Social Media is a Cocktail Party
Social Media Assessment

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

You’re invited. Come in.
The best listeners make the best talkers.

Listen First. Talk Later.
Act Naturally.

- Talk with people, not at people.
Different Places = Different Faces

- You wouldn’t wear a tuxedo to a pool party, would you?
It’s Not All About You.

• If you only talk about yourself, you’ll only be talking to yourself.
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 forswalmart.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 a Wal-Mart employee.

**Whole Foods CEO Apology Followed By Internal Investigation**

*By Adario Strange*

July 18, 2007 | 9:33:50 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
Friends share information, even if it doesn’t help them directly.
Help people when they want to be helped. Stop interrupting.
Build a Friend Base

- Friends don’t let friends suffer online.
Be Interesting

- Be remembered. Be discussed. Be shared.
Lastly: Don’t Drink Too Much

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

I want to say right off do not expect the wig to be the quality that you see Hannah wearing on TV. [http://tinyurl.com/378pxk](http://tinyurl.com/378pxk)

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 fiercely 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 ou
Benefits of Social Media
Real Time Communication

mathewigram.com/work

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 jissed-off Flickr fans — including prominent blogger and Zoocom 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, not more than anything the 10 pages

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
Comcast Must Die

Customer Diservice
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 Rob Garfield at 3:34 PM

1067 comments:

Anonymous said...
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
Reputation Management

Google search results for 'steve jobs':

- Steve Jobs - Wikipedia, the free encyclopedia
- Apple - Press Info - Bios - Steve Jobs
- STEVE JOBS
- Steve Jobs - Wikipedia, the free encyclopedia
- News results for steve jobs
- The Secret Diary of Steve Jobs
- The Passion of Steve Jobs
- Steve Jobs' Best Quotes Ever

Google search results for 'solid ink printers':

- Xerox Solid Ink
- Solid Ink from Xerox Innovation: Brilliant Color, Easy to Use
- Solid Ink in a technology used in computer printers and multifunction ... Print Quality: Due to the way solid ink printers put the ink onto the page...
- Color Solid Ink Printing - The Society for Imaging Science and...
- Xerox Solid Ink - Reality vs. The Hype - The HP LaserJet
- Solid Ink Printing: Product Reviews and Prices - Epinions.com
- Solid Ink Printers - CNET Reviews
Low-cost Reach

Will It Blend? - iPod

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

More From: Blendtec
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Top ten keywords are 24.2% of all your search traffic.
Long tail keywords are 75.8% of all your search traffic.
Total unique keywords collected: 4220
Success (and Failure) with Social Media
Case Study: Allstate Community Forums
All State Community Forums: Listen, Talk, Share
What Went Wrong?

Lack of focus and irrelevant posts

Not listening to what users want to talk about

Impersonal or no response to customer concerns
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
Visual Petition and Event Blog Coverage

- Coverage on multiple blogs helped drive readers to the visual petition and event page
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
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
Trends in Social Media:
2009 Predictions
Prediction 1: Less Mass Infection, More Outbreaks

The Good.....

Gatorade Video: 1.6m+ views
Prediction 1: Less Mass Infection, More Outbreaks

and the ignored.
Prediction 2: Content Aggregation, With Filtering
Prediction 3: Mobile Social Emerges

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

- Upload photos to a public Web site: 44%
- Post ratings/reviews of products or services: 42%
- Publish, maintain or update a blog: 39%
- Upload video created to a public Web site: 38%
- Add labels or “tags” to Web pages, online photos etc: 35%
- “Vote” for Web sites online: 33%
- Use Twitter: 29%

Note: *engaged in at least monthly
Prediction 4: The Return of People

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

@woodruff you bring the hand for @mackcollier

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

@ReallyShecky yes it is a great service except for all the interruptions of auto dms. Personally dm me on business matters
Predictions 5: Fewer Shiny Tools
Q & A