

Getting to Know Social Media Seminar

May 5, 2010

The Social Media Revolution - Video

View the video online at - <http://socialnomics.net/video/>



If you are wondering if there is a Social Media Revolution, this video answers the question. The video has lots of fascinating and interesting facts about the growth of social media and tools.

The Conversation Prism by Brian Solis

<http://www.briansolis.com/2008/08/introducing-conversation-prism/>



Conversations are taking place with or without you and this map will help you visualize the potential extent and pervasiveness of the online conversations that can impact and influence your business and brand.

How your online presence is changing from elliance.com

Donut Marketing - <http://electronic-engagement.elliance.com/index.php/2009/11/05/donut-marketing/>



There are lots of people out there who will tell you need to be on Facebook, should be on Twitter and must have a Blog. It's in fact NOT about the tools. It's about Listening to and having conversations with your customers, clients and members. Knowing why you are using the tools is as important as knowing how to use the tools.

Facebook

- [Coca Cola](#) – Fan Page – This page was started by 2 guys who loved Coke. Coke decided to team up with them rather than try to build its own competing Fan page.
- [Pat Burns in the Hockey Hall of Fame](#) – Group – Grassroots movement to get Pat Burns into the HHF - close to 70,000 members.
- [Fielding Winery](#) – Fan Page – Lots of up to date info about what's happening, regular Fan posts and quick replies from Fielding.
- [BMW](#) – Fan Page – over 10,000 Fan Photos and 203 Fan Videos. BMW owners are sharing their passion for their cars.

Why do we consider these examples successes?

It's not the number of Fans that make these examples successful, it's the interactions and the connections with the Fans.

Blogs

- **Wine Library TV** – Video – Video blog by Gary Vaynerchuck - <http://tv.winelibrary.com/> - Gary puts his own spin on wines and wine tasting. One of the favourite episodes is “What Wine Pairs with Cereal?” The video blog also promotes his bricks and mortar wine store.
- **Southwest Airlines – Nuts About Southwest** – <http://www.blogsouthwest.com/> This blog is written by Southwest staff, from Corporate Community Affairs to the Culture Activities Representative, and its goal is to provide an insider point of view of the airline and it is written by South West staff
- **Open Forum** – sponsored by American Express – <http://www.openforum.com/> - OPEN Forum is for business owners. OPEN Forum gives businesses the tools to connect and collaborate. You don't have to be an American Express customer to use the site. Information is provided by experts across a wide range of topics and areas.

Why do we consider these examples successes?

These blogs are not about directly selling a product. They're about providing people/businesses with a value added service. They are about showing your passion, giving you an insider's look and sharing expert knowledge. These blogs put these companies in the forefront of consumers' minds, not because they promote a product, but because they give value-added information.

Twitter

- [@cremebruleecart](#) - has a street cart that travels around San Francisco selling crème brulle. The owner tweets his location.
- [@virginamerica](#) – A medical graduate was flying to England for a holiday and tweeted about it. Virgin saw it and they tweeted out asking anyone on the flight to buy the girl in seat 4B a drink and several customers did.
- [@S_SylvesterGLEE](#) – For all the GLEEKs out there who missed the show while it was on hiatus, the various twitter accounts kept everyone up to date on what their favourite characters were doing and saying.
- Niagara Wineries are at the forefront of using Twitter in Niagara. Two very active Tweeters are [@RickWine](#) & [@MBosc](#) of Chateau des Charmes. The winery recently had a Twasting, which was a Twitter invite only tasting.

Why do we consider these examples successes?

These Tweeters not only engage in conversations, but often the information provides insight into the business owner, gives the followers a sense of knowing someone and communicates that the customer is important to them.

Photo Sharing**Flickr**

Flickr – www.flickr.com - is the most popular photo sharing site. Businesses are using it to highlight products and events and some in very interesting ways.

National Preservation Trust – This Place Matters - <http://www.flickr.com/groups/thisplacematters/>

Why do we consider this example a success?

The goal of ‘This Place Matters’ campaign by the National Trust was to get people thinking about the places in their community that matter. The Trust wanted to “Start conversations about the past, the future, and how people can work together to define what really matters.”

How did it work? Visitors to the site are asked to download the ‘This Place Matters’ sign, take a picture with the sign at the place they want recognized and upload it to the ‘This Place Matters’ Flickr account. More than 2,500 photos that have been uploaded.

Video Sharing

T-mobile – Life’s for Sharing – Liverpool Station - <http://www.youtube.com/watch?v=VQ3d3KigPQM>
& Trafalgar Square sing along - <http://www.youtube.com/watch?v=orukqxeWmM0>

BlendTec – Will it Blend? - <http://www.youtube.com/user/blendtec>

Why do we consider these examples successes?

The **T mobile** campaign isn’t about showing you their products, it’s about having fun and doing something completely unexpected. While flashmobs had been done before, the T mobile dance started a flurry of dance mobs across the world. The second flashmob was a sing along of Hey Jude in Trafalgar Square. Over 13,500 showed up to join in, even PINK was there. It had a lot of buzz leading up to the event, but again, it was NEVER about selling phones.

BlendTec sells blenders. So how do you show your Blender is better than any other one? They asked the question “Will it Blend?” Four over 4 years BlendTec has been taking common, and some not so common, items dropped them in and blended. While it has a certain appeal our more destructive

tendencies, what better way to show just how great your blender is by blending everything from Silly Putty, a Wii Remote, marbles and even an iPad!

Geo Location

Geo location uses the GPS function of your mobile phone to locate and identify places. A business can add itself to Foursquare or Gowalla and it will show up as a location on a users mobile phone.

Gowalla – user created tour - Chippewa Historical Tour & The Upper Niagara River Walk

- The Chippewa Historical Tour - <http://gowalla.com/trips/4072> was created by Bill Wilkie
- The Upper Niagara River Walk - <http://gowalla.com/trips/4293> was created by Adam White.

These regular outdoorsmen have used the Gowalla Trips function to create two great walking tours with detailed location info and photos.

Foursqaure

- Foursquare & the Wall Street Journal - <http://foursquare.com/wsj> ,
- History Channel - <http://foursquare.com/historychannel> ,
- City of Chicago - <http://foursquare.com/explorechicago>

Foursquare has partnered with the Wall Street Journal, The History Channel and the City of Chicago to create these tip lists and badges encouraging users to check into specific locations and once they've checked in, they get tips or facts about that location.

Why do we consider these examples successes?

Gowalla trips can be user generated or, as a business or organization, you can create a tour or partner with other businesses to create a tour that rewards visitors who check into all the locations on your tour.

The Foursquare partnerships allow the businesses and the city of Chicago to provide extra information about locations and with the game feel of earning badges it makes it fun to explore your city.

Facts to Remember

- There are lots of people out there who will tell you need to be on Facebook, should be on Twitter and must have a Blog. The tools should always come second. They come after you have determined your goals and objectives. Knowing why you are using the tools is as important as knowing how to use the tools.

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your conversation starts here

- It's about Listening to and having conversations with your customers, clients and members.
- YOU are the best advocate, salesperson and champion of your business or organization.
- The second best advocate is a happy, enthusiastic, passionate customer, supporter or member.