





SOCIAL MEDIA

Old web vs
new web



lack of trust
vs
trust




my content
vs
your content




telling a story

vs

joining a conversation




avoid criticism
vs
respond to criticism



seeming perfect
vs
being genuine

Social
media



Social media is a shift in how
people **discover, read and
share news, information and
content.**

Transforms people from **content
readers to publishers.**

Allows people to **connect online
to form relationships.**




Social media can be
split into many categories:



Events

Upcoming

Socializr



Music/Audio
LastFM
Odeo



Movies
YouTube
Viddler
Vimeo



Images
Flick
Imagebucket



Bookmarks
Delicious
StumbledUpon



Blogging Blogger Wordpress



Micro-blogging

Twitter

Tumblr

LifeStream



Wikis
PBWiki
SeedWiki

Three key
concepts



1. Share

information, content...



2. Engage

listen, discuss, encourage



3. Relationships



FaceBook

Share, Relationships



Flickr
Share



Blogging


Share, engage



Twitter

Share, engage, relationships

Establishing
social
media aims



Before moving forward we
need to establish some
overall social media aims



GROUP 1

EXPLORE SHARING

What should we share?

How should we share it?

Where should we share it?



**GROUP 2
EXPLORE
ENGAGEMENT**

**How should we engage?
Where should we engage?**




GROUP 3

EXPLORE RELATIONSHIPS

Should we form
relationships?

How?

Where?



GROUP 4
EXPLORE IDENTITY
What should our online
identity reflect?