Harnessing the Power of Social Media

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What is Social Media?
The Web is Social

• Twitter

• Facebook

• Articles, blog posts and comments

• Photos and video (replies, notes and comments)

• Discussion groups
  (’cause email is still a powerful tool)
So how do I find this stuff?
http://search ...

http://(example.url.com)/search
If You Can Type, You Can Find It

Creative Commons Search
Collecta
Pubsub
If You Can Type, You Can Find It
If You Can Type, You Can Find It

Creative Commons Search

Collecta

Pubsub

Twitter Advanced Search

Chirp City

Nearby Tweets

Facebook Search

Google Blog Search

Nielsen Blogpulse
If You Can Type, You Can Find It

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Chirp City

Nearby Tweets

Facebook Search

Google Blog Search

Nielsen Blogpulse

Yahoo Groups

Google Groups
How do I keep tabs on what’s happening?
Make RSS tools, real-time clients and email your friends.
I’ve found my sources.
I’ve produced my story.
How do I get people’s attention?
• Make your content findable. (Google Insight, Google Trends)

• Publish to networks and aggregators.
A Little About Interaction...
Teen riot started on social site, police say

They can be used to start online social media sites or training initiatives.

They are now trying to use social media to gather information on what has been happening in the area.

They are trying to keep the area calm and safe by using social media to keep the public informed.

The incident is being investigated by the police.

‘I have had all I can stand’

If you’re feeling this, you’re not alone. Asking yourself, “Why did this happen?” The simple truth is that it is complicated and has been coming for a long time.

The owner of the business was not available for comment.

State helps Harrisburg clear snow

It’s uncertain who will pay for the equipment and workers.ProDEO is providing the city’s request.

At Milton Hershey, pilot was ‘volatile’ and ‘distant’

Several years ago, trying to find last grad students of the flight school. A pilot was even tracked down a man in 35 years. "He was polite, but very distant," said one student.

"What did he want? He didn’t say anything to anyone from the Milton Hershey School," said one. "If he didn’t give the reason, he did not say. "You know, it’s nothing against you per-
3 Steps to Helping

1. Report a problem or solution.
2. Look for reports near you.
3. Use the report's comment section to connect with neighbors.

Organize a Cleanup Party
Help clean up your local school, church, temple, or community organization.

Snowmageddon Cleanup Challenge
Washingtonians, the challenge has been laid. Go the extra mile to help your fellow neighbor dig us out of Snowmageddon. Dig out a car, shovel a sidewalk, salt a driveway. Whatever you do, track it here and show your Washington area pride.

How to Report a Snowmageddon Cleanup Problem or Solution
1. By filling out this form that provides information about your Snowmageddon problem, or how you can help out a neighbor.
2. By calling 703-261-9366 and leaving us a detailed message about your issue. Include your name and phone number, your location. Calls after business hours will be logged the following day.
AA is back in #Haiti. First passenger flight since the earthquake touched down this a.m. We r pleased 2 B back. http://bit.ly/MIAPAP
Harkaway Wore red shirt this morning & now worried I look like Xmas elf.  
2 months, 1 week ago from Twittelator

MacDivaONA @Harkaway On mention of red shirt, I was 
anticipating/hoping for a "Star Trek" reference. ;) #nerdshame 2 months, 1 
week ago from dabr in reply to Harkaway

Harkaway @MacDivaONA Ohmigosh! Awesomely better paradigm! Can 
now treat family lunch as perilous Away Mission! THANK YOU! 2 months, 1 
week ago from Twittelator in reply to MacDivaONA

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