO NOT AUTO DM me

5,104 following | 4,824 followers | 5,657 updates

@Exterro was that an auto dm you sent? did you read my profile. Consider #endautodm. Lets tweet

*about 2 hours ago from web*

@swoodruff you bring the hand for @mackcollier

*about 2 hours ago from web in reply to swoodruff*

@JayBerkowitz yes I know the hotel...so I should go there at 6:30 and meet you

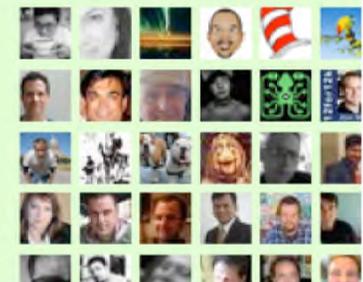
*about 2 hours ago from web in reply to JayBerkowitz*

@ReallyShecky yes it is a great service except for all the interuptions of auto dms. Personally dm me on business matters

Updates

Favorites

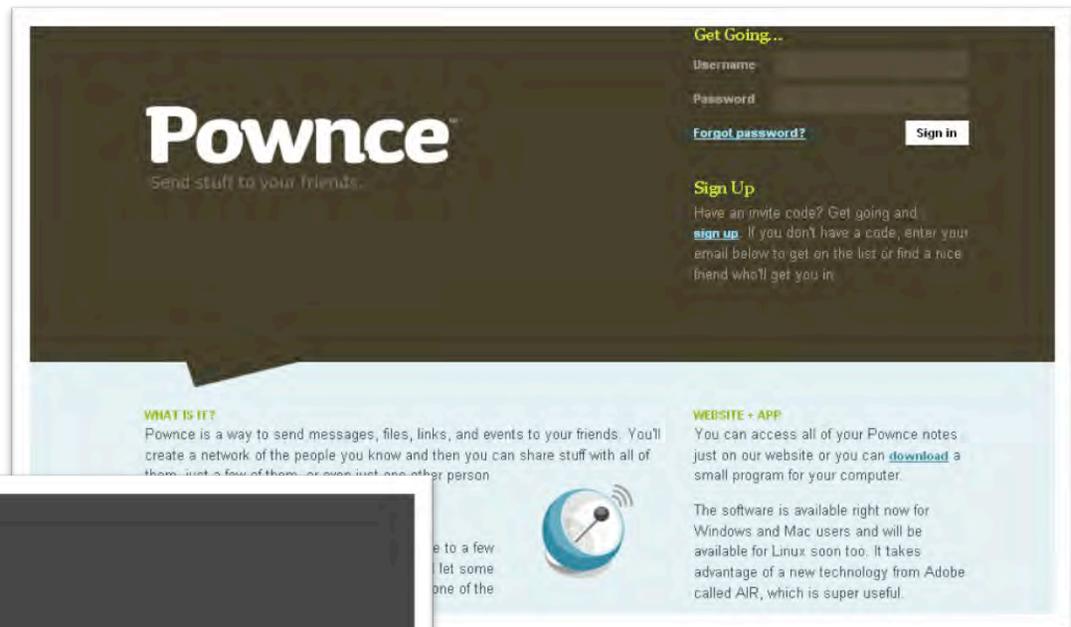
Following



# Predictions 5: Fewer Shiny Tools



podango



**Pownce**  
Send stuff to your friends.

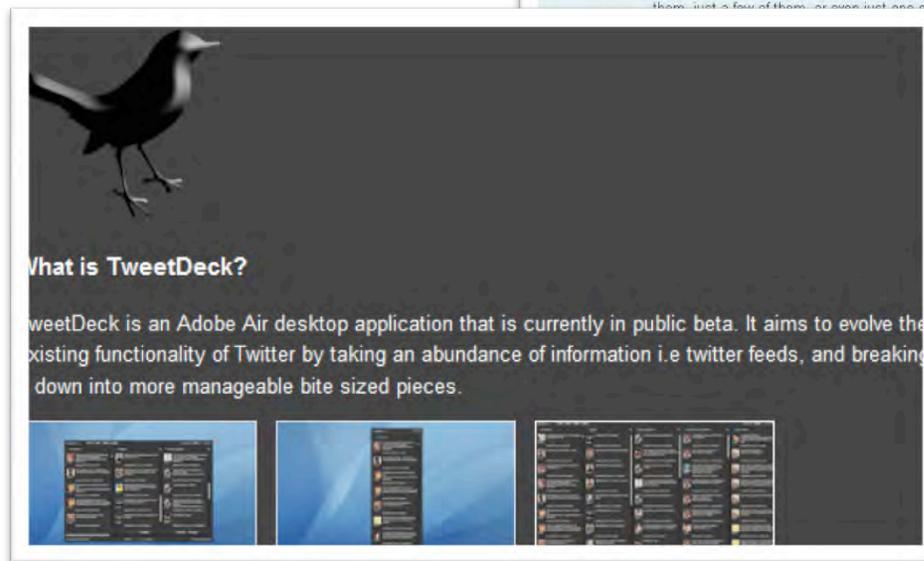
Get Going...  
Username:   
Password:   
[Forgot password?](#)

**Sign Up**  
Have an invite code? Get going and [sign up](#). If you don't have a code, enter your email below to get on the list or find a nice friend who'll get you in.

**WHAT IS IT?**  
Pownce is a way to send messages, files, links, and events to your friends. You'll create a network of the people you know and then you can share stuff with all of them... just a few of them... or even just one other person.

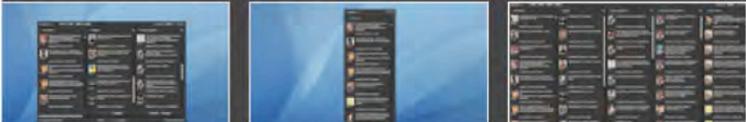
**WEBSITE + APP**  
You can access all of your Pownce notes just on our website or you can [download](#) a small program for your computer.

The software is available right now for Windows and Mac users and will be available for Linux soon too. It takes advantage of a new technology from Adobe called AIR, which is super useful.



**What is TweetDeck?**

TweetDeck is an Adobe Air desktop application that is currently in public beta. It aims to evolve the existing functionality of Twitter by taking an abundance of information i.e twitter feeds, and breaking it down into more manageable bite sized pieces.



**Q & A**