

social media social networks in tv

Source: Steven Johnson (2006), Everything Bad is Good for You

social media multiple threadings

Source: Steven Johnson (2006), Everything Bad is Good for You

social media my main point

JOURNAL OF MARKETING COMMUNICATIONS 4 45-57 (1998)

Interactive media face artificial consumers and marketing theory must re-think

RICHARD GATARSKI AND ANDERS LUNDKVIST
School of Business, Stockholm University, Sweden

re-think

social media re-thinking the c's

Gatarski, R. and Lundkvist, A. (1997) Interactive Media face Artificial Consumers and marketing theory must re-think, see www.fek.su.se/home/rg/imfacc

social media the ladder of participation

Creators 13%	• Publish Web page • Publish or maintain a blog • Upload video to sites like YouTube
Critics 19%	• Comment on blogs • Post ratings and reviews
Collectors 15%	• Use RSS • Tag Web pages
Joiners 19%	• Use social networking sites
Spectators 33%	• Read blogs • Watch peer-generated video • Listen to podcasts
Inactives 52%	• None of these activities

Base: US adult online consumers
Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey
www.micropersuasion.com/2007/04/forresters_part.html

social media innovative inventions

Current Innocentive Challenges:

Chemistry & Applied Sciences

Awarded Challenges:

social media citizen generated content

WIKIPEDIA
The Free Encyclopedia

Volvo Trucks

From Wikipedia, the free encyclopedia

Volvo Trucks, a Swedish truck manufacturer, owned by Volvo, is the World's second largest heavy-duty truck brand. Founded in 1927, in 2006 Volvo Trucks employed about 35,000 people around the world. With global headquarters in Gothenburg, Sweden, Volvo manufactures its trucks in 17 countries. In 2005, 103,696 Volvo trucks were sold globally.

Volvo Group also owns the following truck makes, Renault Trucks, Mack Trucks & UD Trucks.

Contents (hide)

- History
- Volvo Trucks Worldwide
 - North America
 - Europe markets
- Volvo product range
 - Current product line-up (as of July 2006):
 - 1 1900s
 - 2 1930s
 - 3 1940s
 - 4 1950s
 - 5 1960s
 - 6 1970s
 - 7 1980s
 - 8 1990s
 - Gallery
 - External links

social media another podcasting story

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It's Tourism Ireland's
Your Very Own Ireland™
Podcast Contest

CONTEST WINNERS
ANNOUNCEMENT*

All of us at Tourism Ireland and Aer Lingus congratulate the winners of the "Your Very Own Ireland" podcast contest! The winners are:

- 1) Nancy Daly, Winter Park, FL
- 2) Bob Albrecht, Sacramento, CA
- 3) Blair Ciechan, Westboro, Springfield, IL

discoverireland.com
aerlingus.com

www.shamrock.org/podcast

social media socially defined

"wiki, a website that allows visitors to add, remove, edit and change content"

social media product wiki

ProductWiki
by Amazon

Motorola Q Wiki

Introduction

The Motorola Q is a Windows-based mobile phone and e-mail device that fits in your pocket. Fully tricked-out, it can duplicate many of the functions of a computer, including MS document processing, handling business and personal e-mail, accessing the Internet, playing music and more.

Because the possible applications for the Q will always expand, the "ideal" user guide would also be able to grow and change. This wiki is an attempt to do that. It's a place to capture and share the knowledge of the greater community of Q users. If, for example, you have added a new application to your Q, you could post instructions on how you did it here, for the benefit of all Q users.

This site has been established by Motorola for the use of Q users. It has been seeded with the contents of the in-box user guide. Additional content will be provided by Q users as they explore the Q's capabilities.

social media stakeholder generated content

Stanford Wiki

Welcome To The Stanford Wiki

Currently, there are 1 articles on this wiki. This is a place for sharing and discussion about life at Stanford, the campus, and our history.

Main Page

Life is More than Studying

- How Bad is the Food on Campus - don't be shy!
- Events Board, Regular Events, Events Calendars
- Ways to Eat for Free
- Entertainment, Night Time, Music Scene, The Arts
- Study Spots, Outdoor Activities
- Volunteer Opportunities, Memorials
- Photos
- Good Ideas For Dates, Singles Scene
- Creek life

Academics

- Faculty Reviews, Class Reviews, Majors
- Class Projects, Student Organizations
- Campus Buildings, Dorms, Administration
- Sports And Places, Sleeping On Campus
- Campus Art
- University Construction
- Colleges, Professional Schools, Research & Development
- Recycling

Orientation

- Town History, Weather, Glossary, Breathing

social media

what is a blog ?

social media pre-blogging

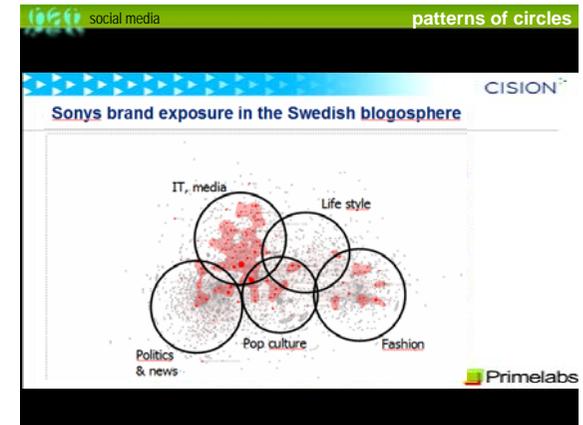
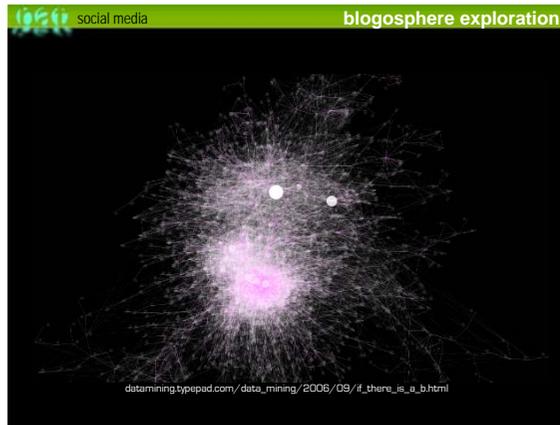
social media blogged event

social media at gnomedex and forrester

social media smw live

social media micro publishing

social media blogs have impact



social media **and over to**

really simple syndication

feed ° channel ° rss

xml, atom, rdf

social media **rss - really simple syndication**

web site

content management system

feed

ping

```

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  </channel>
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A fast and easy way to keep track of Circuit City web content.

Links to some fine RSS readers

News Promotions:

- Circuit City.com's latest promotions
- Circuit City's corporate news releases

Newsletters:

- By Focus (digital photography)
- By Great (automobile accessories)
- By iStock (computing & home theater)
- By iZone (movies and music)

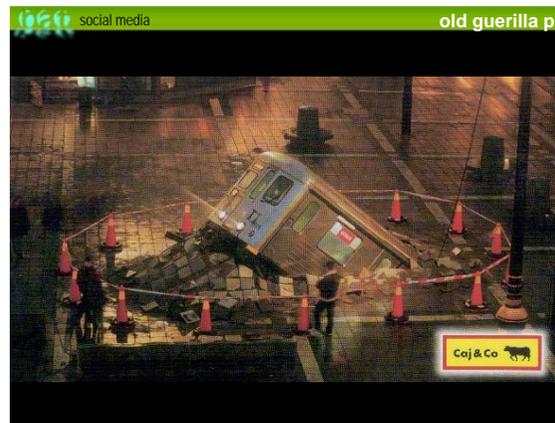
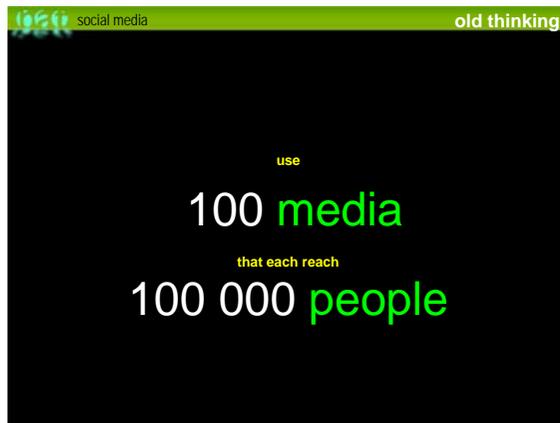
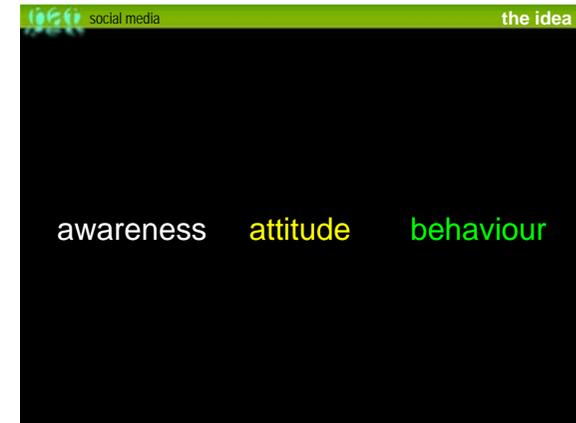
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Why don't I see any updated info in my RSS feed?

Some readers are set to only display items that have been updated within the past 24 hours. Try changing your settings to display all items.

www.circuitcity.com/cc/genericContent.do?oid=161192&c=1



social media new photo fans

DECEMBER 11, 2006

HOTTEST AD SPACE IN TIMES SQUARE MAY BE ON TOURISTS' CAMERAS

Also, if you are a blogger in this space and would like to have a review copy of the report, please send an email to Tracy Sullivan [tsullivan at forrester.com] with your name and URL of your blog. I'd love to get feedback on how useful you find this approach. Update: If your blog is affiliated with a sizable company, you may be getting a friendly call or email from a Forrester salesperson to see if you're interested in receiving more research from Forrester. This is because I need to walk a fine line between giving away our research to potential customers and providing review copies for bloggers. Hope you understand, and let me know if you have any questions about this.

Tags: [social](#)

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emily | 08:23 AM | [Open in new window](#)

The Permanent Link to this article is www.textually.org/picturephoning/archives/2006/12/014329.htm

social media so, let go

Advertising Age

A.C. Lafley
Procter & Gamble

Lafley's key note at Association of National Advertisers, 2006-10-06
adage.com/ana06/article?article_id=112311

social media in sum - social media

WIKIPEDIA
The Free Encyclopedia

Social media describes the online tools and techniques that enable users to create, share, and participate with each other. Social media includes many different online services, such as social networking sites, blogs, and video sharing sites. Popular social networks include MySpace, Facebook, and LinkedIn.

Chris Staley (Co-founder and Global Business Director for Student Social Connections) explains how he coined the term "social media." Staley and Ogburn have used the term "social media" to describe the growing number of blogging, video, social networking, and other technologies that are being used to create and share content.

The Web 2.0 Social Media Project has created an early taxonomy that defines a social media as:

Examples of social media

- bulletin boards
- message boards
- social bookmarking
- massively multiplayer online game
- social networks
- vlog sites
- podcasting
- videoblogging
- photoblogging
- blogging
- wikis
- mailing lists

social media my advice

start blogging

1. listen carefully
2. invite others to converse
3. support stakeholder conversations
4. create your own social media

re-think



social media converse, please

thank you!

www.weconverse.com

