

Social Media

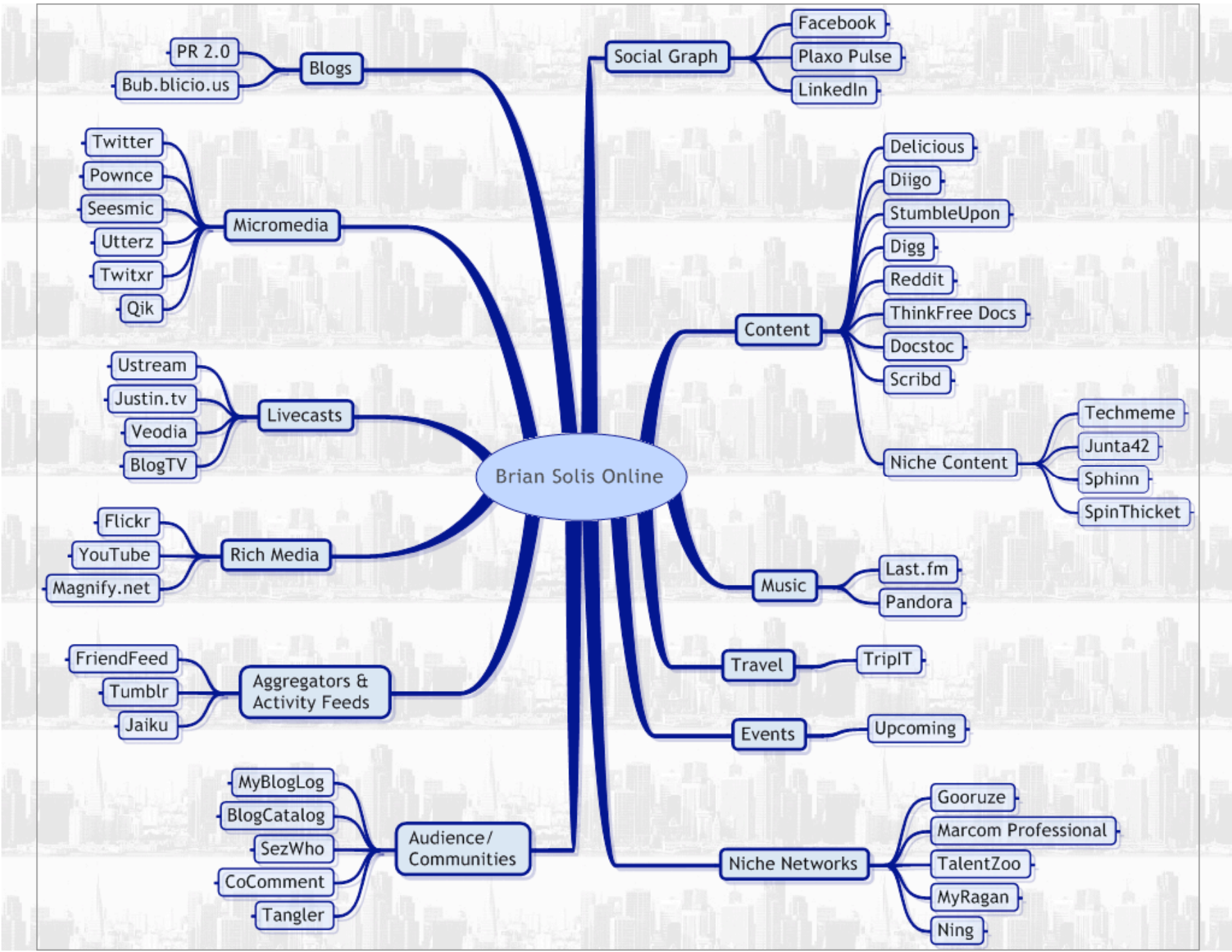
UC Davis Extension

April 7-14, 2008

Instructor: Josh Morgan

What we're going to cover

- ▶ Introduction
- ▶ Common terms
- ▶ Attitude
- ▶ Major Types of Social Media
- ▶ Best practices
- ▶ Creation



Common Terms

▶ RSS -



▶ Tags

▶ Viral/Word of Mouth

▶ Creative Commons -



▶ Transparency

RSS



Creative Commons

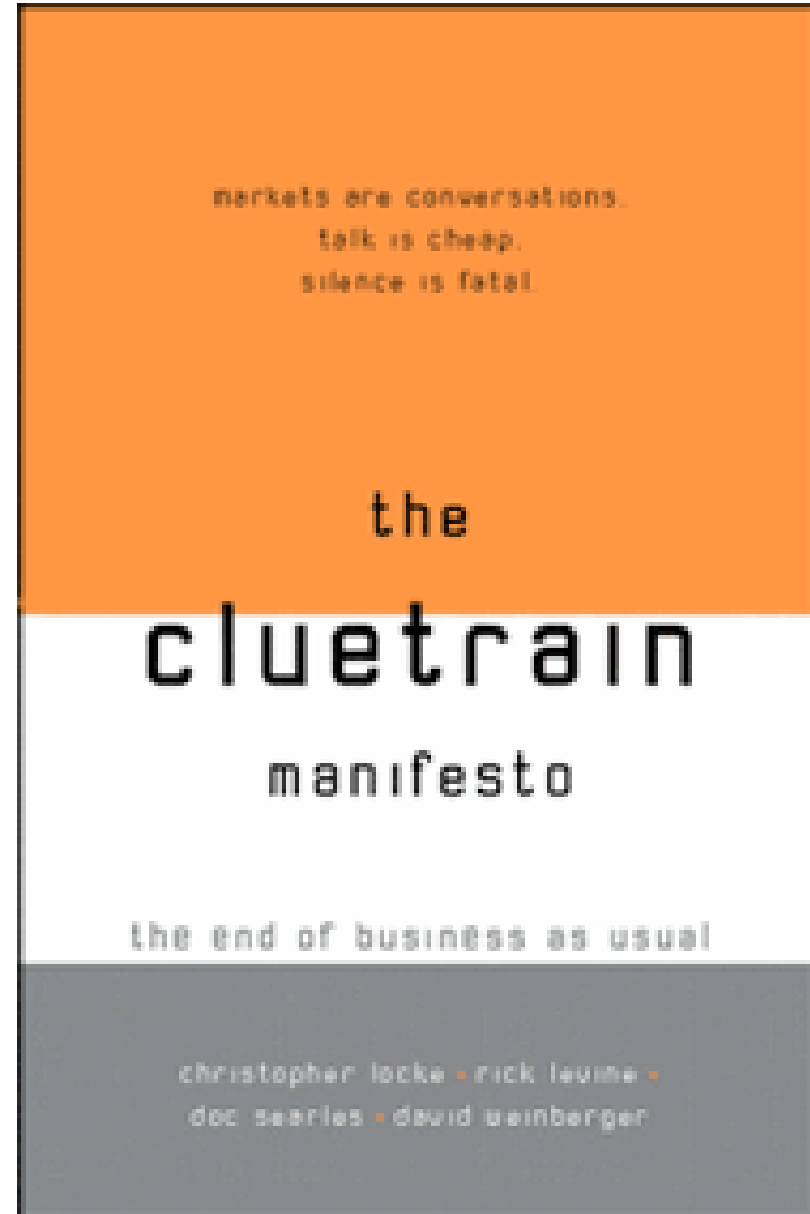


- ▶ Allows people to share content you have created while protecting your rights
- ▶ Various levels of licensing available
- ▶ www.creativecommons.org

Attitude

- ▶ Participatory
- ▶ Person-to-person
- ▶ Open
- ▶ Collaborative

Cluetrain



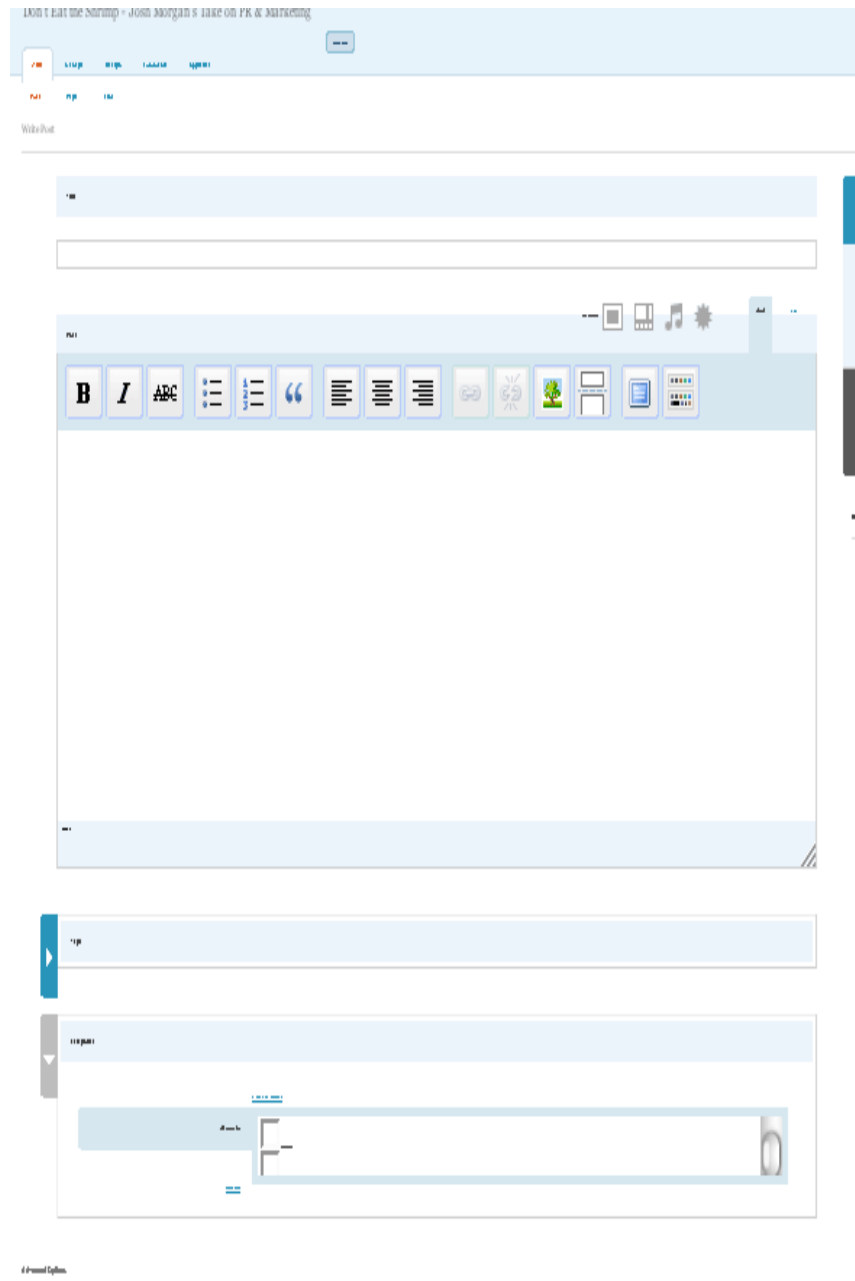
Major Types of Social Media

- ▶ Blogs
- ▶ Podcasts
- ▶ Social Networks
- ▶ Wikis

Blogs

- ▶ Format
- ▶ Ease of use
- ▶ Tools - WordPress, Blogger, MovableType
- ▶ Benefits
- ▶ Mainstream Media

Creating a blog post



Don't Eat the Shrimp - Josh Morgan's Take on PR & Marketing

Josh Morgan's Take on PR & Marketing

Herb Caen Day

April 4, 2008 in Uncategorized with 4 Comments

Yesterday was my birthday. It was also the birthday of the late Herb Caen. If you aren't from San Francisco, you may have missed out on Herb. From 1938-1997, he wrote a column that ran almost every day that was full of what he called "Items." Some of the items involved society people, some were about who had dinner with who, some were just strange things and some were social issues that he cared about. What was most important was that he gave almost everyone in San Francisco a little bit of common ground. You could always make a connection with someone by referring to one of Caen's recent columns.

When he died in 1997, a little bit of San Francisco died too. Yesterday, a little more of San Francisco died as well, when my grandmother (everyone called her Mame) passed away at the age of 95. It was somewhat fitting that she passed on April 3rd. My birthday. Her son's (my uncle) birthday and Herb's birthday. Two of the most important things in her life were her love of family, and love of San Francisco. Her family moved there in that late 1890's. They were living there during the earthquake and fire of 1906, and she grew up in the new San Francisco that sprouted after. She was married at the Fairmont in the 30's, and after moving to the Peninsula to raise her family, moved back to the City in 1978 after her husband passed. She lived there as long as she could.

So, if you find yourself with a glass in your hand this weekend, I would appreciate it if you could raise it to Mame. Raise it to Herb, and raise it to San Francisco.

Don't miss out on valuable employees

March 29, 2008 in Uncategorized with 0 Comments

Just because they don't want to work full time. One of our employees doesn't work for us full time. And my wife works for a firm that helps people who don't work full time find gigs that work with their schedules and experience. These aren't "temp jobs," these are executive level jobs that don't need someone 40 hours per week.

Who are the people who fit into this category of having more than ten years experience and extensive education but don't want to work full time? You guessed it, moms (well almost always moms). These people looking for jobs are able to find positions that can fit their schedules, employers can find experienced professionals that in the case some small companies they wouldn't be able to afford at a full time rate. And society doesn't lose this valuable, highly trained workforce.

What's the point of all this? Look for someone that can help you out, they may be closer than you think. Also, check out Flexperience on NBC from this week.

You can hide...but not forever

March 28, 2008 in Uncategorized with 0 Comments

Cisco seems to have a mess on its hands that drives home the dangers of anonymous blogging. It seems that a patent attorney at Cisco was blogging anonymously under the pseudonym "Troll Tracker." The name relates to so-called "patent trolls" that purchase patents with the objective of using them as the basis of lawsuits against companies.

The blog was not sanctioned by Cisco, but the author was apparently a patent attorney at Cisco. He was eventually identified by a visitor to the site and chose to unmask himself. Lawsuits have followed.

The takeaway here is that the perception of anonymity on the Internet is false. If it can't say it under your name you shouldn't say it. There are people out there with much more time and braincycles than you can imagine that will unmask you and the consequences are never pretty.

Unless you are Fake Steve Jobs, then all bets are off because he somehow created his own reality distortion field.

ADD RSS 2.0

ARCHIVES

April 2008
March 2008
February 2008
January 2008
December 2007
November 2007
October 2007
September 2007
August 2007
July 2007
June 2007
May 2007
April 2007
March 2007
February 2007
January 2007
December 2006
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December 2005
November 2005
October 2005

TWITTER - JOSHDMORG

joshdmorg: @Tatiz Far from hip. two kids a dog and an SUV in the suburbs, but check out thehilt, doubleviking collegehumor and dehtoner for 18-25
joshdmorg: http://t.me.com/23th1 - Short post on "Herb Caen Day"
joshdmorg: Got to love presenting to a room full of 30 people via conference call when it is their Friday PM and you know they just want to leave.
joshdmorg: did Seismic break Tehsil already?
joshdmorg: @PRjobs I don't know if I would share that information with a

search here

Go

DELICIOUS

eBay Ink - an inside look at the wide world of eBay, Inc.
Education Week: March 27, 2008
Secrets of Social Media Marketing Draft Chapters - Secrets of Social Media Marketing
Plant Your Business in Solano County: Sacramento's SARITA TECH INDEX REBOUNDS IN Q1
Networked Insights - Delivering Customer Insights through Customer Communities



Early lunch

at 11:30AM, March 27, 2008

Checkout what I've BeenUp2!

MORGANDORADO'S VIDEOS

Sibelius & John Lennon Tour Bus at NAMM 2008
Taylor Lynne Smith - Astrology vs. Horoscopes
Stuart Skoman on "risk" for entrepreneurs
Barrett McBride - Free Class at Borders Books on Marketing!

Why Blog? Visibility Engagement Trust



Web

Results 1 - 10 of about 64,000 for "josh morgan"

[ESPN - Josh Morgan Stats, News, Photos - Virginia Tech Hokies ...](#)

Josh Morgan stats, photos, and news on ESPN.com ... Full Name: **Josh Morgan**. Born: June 20, 1985. Hometown: Washington, DC. Height: 6-1. Weight: 220 lbs. ...
sports.espn.go.com/nfl/player/profile?playerid=156705 - 89k -
[Cached](#) - [Similar pages](#) - [Note this](#)

Spon

[2008 NFL Draft](#)
Check Out **Josh Mc**
NFL Draft Profile & I
www.NFL.com

[Blogger: Redirecting](#)

You're about to be redirected. The blog that used to be here is now at <http://www.donteattheshrimp.com/>. Do you wish to be redirected? ...
donteattheshrimp.blogspot.com/ - 4k - [Cached](#) - [Similar pages](#) - [Note this](#)

[hokiesports.com :: Football](#)

17 - **Josh Morgan**. Position: Split End Class: Sophomore Height: 6' 1" Weight: 215 lbs. High School: H.D. Woodson Hometown: Washington, D.C. ...
www.hokiesports.com/football/players/2005/morgan.html - 32k -
[Cached](#) - [Similar pages](#) - [Note this](#)

[hokiesports.com :: Football](#)

2 - **Josh Morgan**. Position: Split End Class: Senior Height: 6' 1" Weight: 220 lbs. High School: H.D. Woodson Hometown: Washington, D.C. ...
www.hokiesports.com/football/players/2007/morgan.j.html - 34k -
[Cached](#) - [Similar pages](#) - [Note this](#)
[More results from www.hokiesports.com »](#)

[JoshuaJMorgan.com](#)

Personal website of Joshua J Morgan featuring films, animations, portfolio, blog, dreams, film diary, resume, etc all created by Josh.
www.joshuajmorgan.com/ - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

Mainstream Media

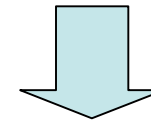
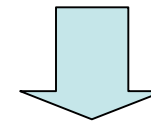
51% of journalists use blogs when sourcing stories (RSCG Magnet, 2005, Nick Wingfield of The Wall Street Journal thinks that's low)

68% of journalists believe that blogs serve as consumer watchdogs, helping spread information on corporate activity (Harris, 2005)

Podcasts

- ▶ Unfiltered voice
- ▶ On-demand
- ▶ Audio
- ▶ Video

Creating Podcasts



Submit Podcasts to the iTunes Directory

Share thoughts, expertise, rants, and raves with iTunes Store users all over the globe. Submitting a podcast is as easy as submitting a link. Then iTunes will automatically deliver periodic episodes to people who have subscribed to the podcast. Publish now.

Learn more about podcasting on iTunes:
[Frequently Asked Questions](#)
[Technical Specifications](#)



Social Networks

- ▶ General

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The MySpace logo, featuring a blue square with three white stylized figures and the text "myspace.com" in white, with the tagline "a place for friends" in smaller white text below.The LinkedIn logo, with the word "Linked" in black and "in" in white inside a blue square.The Plaxo logo, featuring a blue circular icon with a white 'P' and the word "plaxo" in black lowercase letters.

- ▶ Niche

The Classroom 2.0 logo, which is a red rectangular box. At the top, "Classroom 2.0" is written in white. Below that, in smaller white text, it says "The social network for educators using collaborative". At the bottom, it says "7191 members" and "Join Us" with a white double arrow icon.

- ▶ How to engage?

- ▶ Groups
- ▶ Monitoring

Wikis

- ▶ Format
- ▶ Corporate and Public
- ▶ Tools - SocialText, JotSpot, Wikipedia
- ▶ Benefits

Lack of transparency

San Francisco Chronicle

Staffer altered online entries on Feinstein, Blum
Official says senator wasn't aware of Wikipedia
changes

(02-10) 04:00 PDT Washington -- Sen. Dianne Feinstein's office acknowledged Thursday that a former staff member had removed references to the California Democrat's net worth on the Internet encyclopedia Wikipedia and had altered entries about her husband Richard Blum's Chinese investments in 1997.

A former staff member "independently went on to Wikipedia to correct some material he felt was not appropriate," Feinstein's spokesman Howard Gantman said. "The senator was not even aware of it."

Transparency



Rob,

Try out www.Revver.com. (full disclosure, they are a client of Edelman).

Nice thing is once you post them, they can be downloaded by others, posted on their sites etc. Can even be pulled into iTunes.

Good luck,
Josh Morgan

Posted by: Josh Morgan at December 27, 2005
02:36 PM

Transparency Pays Off



I couldn't get Ourmedia or Grouper to work for me (which easily could be the result of my particular setup or some instruction I missed). So on the advice of a reader (Thanks, Josh Morgan!), I tried Revver, and it seems to work.

Crowdsourcing



Measurement

- ▶ Social Media Mining
- ▶ Social Media Monitoring

Recap

- ▶ Participation
- ▶ Integration
- ▶ Transparency
- ▶ Goals

Next Week

- ▶ Case studies in:
 - ▶ Business
 - ▶ Government
 - ▶ NGO
- ▶ Strategy
- ▶ Measurement
- ▶ Creation