

Contents

| | | |
|--------------|---|-----------|
| Foreword | Ashton Kutcher | xiii |
| Preface | | xv |
| Introduction | Welcome to the Revolution | xvii |
| Chapter 1 | The Social Media Manifesto | 1 |
| | The Socialization of Media is Years in the Making | 1 |
| | The Future of Business is Already Here | 3 |
| | We are the Champions, We are not Messengers | 4 |
| | Conversations Happen with or without You | 5 |
| | Social Media is One Component of a Broader Communications and Marketing Strategy | 6 |
| | Building a Bridge between You and Your Customers | 7 |
| | Being Human versus Humanizing Your Story | 8 |
| | Social Science is no Longer an Elective | 9 |
| | You are not Alone | 11 |
| | Notes | 12 |
| Chapter 2 | Making the Case for Social Media: The Five Ws+H+E | 13 |
| | The Rise of <i>Unmarketing</i> | 13 |
| | People Influence Buying Decisions, Online and Offline | 15 |
| | The Democratization and Socialization of Branded Media | 15 |
| | Notes | 17 |
| Chapter 3 | The New Media University | 19 |
| | Integrated Marketing: The Tools | 19 |
| | Defining Social Media | 20 |
| | When Words Lose Their Meaning | 21 |

vi ◀ CONTENTS

| | | |
|------------------|---|-----------|
| Chapter 4 | The New Media University 101: Blogs, Podcasts, and Livecasts | 25 |
| | Blogs | 26 |
| | Blog Example: Southwest Airlines and Dell | 29 |
| | Podcasts | 30 |
| | Podcast Examples: Fidelity Investments | 31 |
| | Wikis | 31 |
| | Wiki Example: Oracle | 32 |
| | Notes | 32 |
| | | |
| Chapter 5 | The New Media University 201: Communities, Social Calendars, and Livecasting | 33 |
| | Crowd-Sourced Content Communities | 33 |
| | Social Calendars and Events | 35 |
| | Livecasting | 37 |
| | | |
| Chapter 6 | The New Media University 301: Images and Multimedia | 39 |
| | Images | 39 |
| | Images Example: JetBlue and the American Red Cross on Flickr | 40 |
| | | |
| Chapter 7 | The New Media University 401: Dashboards, Social Networks, and Brands | 43 |
| | Social Media Dashboards | 43 |
| | Social Networks | 46 |
| | Branded and Purpose-Driven Social Networks | 47 |
| | Branded Social Network Examples: Panasonic Living in HD | 48 |
| | | |
| Chapter 8 | The New Media University 501: Microblogs, Monetization, and Twitter | 51 |
| | Microblogs, Microcommunities | 51 |
| | Top 10 Monetization Trends for Social Media and Microcommunities | 52 |
| | Tips for Twitter and Social Media for Socially Savvy Businesses | 53 |
| | Note | 61 |

| | | |
|-------------------|---|-----------|
| Chapter 9 | The New Media University 601: Mobile Marketing and Video Broadcasting | 63 |
| | Geo Location and Mobile Networking | 63 |
| | Video Broadcast Networks | 65 |
| | Video Example: Home Depot | 69 |
| Chapter 10 | The New Media University 701: Social Media Optimization, SEO, and Content Distribution | 71 |
| | Social Objects | 71 |
| | Getting Noticed: Social Media Optimization a New Chapter of SEO | 73 |
| | What is Social Media Optimization? | 74 |
| | Titles | 75 |
| | Descriptions | 75 |
| | Tags | 75 |
| | Content Distribution | 76 |
| | Links | 77 |
| | Liking: Micro Acts of Appreciation Yield Macro Impacts | 78 |
| | Notes | 79 |
| Chapter 11 | The New Media University 801: Syndication, Illustration, and Aggregation | 81 |
| | Establishing a Syndication Network | 81 |
| | Syndicating Social Objects: An Illustration | 82 |
| | Channeling Illustration: An Activity Stream | 83 |
| | Aggregation: Assembling the Pieces | 84 |
| | Example of Activity Stream | 85 |
| | In-Network Aggregation | 86 |
| | Syndication: Webcasting Social Objects | 87 |
| | Autoposts and Syndication | 88 |
| | Don't Cross the Streams | 88 |
| | Destination Unknown: Defining the Journey through Your Experience | 89 |
| | Notes | 95 |
| Chapter 12 | The New Media University 901: Brand Personality, Discovery, and Promise | 97 |
| | Establishing an Online Presence and Defining the Brand Persona | 97 |
| | Online Profiles Speak Volumes about You and Your Brand | 98 |

viii < CONTENTS

| | | |
|-------------------|---|------------|
| | Multiple Personality Disorder | 99 |
| | Multiple Personality Order | 99 |
| | Discovery and Actualization | 101 |
| | Shaping the Brand Persona | 102 |
| | The Center of Gravity: Core Values | 103 |
| | Brand Pillars | 104 |
| | Brand Characteristics | 104 |
| | Promise | 104 |
| | Brand Aspirations | 105 |
| | Opportunities | 105 |
| | Culture | 105 |
| | Personality | 106 |
| | Notes | 106 |
| Chapter 13 | The New Media University 1001: Attention and Word of Mouth Marketing | 107 |
| | From Introversion to Extroversion | 107 |
| | The Now Web | 108 |
| | The Rise of the Statusphere | 109 |
| | News No Longer Breaks, It Tweets | 110 |
| | The Attention Rubicon | 111 |
| | Channeling Our Focus: The Attention Dashboard | 114 |
| | The Social Effect: The Future of Branding and Word of Mouth Marketing | 115 |
| | Notes | 118 |
| Chapter 14 | The New Media University 1101: Social Landscape and Initiatives | 119 |
| | Improving the Signal-to-Noise Ratio | 119 |
| Chapter 15 | Fusing the <i>Me</i> in Social Media and the <i>We</i> in the Social Web | 121 |
| | Casting a Digital Shadow: Your Reputation Precedes You | 121 |
| | Defining Your Online Persona | 123 |
| | Your Brand versus the Brands You Represent | 123 |
| | Managing Your Online Reputation | 124 |
| | We are all Brand Managers | 125 |
| | Note | 125 |
| Chapter 16 | Learning and Experimentation Lead to Experience | 127 |
| | Becoming the Expert | 127 |
| | You're the Real Thing | 128 |

| | | |
|-------------------|---|------------|
| | When POV Becomes a Point of Validation | 129 |
| | Let's Talk About Meaningful Exchanges | 129 |
| | Who Owns Social Media? | 130 |
| | Getting Down to Business | 131 |
| Chapter 17 | Defining the Rules of Engagement | 133 |
| | Inside the Outside: Assessing Threats and Opportunities | 134 |
| | Policies and Guidelines | 136 |
| | Example Guidelines and Policies | 141 |
| | The Louisiana Purchase and the Great Brand Grab | 148 |
| | Rules of Engagement | 150 |
| | Intel's Digital IQ Program | 152 |
| | With Social Media Comes Great Responsibility | 154 |
| | Notes | 155 |
| Chapter 18 | The Conversation Prism | 157 |
| | I'm Your Customer . . . Remember Me? | 157 |
| | The Value Cycle: You, Me, and Mutual Value | 159 |
| | The Conversation Prism | 160 |
| | The Art and Science of Listening and Monitoring | 164 |
| | Listeners Make the Best Conversationalists | 165 |
| | Charting a Social Map | 166 |
| | Conversation Workflow | 167 |
| | Taking Center Stage | 167 |
| | Level One: The Epicenter | 168 |
| | Charting the Course | 170 |
| | Establishing a Conversation Index | 171 |
| | The Community Starts Within | 171 |
| | Notes | 178 |
| Chapter 19 | Unveiling the New Influencers | 179 |
| | We are Media | 179 |
| | Building a Bridge between Brands and Markets | 180 |
| | Engage with Purpose | 181 |
| | The Shift from Monitoring to Action | 182 |
| | X-Ray Glasses and Bionic Hearing | 184 |
| | Searching the Social Web | 186 |
| | Note | 190 |
| Chapter 20 | The Human Network | 191 |
| | Breathing Life into the Human Network | 191 |
| | The Human Network: Alive and Clicking! | 192 |
| | Visualizing Social Order | 197 |

x ◀ CONTENTS

| | | |
|-------------------|---|------------|
| | Social Technographics | 197 |
| | Tenets of Community Building | 199 |
| | Notes | 206 |
| Chapter 21 | The Social Marketing Compass | 209 |
| | The Calm before the Storm | 209 |
| | The Social Marketing Compass | 210 |
| | Creating a Plan: Defining the Future, Now | 215 |
| | Social Media Plan Outline | 216 |
| | Notes | 220 |
| Chapter 22 | Facebook is Your Home Page for the Social Web | 221 |
| | The Top 10 Brands by Population (Rounded Out) | 221 |
| | The State of the Facebook | 222 |
| | It's Not a Fan Page; It's a Brand Page | 223 |
| | From E-Commerce to F-Commerce | 224 |
| | Facebook Tabs Are the New Web Pages | 226 |
| | Madison Ave. is Moving to California Ave. | 227 |
| Chapter 23 | Divide and Conquer | 229 |
| | Social Media Takes a Community Effort | 229 |
| | Decentralization and Centralization: Assembling and Conducting an Orchestra | 230 |
| | The Society and Culture of Business | 231 |
| | Meeting of the Minds: Consensus ad Idem | 231 |
| | Outside the Inside: Establishing an Insider Program | 232 |
| | Example: New Media Board of Advisors | 233 |
| | Example: Internal Task Force | 236 |
| | Example: Organizational Transformation | 238 |
| | New Roles and Responsibilities in the Era of Emerging Media | 240 |
| | Notes | 242 |
| Chapter 24 | A Tale of Two Cities | 245 |
| | Web 2.0 and the Evolution of CRM 2.0 | 245 |
| | Twitter and Social Networks Usher in a New Era of Relationships | 247 |
| | When the s in sCRM Stands for <i>SELF-SERVING</i> | 250 |
| | Vendor Relationship Management (VRM) | 252 |
| | The Value of Social Customers | 253 |
| | VRM + sCRM = SRM | 254 |
| | No Brand is an Island | 256 |

Contents ► xi

| | | |
|-------------------|---|------------|
| | Social Business Takes a Human Touch; No, Really | 256 |
| | Social Science is the Center of Social Business | 259 |
| | Notes | 260 |
| Chapter 25 | We Earn the Relationships We Deserve | 263 |
| | Earning the Three Fs: Friends, Fans, and Followers | 263 |
| | # Hashtags | 264 |
| | Hashtags: A Proactive Approach | 265 |
| | Offers and Specials | 266 |
| | Pay per Tweet | 267 |
| | Notes | 269 |
| Chapter 26 | The New Media Scorecard | 271 |
| | The Disparity between Social Media Adoption and Measurement | 272 |
| | ROA: Return on Acronyms | 272 |
| | The Essential Guide to Social Media: Resources—Personnel and Budgets | 274 |
| | The Social Barometer | 275 |
| | Start with the Results, then Work Backward: Defining Goals and Objectives | 276 |
| | Authority: The Ability to Galvanize Action and Quantify It | 281 |
| | The Cs of Measuring Action through Cost | 285 |
| | The Engagement Phase | 287 |
| | Share of Voice and Share of Conversation | 290 |
| | Comparative Data Analysis | 291 |
| | Notes | 292 |
| Conclusion | You Are More Influential than You May Realize | 295 |
| Appendix | 30-Day Listening Report: A Template for Capturing and Presenting Social Media Activity | 297 |
| Glossary | | 300 |
| Index | | 307 |

<http://www.pbookshop.com>