

# 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](http://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

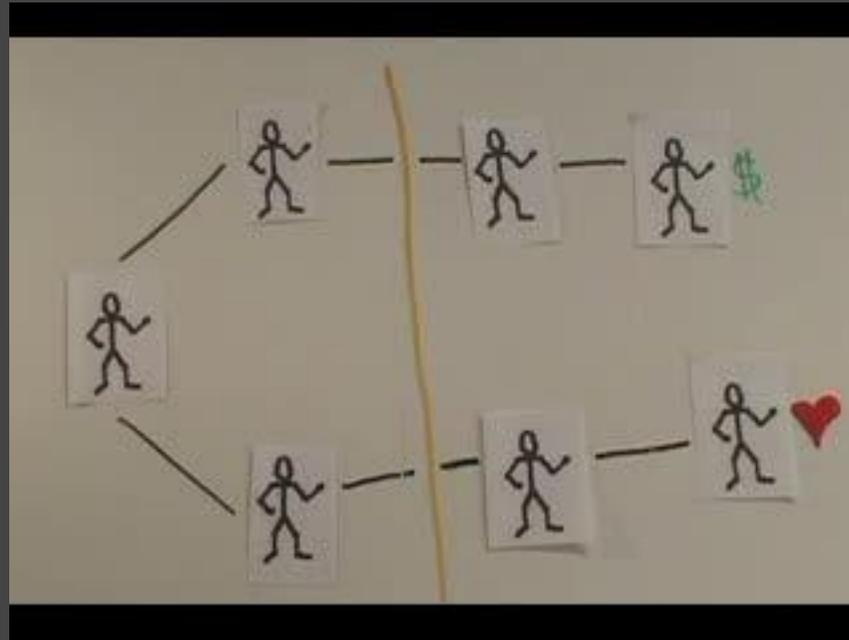
### Examples:

- 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](http://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](http://del.icio.us) and see how and how many people have bookmarked your company/organization
- Examples: [Digg](http://Digg), [del.icio.us](http://del.icio.us), [StumbleUpon](http://StumbleUpon), [YouTube](http://YouTube), [Flickr](http://Flickr), [reddit](http://reddit), and on most blogs

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# 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

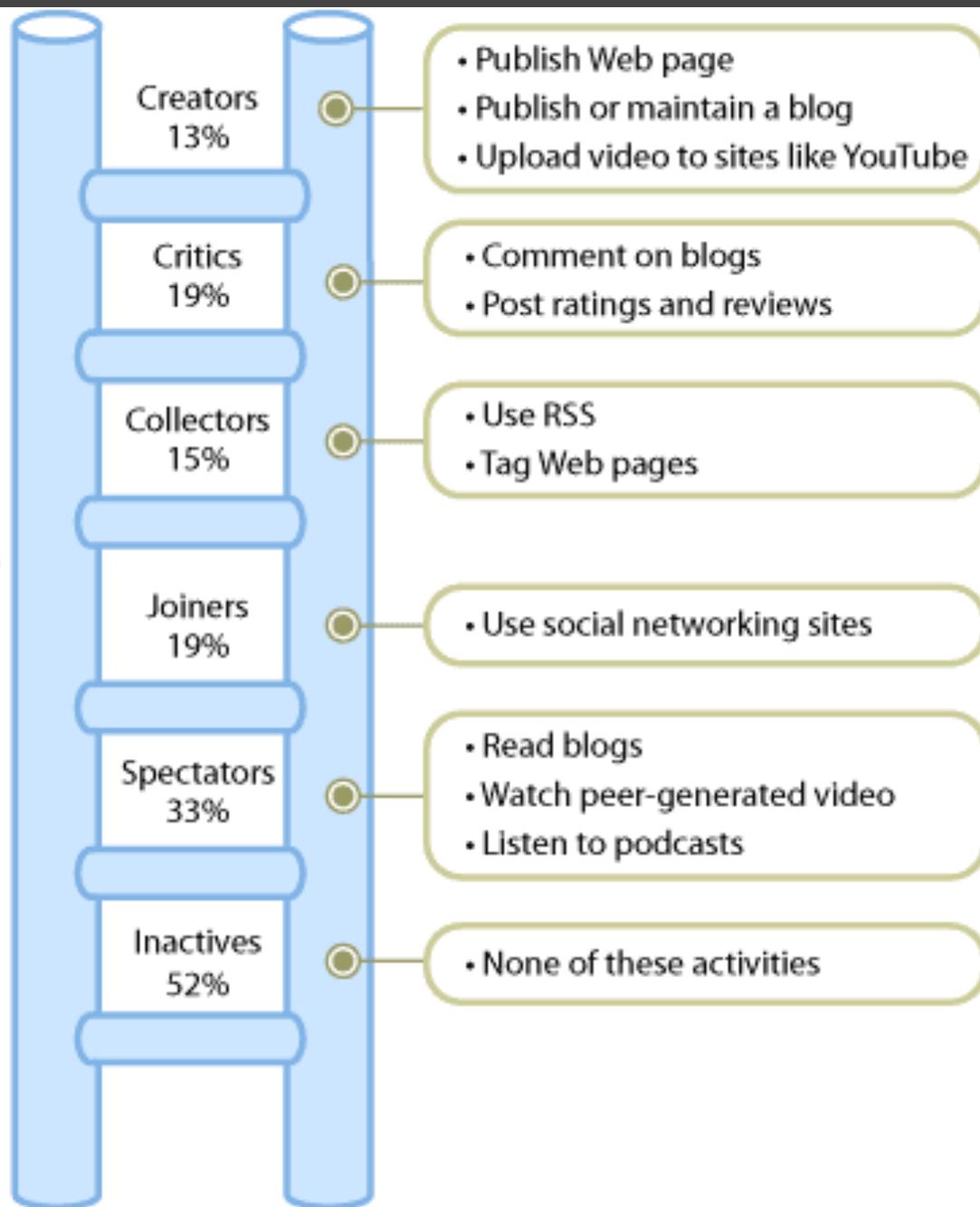
# People Accelerating Consumption

*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

Richie Escovedo

richie.escovedo [at] gmail.com

Blog

Twitter

LinkedIn

del.icio.us

Terry Morawski

terrymorawski [at] gmail.com

Blog

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