

# Essentials of Social Media

Developing Core Knowledge of Social Media

Thursday, January 24, 2013

Chuck Hall

C Social Systems

# Details

- **Course # PRD739-001**
- **No. of Sessions: 6**
- **Day(s): Thursdays**
- **Dates: January 24-February 28**
- **Times: 6-9 p.m.**
- **Location: Allman 204**
- **Inclement Weather Policy:**

# Course Outline

**January 24:** Develop core knowledge of the dominant social media platforms in use today: Facebook, Twitter, LinkedIn, Google+, YouTube, Foursquare, Pinterest, Instagram and blogs.

**January 31:** Connect social media management to social, communication and business strategies.

**February 14:** Visualizing your business, marketing and social systems and identifying social media opportunities.

**February 7:** Integrate multiple social media platforms and measurement practices through integrative tools including TweetDeck, Hootsuite, Google Analytics, Google Alerts, Klout and Facebook Admin Panel.

**February 21:** Develop a social media strategy for your organization with an emphasis on practical implementation.

**February 28:** Receive individual professional guidance from the course leader as well as peer feedback.

# Introductions

- Who am I?
- What does my social media profile say about me?

# The Social Media Revolution

# Points from Video

1. Over 1 billion users on Facebook
2. If Facebook were a country it would be the world's 3rd largest and 2x the size of the U.S. population
3. Over 50% of the world's population is under 30-years-old
4. Each day 20% of Google searches have never been searched before
5. In 10 years over 40% of the Fortune 500 will no longer be here
6. Social Media has overtaken porn as the #1 activity on the Web
7. 1 in 5 couples meet online; 3 in 5 gay couples meet online

# Points from Video

1. 1 in 5 divorces are blamed on Facebook
2. What happens in Vegas stays on YouTube, Flickr, Twitter, Facebook...
3. Ford Explorer launch on Facebook more effective than a Super Bowl Ad
4. 69 percent of parents said they are currently “friends” with their children on a social media site
5. 92% of children in the US have a digital footprint/shadow
6. Every second 2 new members join LinkedIn
7. More members join LinkedIn per day than the entire enrollment of all the IVY League Schools

# Points from Video

1. Social Gamers to buy 6 billion in virtual goods by 2013; movie goers only buy 2.5 million in concessions
2. Every minute 72 hours of video is uploaded to YouTube
3. If Wikipedia were made into a book it would be 2.25 million pages long
4. 97% of Pinterest Facebook Fans are Women
5. 53% of people on Twitter recommend products in their Tweets
6. 90% of people trust online recommendations from people they know
7. Only 14% trust traditional TV advertisements



# Points from Video

1. New Yorkers received tweets about an east coast earthquake 30 seconds before they felt it
2. 93% of marketers use social media for business
3. Lady Gaga, Justin Bieber and Katy Perry have more Twitter followers than the entire populations of Germany, Turkey, South Africa, Canada, Argentina, United Kingdom, Egypt
4. “We don’t have a choice on whether we DO social media, the question is how well we DO it.” – Erik Qualman
5. “We will non longer search for products and services, they will find us via social media.” – Erik Qualman
6. “Social Media isn’t a fad, it’s a fundamental shift in the way we communicate.” – Erik Qualman
7. “The ROI of social media is that your business will still exist in 5 years.” - Erik Qualman

# Major Social Media Platforms

- **Facebook** – All the people you know or want to know in your communities
  - **LinkedIn** – Your living resume
  - **Twitter** – A big cocktail party
  - **Google+** – Home of business-oriented geeks
- 
- **Pinterest** – “Estrogen fest” visually interesting things
  - **Foursquare** – Online social register
  - **Quora** – Deep Q&A
  - **Yammer** – Closed community

# A Note on Statistics

It's a big mess – lack of consistent metrics with competing interests makes it difficult to compare directly

<http://mashable.com/2012/03/09/social-media-demographics/>

<http://marketingland.com/social-network-demographics-pew-study-shows-who-uses-facebook-twitter-pinterest-others-21594>

# Facebook

<http://www.socialbakers.com/facebook-statistics/united-states>



### Chuck Hall

Update Info

Activity Log 10

- Founder at SoMeBizLife
- Studied Organizational dynamics at University of Penns...
- Lives in Doylestown, Pennsylvania
- Married to Amy Perry Hall

About



Friends 623



Photos 101



Map 184



Likes 561

- Now
- December
- 2012
- 2011
- 2010
- 2009
- 2008
- 1989
- 1983
- 1979
- Born

Sponsored

Create an A

#### End Your Card Search



Capital One has the benefits and rewards you may be looking for.

You and Elaine Seehousen Apsche like Capital One.

#### Military History Master's

militaryhistory.norw...



Learn from World-Renowned Experts. Online Accredited, Top Ranking. Download Free Brochure

#### Winter smartphone sale

att.com



Let AT&T help you get more out of your phone with a new smartphone starting at under \$1.

- Status
- Photo
- Place
- Life Event

How are you feeling, Chuck?

Post

Chuck Hall shared a link via Jeff Kirschenbaum. Yesterday

Some versions are not far off from some of this!

#### Activity Recent



Chuck listened to Che by Break of Rea... on Spotify.

Like · Comment



Chuck liked Healthier Steps.



Chuck followed Chris Brogan, CEO & Founder at Human Business Works.



Chuck is now friends with Patrick Walsh and 5 other people.

 **Chuck Hall**

- FAVORITES**
- News Feed**
  - Messages 73
  - Events 8
  - Photos
  - Browse

**ADS**

- Ads Manager

- PAGES**
- SoMeBizLife 2
  - Novotorium
  - BRG Business Referral Group
  - Potter Contracting 1
  - Best of Chuck's 1
  - DoylestownMenus.com
  - Pages Feed 20+
  - Like Pages 20+

- GROUPS**
- Doylestown 6
  - Social Media Club - P... 1
  - Camp Neumann Alumni 3
  - Philly Startup Stories 1
  - Growing up in Doyles... 20+
  - Innovative APP User... 20+
  - Create Group...

- APPS**
- App Center 20+
  - Words With Friends 20+
  - Game Feed

**Update Status** **Add Photos/Video**

What's going on, Chuck?

SORT: MOST RECENT

**Monkeys Uncle**

We are open... Back to Biz... so if you need FLYERS gear for the game tonight... come on in and get it....

Like · Comment · Share · about a minute ago

**Social Media Today**

As customers increasingly turn to social media sites for customer service, the social help desk lets you respond in real-time to meet the evolving customer definition of "now." [Infographic]

**The Social Help Desk Revolution | Social Media Today**  
socialmediatoday.com

The social help desk may turn out to be a game-changer in the ongoing relationship between businesses and their customers. As customers increasingly turn to social media sites for customer service, the social help desk lets you respond in real-time to meet the

Like · Comment · Share · 3 1 · about a minute ago

**Nickey Hollenbach** **Doylestown**

need some guidance from you - good, trustworthy, not the most expensive jeweler in Doylestown ? Thank you!

Like · Comment · 2 minutes ago near Riegelsville

**Krista Miller Anthony** shared a link.

**Artist hopes to bring 'contemporary' style to Doylestown with new gallery**

**Your Ads** **Create an Ad**

Daily Monthly

1	1	0
Ad	Campaign	Clicks

- Dawn Bode's** birthday is today
- CRAFT CULTURE** | Janu... at 9:00pm
- 49 requests** from Marty Andrejko
- 12 other app requests**

**Sponsored** **Create an Ad**

**Play games on the go**  
att.com

Score a great deal on the latest Android™ phones from AT&T. Plus, shipping is free.

**Military History Master's**  
militaryhistory.norwich.edu

Learn from World-Renowned Experts. Online, Accredited, Top Ranking. Download Free Brochure

**Let's Fight Fat**  
letsfightfat.com

Is weight loss your resolution? The alli brand can help you reach your goals! CLICK now.

**Stone-Gridden Above and Beyond...**

LIKE us and enter to win an iPad!



Chuck Hall



Doylestown

- About
- Events
- Photos
- Files

Notifications

FAVORITES

- News Feed 73
- Messages 8
- Events
- Photos
- Browse

ADS

Ads Manager

PAGES

- SoMeBizLife 2
- Novotorium
- Business Referral Group
- Potter Contracting 1
- Best of Chuck's 1
- DoylestownMenus.com
- Pages Feed 20+
- Like Pages 20+

GROUPS

- Doylestown**
- Social Media Club - P... 1
- Camp Neumann Alumni 3
- Philly Startup Stories 1
- Growing up in Doyles... 20+
- Innovative APP User... 20+
- Create Group...

APPS

- App Center 20+
- Words With Friends 20+
- Games Feed 20+

Write Post Add Photo / Video Ask Question Add File

Write something...

757 members (14 new)

+ Add People to Group

RECENT POSTS



Stacey Hill

This ran in the Courier yesterday. Thanks Nicole for such a wonderful Write Up! :) Hope to see some of you tomorrow for our gourmet cupcake sales!!! We're doing Chocolate Chip Cookie Dough again! :)



Warminster cake baker hits big time with snowman cookie

www.phillyburbs.com  
Her elaborate and realistic designs of cars, shoes and animals have earned Hill a lot of notice in culinary circles,

Like · Comment · Follow Post · Share · 11 minutes ago

Debbie Goetz and RaeAnn Banker like this.



Debbie Goetz woo-hoo! It will appear in the Intelligencer on January 30th.  
a few seconds ago · Like



Write a comment...



Nickey Hollenbach

need some guidance from you - good, trustworthy, not the most expensive jeweler in Doylestown ? Thank you!

Like · Comment · Follow Post · 3 minutes ago near Riegelsville

Requests (2)

See All



Ezrine Hilary



Nancy Taylor  
1 friend in group



What should people post in this group?

Add a Description

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Create an Ad

Military History Master's

militaryhistory.norwich.edu



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Become a more effective educator. Start today.

You are posting, commenting, and liking as SoMeBizLife — Change to Chuck Hall

SoMeBizLife Timeline Now

Admin Panel

Ads Manager



SoMeBizLife

654 likes · 11 talking about this

Liked

[gear icon]

Local Business  
Doylestown, Pennsylvania 18901  
(866) 606-7686  
Add Your Hours  
About



654 Likes

1

Photos The SoBiz Future Events Likes

Highlights

Status Photo / Video Offer, Event +  
Write something...  
Promote Post

60 Friends Like SoMeBizLife  
[Grid of 12 friend profile pictures] +51

SoMeBizLife shared a link 5 hours ago

Recent Posts by Others on SoMeBizLife  
Don Lafferty GIVEAWAY ALERT! Would you like to attend out Social Me...  
5 · January 11 at 11:32am

See Your Ad Here  
SoMeBizLife  
Social: Media, Business & Life offers conferences, consulting services and lifestyle information to...  
SoMe BizLife  
Like · Chuck Hall likes this.  
Promote This Story



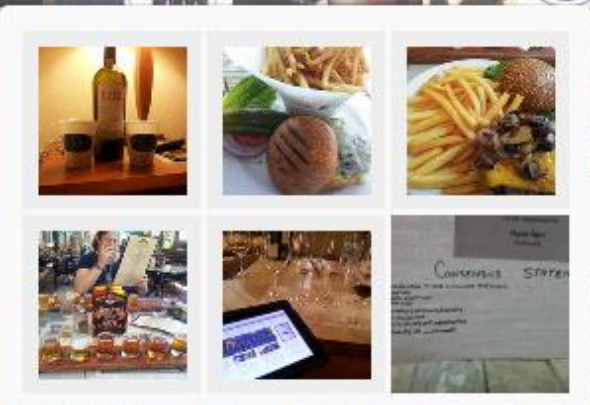
# Facebook

<http://www.socialbakers.com/facebook-statistics/united-states>

# Twitter

<http://pewinternet.org/Reports/2012/Twitter-Use-2012/Findings.aspx>

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >



- Who to follow · Refresh · View all
- F** Forrester Research @forrester 

Followed by Natalie Keylon and ot...  
Follow
  - GW** Greg Wilson @GWPSstudio 

Followed by Karen Waller and oth...  
Follow
  - New Hope Free Press @NHFree... 

Follow
- Browse categories · Find friends

Philadelphia Trends · Change



**Chuck Hall**  
@ChuckHall

Social Systems for Organizational Growth. MSOD Univ Penn. Penn State. Social Business. Consultant, Speaker. Communication, Marketing. SoMeBizLife. Novotorium.  
Doylestown, Pennsylvania · <http://csosys.com>

14,104 TWEETS    4,522 FOLLOWING    4,546 FOLLOWERS   

**Tweets**

**Gloria Bell** @gloriabell 6h   
Calling YOURSELF a rockstar, ninja, guru or anything similar just pretty much confirms that you don't know what one really is  
 Retweeted by Chuck Hall  
Expand

**Chuck Hall** @ChuckHall 8h  
For those in Doylestown PA area: Tweetup, 5-7 pm, Mon, Jan 28, at @MOMsDoylestown Free wings, buy your own drinks.  
Expand

**Chuck Hall** @ChuckHall 22 Jan  
@TechonomicMan Wayne -- sorry for my laggy response! I will not be in Langhorne on Weds. :-/ Stu will not be available either. Next time?  
 View conversation





**Chuck Hall**

View my profile page

**14,104**  
TWEETS

**4,522**  
FOLLOWING

**4,546**  
FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all



**Insanity**

@Insanity  
Followed by [Natalie J Champagn...](#)

Promoted · Follow



**BucksCountyInsiders** @BucksCo...

Followed by [Mary Ann Beltz](#) and [ot...](#)

Follow



**Simon Leung** @simonleung

Followed by [Jay Salvati](#) and [others](#)

Follow

[Browse categories](#) · [Find friends](#)

Philadelphia Trends · Change

[#EverydayShow](#)

[#CallOutSomebodyBeautiful](#)

[#LikeltWhen](#)

[#ArianaRilakkumaContest](#)

[North Korea](#)

[#bt](#)

[#slopeshowdown](#)

[Mark McMorris](#)

[Katie Couric](#)

[Shaun White](#)

## Tweets



**Gabriel Chapman** @Bacon\_Is\_King

4m

@stu delivering some great information here about converged infrastructure: [bit.ly/11Uyt5v](#)

Retweeted by [Stuart Miniman](#)  
Expand



**Amy M Moore** @amyswinningways

9s

PerBlue Founder Answers Reader Questions via Live Chat [goo.gl/JOE0v6](#)

Expand



**fran melmed** @femelmed

9s

The Rise of Health Care Gamification [lnkd.in/4cCBHH](#) <Interesting exchange on whether badges work--and how--in employee wellness.

Expand



**Chad McDaniel** @ExecsInTheKnow

15s

So many companies- @execsintheknow Customer Event – Bonita Springs, FL updated agenda [bit.ly/XT3UMo](#) Are you coming?

Expand



**brooks bayne** @brooksbayne

16s

hahahahaha! -> Lee "Pornohan" Stranahan gets pwned by Andrew Breitbart - YouTube [j.mp/WXhjgd](#) #tgdn #tcot @benshapiro

View media



**Chuck Hollis** @chuckhollis

2h

RT @Wikibon: Rack Level Architectures and Hyperscale Operations [bit.ly/10CFdju](#) by @stu < definitely worth a read ...

Retweeted by [Stuart Miniman](#)  
Expand



**Chris Fleury** @cfleury

46m

YOUR friend on YOUR background  
Twitter.com



SoMe BizLife



- Tweets
- Following
- Followers
- Favorites
- Lists



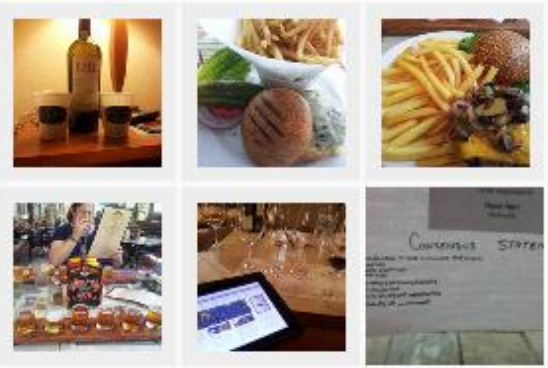
**Chuck Hall**  
@ChuckHall

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Doylestown, Pennsylvania · <http://csosys.com>

14,104 TWEETS

4,522 FOLLOWING

4,546 FOLLOWERS



Who to follow · Refresh · View all

- TIME.com** @TIME  
Followed by Hajir Solutions and others  
Follow
- Jim Gardner** @Jim\_Gardner  
Followed by James Myers and others  
Follow
- Ronald Yau** @RonaldYau  
Followed by Kathy Swanson and others  
Follow

Browse categories · Find friends

### Following

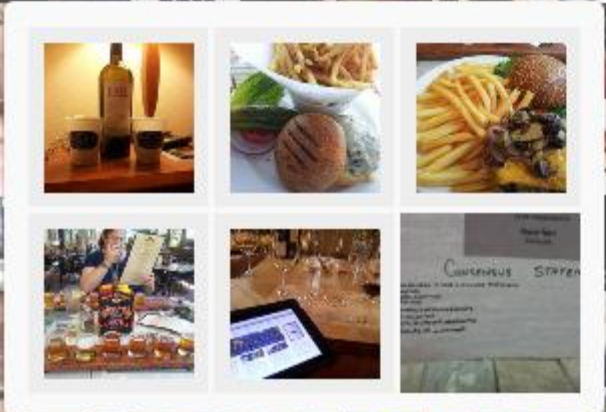
**Ben Revere** @BenRevere9  
*Im Ben Revere I play for the Philadelphia Phillies love God my family and friends God Bless!!! Psalm 91..* Following

**Tim Treacy** @TimTreacy  
*Community and Social Media Marketing Manager @HailoBoston. Chair of @LFCBoston An Irish musician in Boston. Lover of fine food and finer drinks. #DontShopAdopt* Following

**Patrick Baynes** @PatrickBaynes  
*Early @LinkedIn employee, Co-founder @PeopleLinX. I make jokes; sometimes they're funny.* Following



- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >



Who to follow · Refresh · View all

- TIME.com** @TIME  
Followed by Hajir Solutions and ot...  
Follow
- Jim Gardner** @Jim\_Gardner  
Followed by James Myers and oth...  
Follow
- Ronald Yau** @RonaldYau  
Followed by Kathy Swanson and ...  
Follow

Browse categories · Find friends

Philadelphia Trends · Change






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@ChuckHall

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Doylestown, Pennsylvania · <http://csosys.com>

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**Followers**

-  **Jason Miller** @JasonMillerCA  
*Social Media & Content for Marketo, B2B Blogger, RocknRoll Photographer, amateur comedian, Hair Metal Expert, Aspiring magician. All opinions here are my own.* Follow
-  **Joseph Nappi** @JDNappi  
*Owner Wine Italiano, Belle Basket* Follow
-  **Jessica Manna** @jessicamanna  
*Passionate about mortgage banking, marketing, and customer experience... and my boxer puppy ;-)* Follow
-  **Maria Evans** @martinoevans  
Following



# Twitter

<http://pewinternet.org/Reports/2012/Twitter-Use-2012/Findings.aspx>

# Linkedin

<http://www.factbrowser.com/tags/linkedin/>



Free Philly Area Workshop - Learn From Flip-This-House Pros. Free Philly/Atlantic City Class. 1/29-2/9



# Chuck Hall



Marketing, Communication & Social Business Consulting  
Greater Philadelphia Area | Management Consulting

Current Novotorium, C Social Systems, Your Marketing Exec  
Previous Lincoln Financial Distributors, Nationwide Provident, Provident Mutual  
Education University of Pennsylvania

Improve your profile

Edit ▾

500+ connections

www.linkedin.com/in/chuckhall18901/

Contact Info

## ACTIVITY

Share an update...

### Say happy work anniversary!



Chuck Hall  
2 years this January  
C Social Systems, LLC

Like • Say congrats • 2 hours ago

SEE MORE ▾

## PEOPLE YOU MAY KNOW



Jim Swan 2nd  
Sir Speedy Printing  
Connect • 52

### Introducing a new look for your Company Page

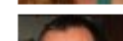
Learn more



## PEOPLE ALSO VIEWED




Jennifer Phillips April  
SEO Copywriter ★ Social Media Marketing ★ Content Marketer ★ Blogger ★ Speaker ★ Trainer



Alberto Janza

BACKGROUND

 SUMMARY


For the past 25+ years, I have worked in advertising, public relations, marketing and organizational communications. Through my consulting practices, I help organizations establish effective approaches to communication and marketing blending traditional and new media approaches.

My approach to marketing is Dynamic Organizational Marketing. It incorporates sound fundamentals of business and marketing, recognizes key trends in society today including Social Media and changes in the workforce, and utilizes elements of Organizational Dynamics to effectively engage all stakeholders of an organization in its marketing and business mission.

This approach is of value to businesses of all sizes, ranging from start-ups, to closely held companies, to venture-funded firms, to the largest organizations.

Specialties: Strategic marketing planning, merger/ acquisition communication, public relations, crisis marketing, marketing integration, brand development and alignment, interim marketing executive services, marketing reorganization/ realignment, organizational communications, advertising, entrepreneurial growth strategies, group facilitation, and seminars.

I also speak and train on topics ranging from social media, business story telling, marketing planning, & Organizational Dynamics.

 EXPERIENCE

**Consultant**

Novotorium

September 2011 – Present (1 year 5 months) | Langhorne PA



Technical Director at Novotorium

**Michael Krupit**

Innovator, entrepreneur, technologist. Connect if you know me.



**Stu Segal**

Pres/CEO Strategic Solutions In Healthcare



**Maria Collins**

Design Director at Real Food Works, Inc.



**Gloria Bell**

Adjunct Professor - Social Media Strategy / Entertainment & Arts Management Program at Drexel University



**Seth Goldstein**

★ Web | Search | Social ★



**Rick Toone**

Shoot Better Video \* Full service Video production Company serving small business



**Don Lafferty**

Inbound Marketing ✓ Social Media ✓ Speaker ✓ Teacher ✓ High Tech Sales & Marketing ✓ Writer ✓



**Jim Donovan**

The fastest way to grow a business is to improve performance of you and your people. We can help you do that.

PROFILE STRENGTH



## EXPERIENCE

### Consultant

Novotorium

September 2011 – Present (1 year 5 months) | Langhorne PA



Novotorium is a business incubator located in Bucks County, PA. We are in the midst of transitioning from serving a broad range of tech-related startups to focusing on startups in the health and wellness space. As a consultant to Novotorium and its client companies, I work with businesses to help them understand how Novotorium may be able to assist them in their growth and then counsel companies within Novotorium's programs.

### Principal

C Social Systems

January 2011 – Present (2 years 1 month)

We work with our clients to build a shared understanding of business goals and requirements, and social business opportunities, and then develop effective solutions. We build on your vision for your firm, and then help you implement your vision along with your team. We happily and quietly help you create important connections between vision and execution so that your firm may move into the new social business sphere.

### Principal

Your Marketing Exec

November 2007 – Present (5 years 3 months)

Whether you have full-time staff, rely solely on an agency or have yet to begin marketing, call on us. Marketing planning tied strategically to your business goals. Wise counsel to help select creative resources. Careful analysis of how to invest money on marketing tactics. Structure your marketing to get results.



Sales & Marketing ✓ Writer ✓

### Jim Donovan

The fastest way to grow a business is to improve performance of you and your people. We can help you do that.

## PROFILE STRENGTH



All-Star

[Share your profile](#) ▶

## WHO'S VIEWED YOUR PROFILE

Past 7 days



[See who they are](#) ▶

## PEOPLE YOU MAY KNOW






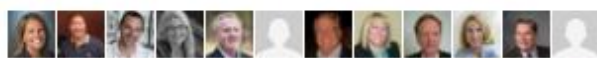





**Jim Swan** 2nd

Sir Speedy Printing

# SKILLS & EXPERTISE

Most endorsed for...

<b>88</b>	Marketing Communications	
<b>44</b>	Entrepreneurship	
<b>36</b>	Social Media	
<b>29</b>	Public Relations	
<b>27</b>	Advertising	
<b>26</b>	Marketing	
<b>26</b>	Public Speaking	
<b>19</b>	Strategic Planning	
<b>19</b>	Social Media Marketing	
<b>16</b>	Thought Leadership	

Chuck also knows about...

<b>13</b>	Marketing Strategy	<b>10</b>	Business Development	<b>9</b>	Workshop Facilitation
<b>9</b>	Social Networking	<b>7</b>	Start-ups	<b>6</b>	Strategic Communications

## PEOPLE YOU MAY KNOW



**Jim Swan** 2nd  
 Sir Speedy Printing  
 Connect • 52

## ADS BY LINKEDIN MEMBERS



**"Flip This House" Seminar**  
 Flip This House Pros Tell All. Free Philly/Atlantic City Class. 1/29-2/9



**Lead Info Dashboard**  
 See Your Offline & Online Marketing Data On One Dashboard. Check It Out!



**#1 Mistake all VC's make?**  
 Revenue is Always The Problem. This is The Solution. Connect For Free Copy.



## EDUCATION

### University of Pennsylvania

Masters, Masters in Organizational Dynamics

2001 – 2008

### Penn State University

BA, Journalism

1979 – 1983



## ADDITIONAL INFO

### Interests

Technology marketing, business integration, creative problem solving, strategic alliances, marketing innovation, organizational change.

### Advice for Contacting Chuck

Send me an email -- [chuck@yourmarketingexec.com](mailto:chuck@yourmarketingexec.com) -- if you'd like to discuss business opportunities or reconnect.



## ORGANIZATIONS

### PEOPLE YOU MAY KNOW



**Jim Swan** 2nd

Sir Speedy Printing

[Connect](#) • 52

### ADS BY LINKEDIN MEMBERS



#### "Flip This House" Seminar

Flip This House Pros Tell All. Free Philly/Atlantic City Class. 1/29-2/9



#### Lead Info Dashboard

See Your Offline & Online Marketing Data On One Dashboard. Check It Out!



#### #1 Mistake all VC's make?

Revenue is Always The Problem. This is The Solution. Connect For Free Copy.

# Linkedin

<http://www.factbrowser.com/tags/linkedin/>



# Google+

<http://www.plusdemographics.com/globalreport>



- Home
- Profile
- Explore
- Events
- Photos
- Communities
- Circles
- Local
- More

# Chuck Hall

View as...

Edit profile



Works at CSocialSystems, LLC  
 Attended Penn State University  
 Lives in Doylestown, PA

- Posts
- About
- Photos
- YouTube
- +1's



Share what's new...



**Chuck Hall** Oct 22, 2012 - Public  
 We're less than three weeks away from The Social Business Future Conference, November 9 at Delaware Valley College. This is going to be a great event! Check it out and register to join us! [www.TheSocialBusinessFuture.com](http://www.TheSocialBusinessFuture.com)



**The Social Business Future »**  
 In the early '90s, when the Internet was first gaining momentum, I worked for a national trade association. I was an avid user of America Online (AOL), so the association sent me to a week-long traini...

### 146 IN YOUR CIRCLES



COMPLETE YOUR PROFILE  
 65% complete

Start a hangout

Chuck Hall  
 Chat with...

- Greg Lowe
- Sean Paul McCloskey
- Jen Phillips April
- Mike Maney
- Mike Maney
- Det Ansinn
- Richard Mac Farlane
- Christian Jay Marshall
- Debra Jasner
- Donna Serdula
- Jason W.





- Home
- Profile
- Explore
- Events
- Photos
- Communities
- Circles
- Local
- More



**Joanna Chodorowska** 12:34 PM - +1'd on www.richroll.com - Limited

nice interview, albeit a bit long. listened in parts. but food and supplement recommendations similar to what i suggest. who knew??



**The Rich Roll Podcast #011: Ben Greenfield | Rich Roll »**

Vegan Athlete & Bestselling Author Rich Roll talks with fitness authority Ben Greenfield about nutrition, endurance training & bio-hacking for optimal performance.

+1

Add a comment...



**Cari Sultanik** 9:43 AM - Public

While I think the class action lawsuit brewing is ridiculous, I do think it will be interesting to see how Subway responds to this in Social Media. All it takes is one yahoo with a ruler to really challenge an organization to rise to the top. Perhaps taking a page out of Domino's book (anyone remember the spit upon pizza crisis?) on this one would benefit them.



**pB Two New Jersey men sue Subway over "Footlong" sandwich »**

MOUNT HOLLY â€” Two New Jersey men filed a lawsuit against Subway, alleging its Footlong sandwich comes up short.

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### Social Media

12 pins

A lot of social marketers will tell you to show BOE out the window when it comes to social media. We think they are wrong. We believe there is a value in a Like or Follow. So we've created this infographic to help show how much a social following is really worth to business.

**MEET THE MARKET**  
SOCIAL NETWORKS

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**1 Listen and assess your world**  
Know what your customers want, what is on top of their mind. Understand your brand's position and activities of your partners and competitors.

**2 Get under the hood**  
With the result of your Assessment, make a SWOT analysis.

**3 The right team DNA**  
Assemble your strategy team and always have representatives from your customers and partners included.

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Do you feel that your category is BEHIND THE CURVE where it comes to social use of internet and external social networking technology?

**YES 75%**

**NO! 25%**

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# The Cluetrain Manifesto

- Published in 1999 by Christopher Locke, Rick Levine, Dave Weinberger and David “Doc” Searls
- A call to action for marketers
- Reveals new marketing thinking
- Read it online free or buy it cheaply.
- [http://en.wikipedia.org/wiki/The\\_Cluetrain\\_Manifesto](http://en.wikipedia.org/wiki/The_Cluetrain_Manifesto)
- <http://ebookbrowse.com/the-cluetrain-manifesto-pdf-d430322147>

# The Clue Train Manifesto

1. **Markets are conversations.**
2. **Markets consist of human beings, not demographic sectors.**
3. **Conversations among human beings *sound* human. They are conducted in a human voice.**
4. **Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.**
5. **People recognize each other as such from the sound of this voice.**
6. **The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.**
7. **Hyperlinks subvert hierarchy.**
8. **In both *internetworked* markets and among *intranetworked* employees, people are speaking to each other in a powerful new way.**
9. **These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.**
10. **As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.**



# The Clue Train Manifesto

11. **People in networked markets have figured out that they get far better information and support from one another than from vendors. So much for corporate rhetoric about adding value to commoditized products.**
12. **There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.**
13. **What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two.**
14. **Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, literally inhuman.**
15. **In just a few more years, the current homogenized "voice" of business—the sound of mission statements and brochures—will seem as contrived and artificial as the language of the 18th century French court.**
16. **Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.**
17. **Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.**
18. **Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.**
19. **Companies can now communicate with their markets directly. If they blow it, it could be their last chance.**
20. **Companies need to realize their markets are often laughing. At them.**

# The Clue Train Manifesto

21. Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.
22. Getting a sense of humor does not mean putting some jokes on the corporate web site. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.
23. Companies attempting to "position" themselves need to *take* a position. Optimally, it should relate to something their market actually cares about.
24. Bombastic boasts—"We are positioned to become the preeminent provider of XYZ"—do not constitute a position.
25. Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.
26. Public Relations does not relate to the public. Companies are deeply afraid of their markets.
27. By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.
28. Most marketing programs are based on the fear that the market might see what's really going on inside the company.
29. Elvis said it best: "We can't go on together with suspicious minds."
30. Brand loyalty is the corporate version of going steady, but the breakup is inevitable—and coming fast. Because they are networked, smart markets are able to renegotiate relationships with blinding speed.

# The Clue Train Manifesto

31. **Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that?"**
32. **Smart markets will find suppliers who speak their own language.**
33. **Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.**
34. **To speak with a human voice, companies must share the concerns of their communities.**
35. **But first, they must belong to a community.**
36. **Companies must ask themselves where their corporate cultures end.**
37. **If their cultures end before the community begins, they will have no market.**
38. **Human communities are based on discourse—on human speech about human concerns.**
39. **The community of discourse *is* the market.**
40. **Companies that do not belong to a community of discourse will die.**

# The Clue Train Manifesto

41. Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.
42. As with networked markets, people are also talking to each other directly *inside* the company—and not just about rules and regulations, boardroom directives, bottom lines.
43. Such conversations are taking place today on corporate intranets. But only when the conditions are right.
44. Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.
45. Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation.
46. A healthy intranet *organizes* workers in many meanings of the word. Its effect is more radical than the agenda of any union.
47. While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to "improve" or control these networked conversations.
48. When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace.
49. Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.
50. Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority.

# The Clue Train Manifesto

51. **Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.**
52. **Paranoia kills conversation. That's its point. But lack of open conversation kills companies.**
53. **There are two conversations going on. One inside the company. One with the market.**
54. **In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.**
55. **As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.**
56. **These two conversations want to talk to *each other*. They are speaking the same language. They recognize each other's voices.**
57. **Smart companies will get out of the way and help the inevitable to happen sooner.**
58. **If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.**
59. **However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.**
60. **This is suicidal. Markets *want* to talk to companies.**

# The Clue Train Manifesto

61. **Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false—and often is.**
62. **Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.**
63. **De-cloaking, getting personal: We *are* those markets. We want to talk to you.**
64. **We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.**
65. **We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.**
66. **As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?**
67. **As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.**
68. **The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?**
69. **Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.**
70. **If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't *let* you talk that way.**

# The Clue Train Manifesto

71. **Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere.**
72. **We like this new marketplace much better. In fact, we are creating it.**
73. **You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!**
74. **We are immune to advertising. Just forget it.**
75. **If you want us to talk to you, tell us something. Make it something interesting for a change.**
76. **We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?**
77. **You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.**
78. **You want us to pay? We want you to pay attention.**
79. **We want you to drop your trip, come out of your neurotic self-involvement, join the party.**
80. **Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.**

# The Clue Train Manifesto

81. Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?
82. Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?
83. We want you to take 50 million of us as seriously as you take one reporter from *The Wall Street Journal*.
84. We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?
85. When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to.
86. When we're not busy being your "target market," many of us *are* your people. We'd rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.
87. We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath.
88. We have better things to do than worry about whether you'll change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?
89. We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.
90. Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing.



# The Clue Train Manifesto

91. **Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.**
92. **Companies are spending billions of dollars on Y2K. Why can't they hear this market timebomb ticking? The stakes are even higher.**
93. **We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to *take* them down.**
94. **To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.**
95. **We are waking up and linking to each other. We are watching. But we are not waiting.**

# For Next Week

- Business, Communication and Social Strategies
- Review Your Business Plan
- Decide What your Goals Are