

social / new media

is it new, how about social?

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change your thinking

be part of a conversation

who else is doing it?

twitpic.com

hudson river plane crash

southwest airlines

ellen | jimmy fallon

skittles

iguana grill

how do i use it?

how many times have you heard:
“just start somewhere and you’ll figure it out”



rockin' props to the person that pulled this together. you're my hero!

have you figured it out?

how to use it?

what's your objective

raising money, friends, supporters?

creating awareness, telling the story?

marketing, board development?

where does that dialog happen

where is the target audience communicating?

blogs, twitter, facebook, myspace, blah, blah?

how to use it?

listen to the conversation

listen to what's being said and how it's being said

listen to seemingly irrelevant conversations led by opinion leaders

find the opinion leaders

build these relationships | they can help move your message

the scoble effect

comment only when relevant

make comments that enhance the conversation

be open about who you are and your intentions

never incite the community | they can be vicious

how to use it?

create your own channel

start an account | you need a you-branded communications channel

show me what you're made of

the most successful web2.0 folks let me in on their personality, their successes and failures | we want to know how you deal with life

can i control it?

no | and you don't want to

be successful

create a policy

microsoft | “blog smart”
communicate regularly
be a real person | let us in

smart phone

be connected
can it really be called a ‘phone’ any more

jump in feet first

be there with your digital bumper sticker
create your social/new media brand
get accounts at the popular social sites
sign-up when someone invites you
get a sense of humor | wit

need a bit of help?

these help me out regularly

use feeds to help you follow the conversation

www.technorati.com | search blogs

search.twitter.com | search twitter feeds

www.socialmeter.com | who bookmarks you

www.google.com | it's my everything

all else fails click the badge

(you can always click the back button)

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ilike | samsims
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