



Extending Conversations Through Social Media

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Community Strategist & Social Media Producer

Sun Microsystems

What is Social Media?

(aka social networking)

Wikipedia: “Social media is information content created by people using highly accessible and scalable publishing technologies.”

...which covers almost every form of communication that has yet existed on the Internet!

Who am I? Deirdré Straughan

- Online since 1982
- I've done it all:
 - CompuServe chat
 - Email
 - Usenet
 - Forums
 - Websites
 - Blogs
 - Videoblogging
 - Twitter
- Currently:
 - community strategist & social media producer at Sun Microsystems
- blogs.sun.com/deirdre
- beginningwithi.com

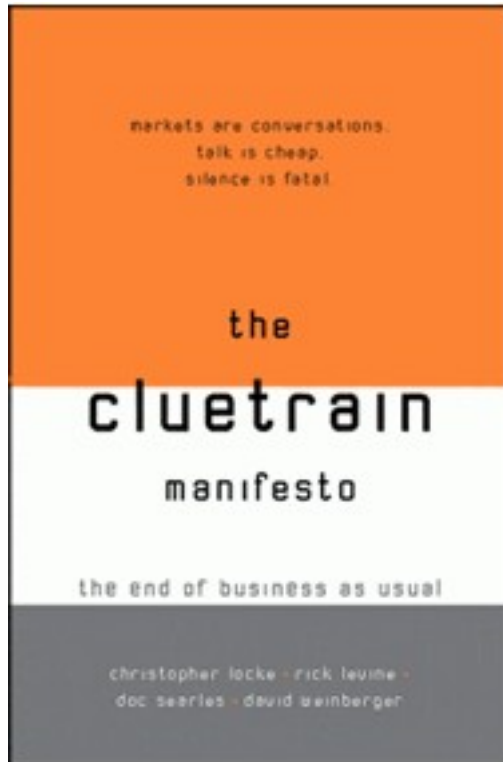
Some Current Forms of Social Media

The screenshot shows a YouTube video player interface. At the top left is the YouTube logo with the text "Broadcast Yourself™ Worldwide | English". To the right are icons for comments (0), email, and a TV icon. Below the header are navigation tabs for "Home", "Subscriptions", "Videos", and "Channels". The video title is "President Lula of Brazil Meets OpenSolaris" with an "Annotations Editor" button. The video content shows a crowded exhibition hall with a "globo.com" sign. A text overlay on the video reads "President Lula Meets OpenSolaris FISL 10, Porto Alegre Brazil, June 26, 2009". The video player controls at the bottom show a progress bar at 0:02 / 1:49, volume, and play/pause buttons. Below the player, it shows "★★★★★ 2 ratings" and "142 views".

- Forums/Bulletin Boards
- Blogs
- Wikis
- Videoblogging (YouTube et al)
- Flickr
- Facebook
- LinkedIn
- Twitter



But, most importantly...



...social media is a **conversation.**

95 theses, including:

1. Markets are conversations.
2. Markets consist of human beings, not demographic sectors....
6. The Internet is enabling conversations among human beings that were simply not possible in the era of mass media....

And the purpose of conversation is...

- to build relationships
- to share information

Blogs

Uses:

- share information quickly & easily
- encourage conversation via comments

Watch your stats

Blogging Tips - <http://bit.ly/1a5JsY>

Twitter

What is it?

Jargon: tweets, retweets,
hashtags

Uses:

- drive traffic to/awareness of information, blogs, events
- live event coverage
- relationship building
- news gathering

All Friends



Oh, cool, guess Windows 7 RC1 will be generally available tomorrow. I can wait. Thanks everyone! :)

● DonMacAskill, [+] Mon 04 May 14:11 via TweetDeck



I'm I the only one getting encryption errors with gtalk + adium lately?

● ThinGuy, [+] Mon 04 May 14:10 via web



BUSINESS NEWS - AD/PR Giant WPP Bolsters Social Media Commitment; Creates 7,200 New Full-Time Bloggers <http://tinyurl.com/dmbcto>

● amandachapel, [+] Mon 04 May 14:10 via web



Wow! RT @Chris_Mellor: Bakbone now looks to have bought the assets of Asempra which has collapsed.

● stoskett, [+] Mon 04 May 14:09 via TweetDeck



Hubei Chinese must smoke more to boost local tobacco industry or face penalties: <http://tinyurl.com/dy259p>

● webmink, [+] Mon 04 May 14:09 via TwitterFox



RT @innagordin: Anyone I know is going to EMC World in 2 weeks? Need some company!

● stoskett, [+] Mon 04 May 14:07 via TweetDeck



@DeirdreS Thanks, Deirdre! I will check that out. :)

● mentalmosaic, [+] Mon 04 May 14:07 via web in reply to...



Am on euro star to london. 20 interviews and one 200 person signing done. Tomorrow is london media. And blue peter.

● neilhimsel, [+] Mon 04 May 14:06 via mobile web

Facebook

What is it?

Uses:

- finding people
- groups/interests

Limitations:

- measurement

Wikis



WIKIPEDIA
The Free Encyclopedia

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New Zealand

From Wikipedia, the free encyclopedia
(Redirected from [New zealand](#))

This article is about the country. For other uses, see [New Zealand \(disambiguation\)](#).

New Zealand is an [island country](#) in the south-western [Pacific Ocean](#) comprising two main landmasses (commonly called the [North Island](#) and the [South Island](#)), and numerous smaller islands, most notably [Stewart Island/Rakiura](#) and the [Chatham Islands](#). The indigenous [Māori](#) named New Zealand **Aotearoa**, commonly translated as *The Land of the Long White Cloud*. The [Realm of New Zealand](#) also includes the [Cook Islands](#) and [Niue](#) (self-governing but in [free association](#)); [Tokelau](#); and the [Ross Dependency](#) (New Zealand's [territorial claim in Antarctica](#)).

New Zealand is notable for its geographic isolation: it is situated about 2000 km (1250 miles) southeast of [Australia](#) across the [Tasman Sea](#), and its closest neighbours to the north are [New Caledonia](#), [Fiji](#) and [Tonga](#). During its long isolation New Zealand developed a [distinctive fauna](#) dominated by [birds](#). a number of

New Zealand Aotearoa (Māori)



Flag



Coat of arms

Anthem: "God Defend New Zealand"
"God Save the Queen"¹



Videoblogging

- What is it?
- Differences between professional video and videoblogging
- Uses:
 - presentations
 - interviews
 - introductions
 - greetings

General Tips for Social Media

- Don't bite off more than you can chew – make sure you have time to keep it regular

Resources

- Everything on Facebook is an Ad <http://bit.ly/gNpQa>
- Down To Business: Are Execs Twittering Their Time Away? <http://bit.ly/GO29S>
- Blogging & video tips and how-to's: <http://blogs.sun.com/deirdre/>
- Social Media: The Five-Year Forecast <http://bit.ly/13REh6>
- The Cluetrain Manifesto: <http://www.cluetrain.com>