

What Should PR Bring to the Digital Party?



DOWNLOAD



A close-up photograph of a person's torso, showing they are wearing a white t-shirt. The person has long, wavy brown hair. The t-shirt features a printed message in a bold, black, sans-serif font. The message is arranged in two lines: the first line reads 'Social Media Experts' and the second line reads 'as real as unicorns'. The words 'Social', 'Media', 'real', and 'unicorns' in the second line are underlined.

Social Media Experts
as real as unicorns

Public Relations

*The practice of
managing
communication
between and
organisation
and its publics.*

Digital PR

?????



COLLINS BUSINESS ESSENTIALS

CLAYTON M. CHRISTENSEN

National Bestseller

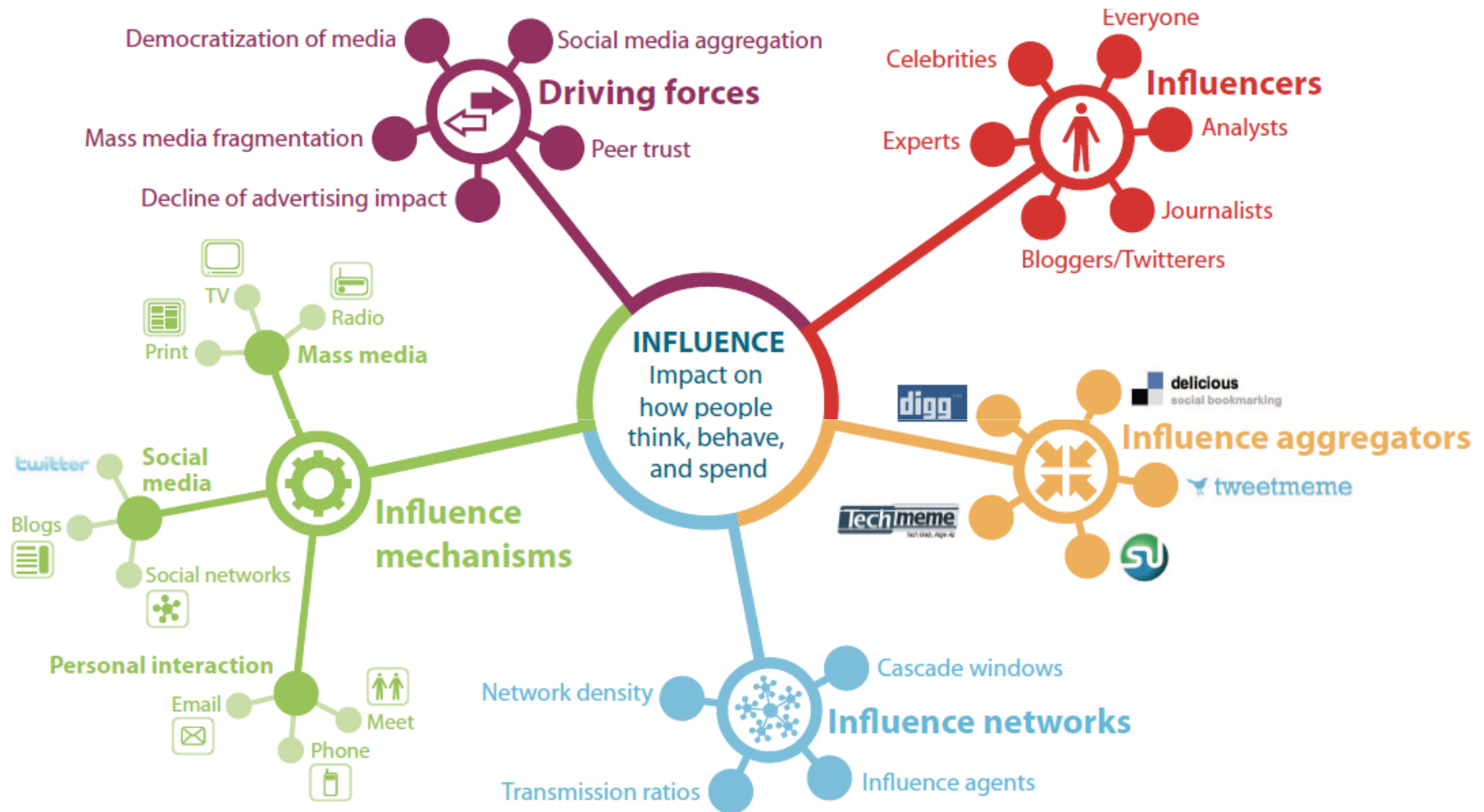
THE INNOVATOR'S DILEMMA

"This book addresses a tough problem
that most successful companies will face
eventually. It's lucid, analytical—and scary."

—Andrew S. Grove, Chairman and CEO,
Intel Corporation

The Revolutionary Book that Will
Change the Way You Do Business

The Influence Landscape Beta v1





The Social Media Guru

<http://www.youtube.com/watch?v=ZKCdexz5RQ8>



video

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Related Links







M.C. HAMMER

GARY HAYES' SOCIAL MEDIA COUNTS^{v1.6}

In the last 2 seconds
there have been...

social media mobile games

now +1 day +1 week +1 month +1 year

29 new blog posts

19 members added on Facebook

\$ 488 spent on virtual goods globally

130 tweets sent on Twitter

32407 videos watched on YouTube

164 iPhone apps downloaded

\$ 6 spent on Facebook gifts

1. hours uploaded onto YouTube

2 new Twitter users

3500 text messages between avatars in Second Life

\$ 2015 made from global mobile messaging and data

1404 user hours spent on Facebook

540 voice hours between users in Second Life

2 events created on Facebook

64815 searches made on Google

6805556 emails sent globally

\$ 44 made in advertising revenue on Facebook

532725 sms's sent worldwide

4 videos uploaded to Facebook

97 images uploaded to Flickr

18 new internet users globally



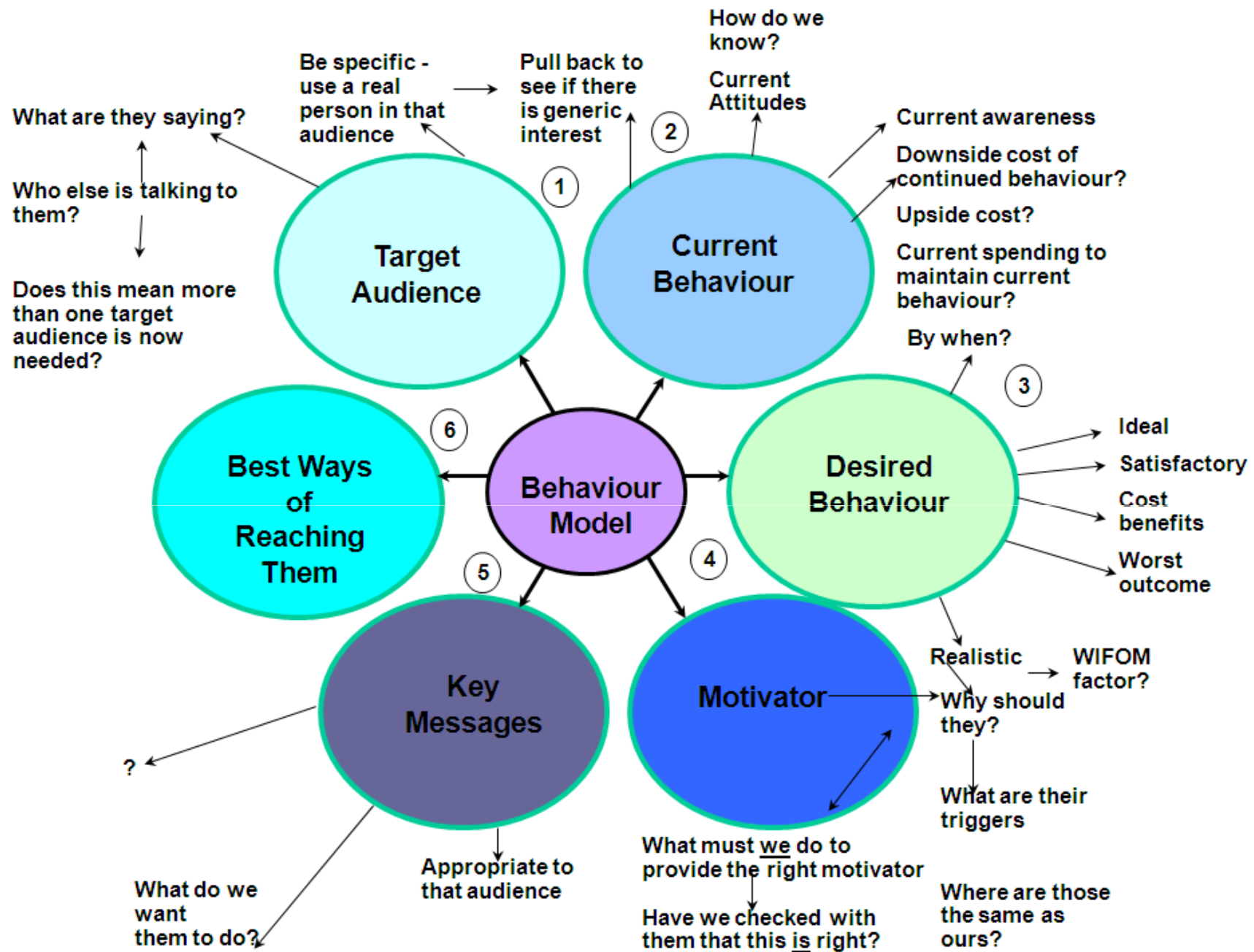
made by Gary Hayes twitter @GaryPHayes blog <http://personalizemedia.com>

<http://www.personalizemedia.com/garys-social-media-count/>

Site	Number of Users	User Profile	Average Time on Site
Facebook	5 million	57% Female 43% Male	21 minutes
MySpace	2.1 million	59% Female 41% Male	27 minutes
Twitter	240,000 – 450,000	57% Male 43% Female	13 minutes
LinkedIn	637,000	62% Male 38% Female	N/A

Source: Digital Marketing Lab - 2009





Consumer Profile Tool (now with 2009 data)

SOCIAL TECHNOLOGY PROFILE TOOL
 Profile your customers' social computing behaviors. Select age, country, and gender from the dropdowns above. The tool will automatically create a profile for your selected demographic group.

BUILD PROFILE NOW

Help About Forrester

Source: Forrester Research's Consumer Technographics data.
 Part of Forrester's [Groundswell](#) content.
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FORRESTER

B2B Profile Tool

Company size: 100 to 499 employees Primary Purchase Category: Total

Business	Index (All technology decision-makers = 100)
Creators	114
Critics	105
Collectors	105
Joiners	95
Spectators	105
Inactives	76

Sample Size = 278 Help About Forrester

Source: [The Social Technographics® Of Business Buyers](#) by [Laura Ramos](#) and [G. Oliver Young](#). Download your [complimentary webinar](#) from Forrester.
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FORRESTER

Consumer Profile Tool (now with 2009 data)

Age: 25-34 Country: Australia Gender: Not Specified

Consumer	Index (All adults = 100)
Creators	126
Critics	116
Collectors	150
Joiners	130
Spectators	113
Inactives	55

Help About Forrester

Source: Forrester Research's Consumer Technographics data.
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FORRESTER

http://www.forrester.com/Groundswell/profile_tool.html

7 → 350million

Every time one of your employees communicates online, they could be seen to represent your organisation.



IBM Social Computing Guidelines

Blogs, wikis, social networks, virtual worlds and social media

In the spring of 2005, IBMers used a wiki to create a set of guidelines for all IBMers who wanted to blog. These guidelines aimed to provide helpful, practical advice—and also to protect both IBM bloggers and IBM itself, as the company sought to embrace the blogosphere. Since then, many new forms of social media have emerged. So we turned to IBMers again to re-examine our guidelines and determine what needed to be modified. The effort has broadened the scope of the existing guidelines to include all forms of social computing.

Below are the current and official "IBM Social Computing Guidelines," which continue to evolve as new technologies and social networking tools become available.

Have you seen social computing behavior or content that is not in keeping with these guidelines? [Report inappropriate content via e-mail.](#)

Introduction

Responsible engagement in innovation and dialogue

Whether or not an IBMer chooses to create or participate in a blog, wiki, online social network or any other form of online publishing or discussion is his or her own decision. However, emerging online collaboration platforms are fundamentally changing the way IBMers work and engage with each other, clients and partners.

IBM is increasingly exploring how online discourse through social computing can empower IBMers as global professionals, innovators and citizens. These individual interactions represent a new model: not mass communications, but masses of communicators.

Therefore, it is very much in IBM's interest—and, we believe, in each IBMer's own—to be aware of and participate in this sphere of information, interaction and idea exchange.

To learn: As an innovation-based company, we believe in the importance of open exchange and learning—between IBM and its clients, and among the many constituents of our emerging business and societal ecosystem. The rapidly growing phenomenon of user-generated web content—blogging, social web-applications and networking—are emerging important arenas for that kind of engagement and learning.

To contribute: IBM—as a business, as an innovator and as a corporate citizen—makes important contributions to the world, to the future of business and technology, and to public dialogue on a broad range of societal issues. As our business activities increasingly focus on the provision of transformational insight and high-value innovation - whether to business clients or those in the public, educational or health sectors—it becomes increasingly important for IBM and IBMers to share with the world the exciting things we're learning and doing, and to learn from others.

In 1997, IBM recommended that its employees get out onto the Internet—at a time when many companies were seeking to restrict their employees' Internet access. In 2005, the company made a strategic decision to embrace the blogosphere and to encourage IBMers to participate. We continue to advocate IBMers' responsible involvement today in this rapidly growing space of relationship, learning and collaboration.

Best practices for social computing



Many clients and organizations have expressed an interest in learning more about IBM's Social Computing Guidelines and how we communicate them to employees. Here's a short video example of one of the ways IBM's online community educates itself about these guidelines.


Watch the video



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[Social Media Guidelines](#)
[Terms of Service](#)
[Terms of Use](#)
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Intel Social Media Guidelines

These are the official guidelines for social media at Intel. If you're an Intel employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off intel.com—these guidelines are for you. We expect all who participate in social media on behalf of Intel to be trained, to understand and to follow these guidelines. Failure to do so could put your future participation at risk. These guidelines will continually evolve as new technologies and social networking tools emerge—so check back once in awhile to make sure you're up to date.

When You Engage

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with customers, colleagues, and the world at large. It's a new model for interaction and we believe social computing can help you to build stronger, more successful business relationships. And it's a way for you to take part in global conversations related to the work we are doing at Intel and the things we care about.

If you participate in social media, please follow these guiding principles:

- Stick to your area of expertise and provide unique, individual perspectives on what's going on at Intel and in the world.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- Respect proprietary information and content, and confidentiality.
- When disagreeing with others' opinions, keep it appropriate and polite.
- Know and follow the [Intel Code of Conduct](#) and the [Intel Privacy Policy](#)

Rules of Engagement

[back to top ^](#)

Be transparent. Your honesty—or dishonesty—will be quickly noticed in the social media environment. If you are blogging about your work at Intel, use your real name, identify that you work for Intel, and be clear about your role. If you have a vested interest in something you are discussing, be the first to point it out. Transparency is about your identity and relationship to Intel. You still need to keep confidentiality around proprietary information and content.

Be judicious. Make sure your efforts to be transparent don't violate Intel's privacy, confidentiality, and legal guidelines for external commercial speech. Ask permission to publish or report on conversations that are meant to be private or internal to Intel. All statements must be true and not misleading and all claims must be substantiated and approved. Product benchmarks must be approved for external posting by the appropriate product benchmarking team. Please never comment on anything related to legal matters, litigation, or any parties we are in litigation with without the appropriate approval. If you want to write about the competition, make sure you know what you are talking about and that you have the appropriate permission. Also be smart about protecting yourself, your privacy, and Intel Confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully.

<http://www.ibm.com/blogs/zz/en/guidelines.html>

http://www.intel.com/sites/sitewide/en_US/social-media.htm





**Fail wisely
and keep on trying**



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