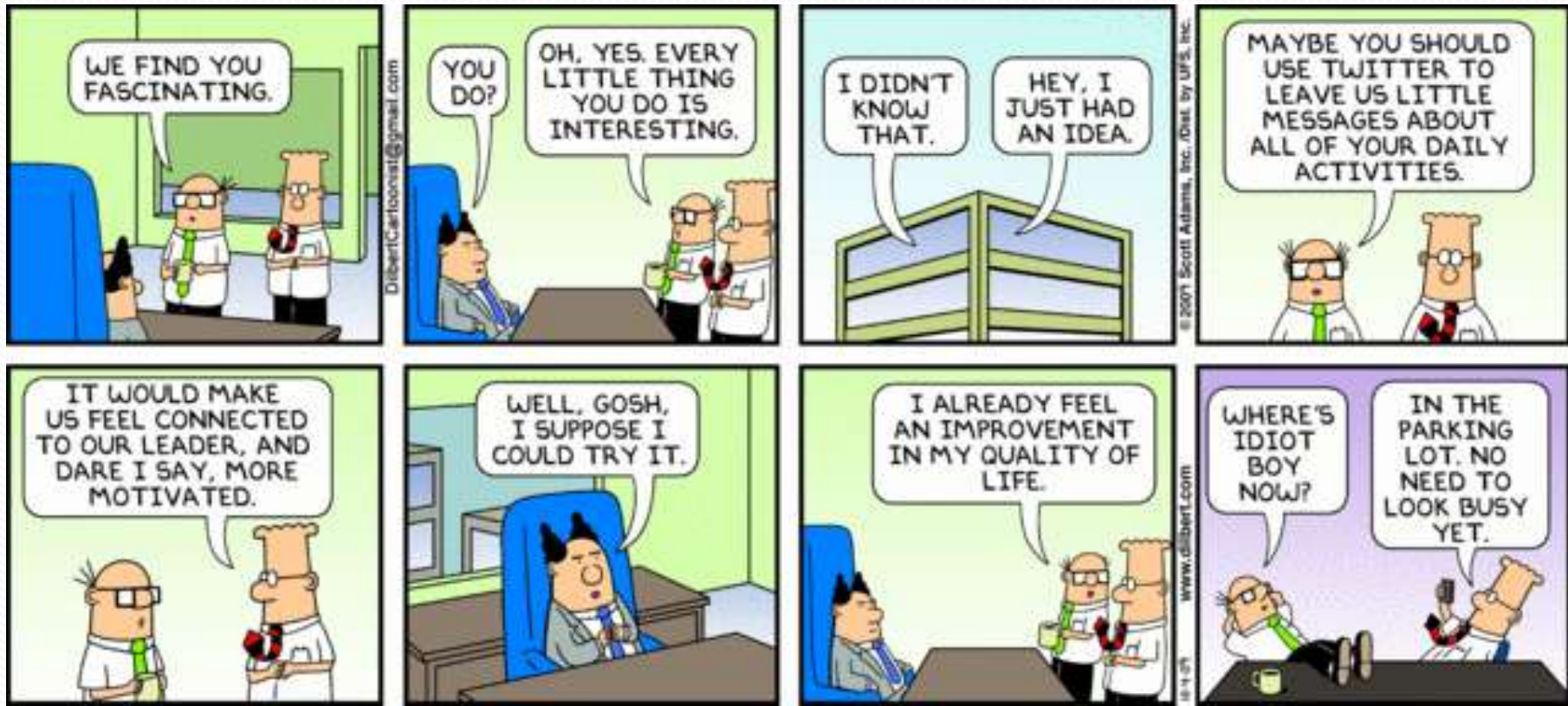


Postavite infrastrukturo za uporabo družabnih medijev - domači in mednarodni pristopi

Jasna Suhadolc

Marketinški fokus, januar 2010

Družabni mediji



Letalska nesreča v Amsterdamu

The screenshot shows a web browser window with the address bar displaying <http://www.nowpublic.com/world/amsterdam-plane-crash-first-reported-twitter>. The browser's address bar also shows a search for "twitter photo schipol". The page header includes the NowPublic logo and navigation links such as "Home", "Help", "Newsroom", "Forum", "Member Ranking", "Tools", and "Truemors". A search bar is located at the top right, and there are links for "Sign In" and "Join NowPublic". The main content area features a "World" section with the article title "Amsterdam plane crash first reported on Twitter" by Sanjay Jha, dated February 25, 2009. The article includes a "Photos" section with a thumbnail of a Turkish Airlines plane and a "Videos" section with a YouTube player showing a removed video. A "Get Published!" sidebar offers options like "I want to write something" and "I've got photos and video". The bottom of the page shows a "Crowd Power" section with a "First Flagged at 5:23 AM, Feb 25, 2009" notification.

Amsterdam plane crash first reported on Twitter | NowPublic News Coverage

http://www.nowpublic.com/world/amsterdam-plane-crash-first-reported-twitter

twitter photo schipol

Getting Started Latest Headlines

NowPublic
Crowd Powered Media

Search Stories Go Sign In | Join NowPublic

Home Help Newsroom Forum Member Ranking Tools Truemors

Local World Culture Environment Tech & Biz Health Style Sports Strange

Featured Tags: Canadian Politics Crime Gaza Guantanamo Iran Elections Iraq North

World

Amsterdam plane crash first reported on Twitter
by Sanjay Jha | February 25, 2009 at 04:42 am
475 views | 12 Recommendations | 2 comments

Share:

Photos

Videos

Crash 737 Turkish Airlines Schiphol Amsterdam Istanbul neergestort
uploaded by Sanjay Jha see larger video

YouTube

This video has been removed by the user.

1-7 of 8

0:00 / 0:20

Get Published!

I want to write something I've got photos and video

Tell me how to get published

Sanjay Jha
New Delhi, India
Author

See Sanjay Jha's recent stories

Recommend this story Comment on this story

Crowd Power

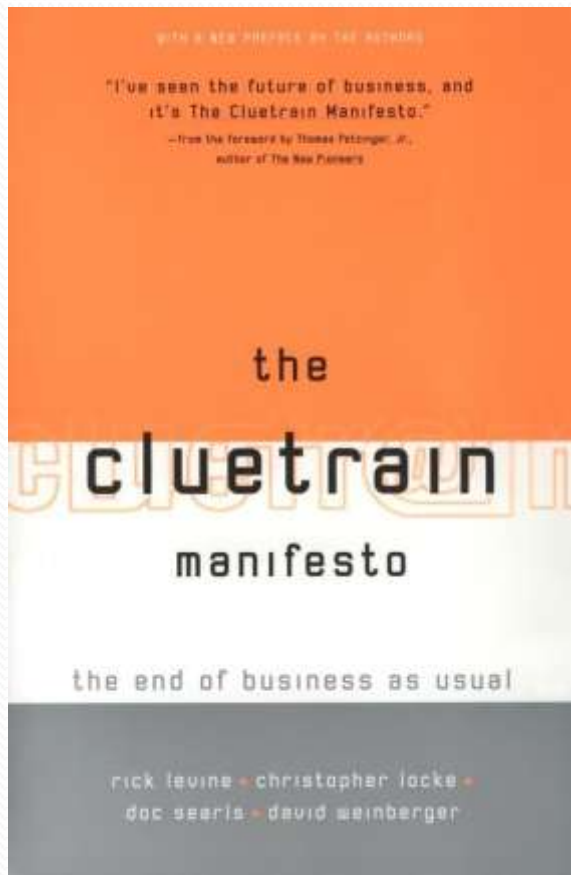
First Flagged at 5:23 AM, Feb 25, 2009 by Paschen

<http://twitter.com/nipp>

Potres v Haitiju

The screenshot shows a browser window with the address bar displaying `http://twitter.com/nytimes/haiti-earthquake`. The page title is "(68) Twitter / @nytimes/Haiti Earthquake". The Twitter interface includes a navigation bar with "Home", "Profile", "Find People", "Settings", "Help", and "Sign out". The main content area features a list header for "@nytimes/haiti-earthquake" with the subtitle "Reports from individuals, news orgs, relief agencies in Haiti". A "Follow this list" button is visible. Below the header, a yellow banner indicates "68 new tweets." The first tweet is from MissionManna, reporting that approximately 28,000 people in a tent city in Haiti have no access to clean water. Other tweets from pierrecote and usaid_news are also visible. On the right side, there are statistics for "Following" (69) and "Followers" (1915), along with a "Following" section showing profile pictures of users. At the bottom right, there is a "Lists by nytimes" section with links to "winter-olympics", "masen", "haiti-people", "haiti-help", and "haiti-media".

Cluetrain manifesto

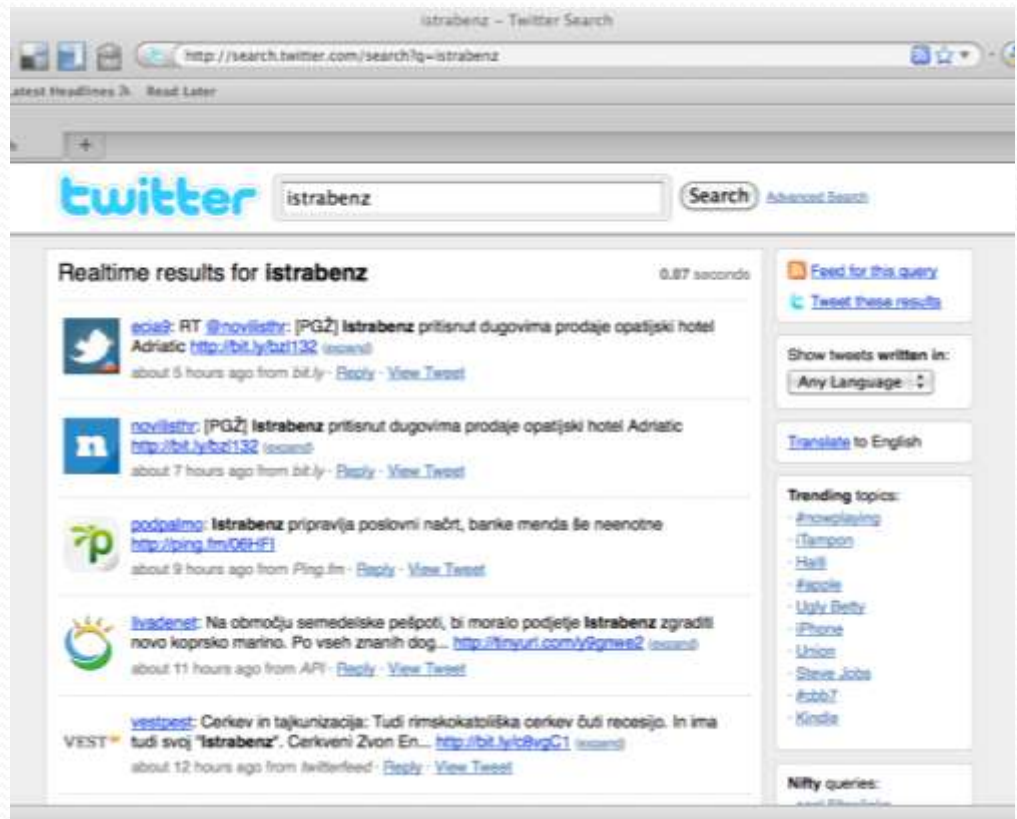


- “11. Ljudje so v omreženih trgih hitro ugotovili, da dobijo veliko boljše informacije in podporo drug od drugega, kot pa od prodajalcev. Toliko o korporativni retoriki dodajanja vrednosti standardiziranim izdelkom.”



Spremembe...

- Kontrole ni več
- Deležniki so online
- Sploh veste, kaj govorijo o vas?



Ključni principi pri uporabi družabnih medijev

...pri povezovanju s porabniki, mediji in strokovnjaki

- Bodite odkriti
- Spoštujte preference
- Ne prodajajte, pogovarjajte se!



Uspešna bodo podjetja, ki:

- Več komunicirajo neposredno pred družabnih medijev, manj prek agencij in tradicionalnih medijev
- Vedo, da uporabniki pričakujejo več kot “oddajanje informacij” (broadcasting) na družabnih medijih
- Bodo razumela, da je uporaba družabnih medijev tek na dolge proge

Twittering is like hugging. Just because it's hard to measure the return on investment doesn't mean there isn't value there.

10:22 PM Jun 16th from txt

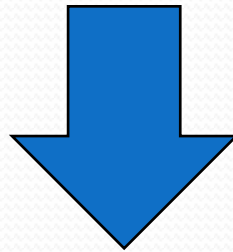
↩ Reply ↻ Retweet

Zappos
CEO

zappos
Zappos.com CEO -Tony

Uporaba družabnih medijev

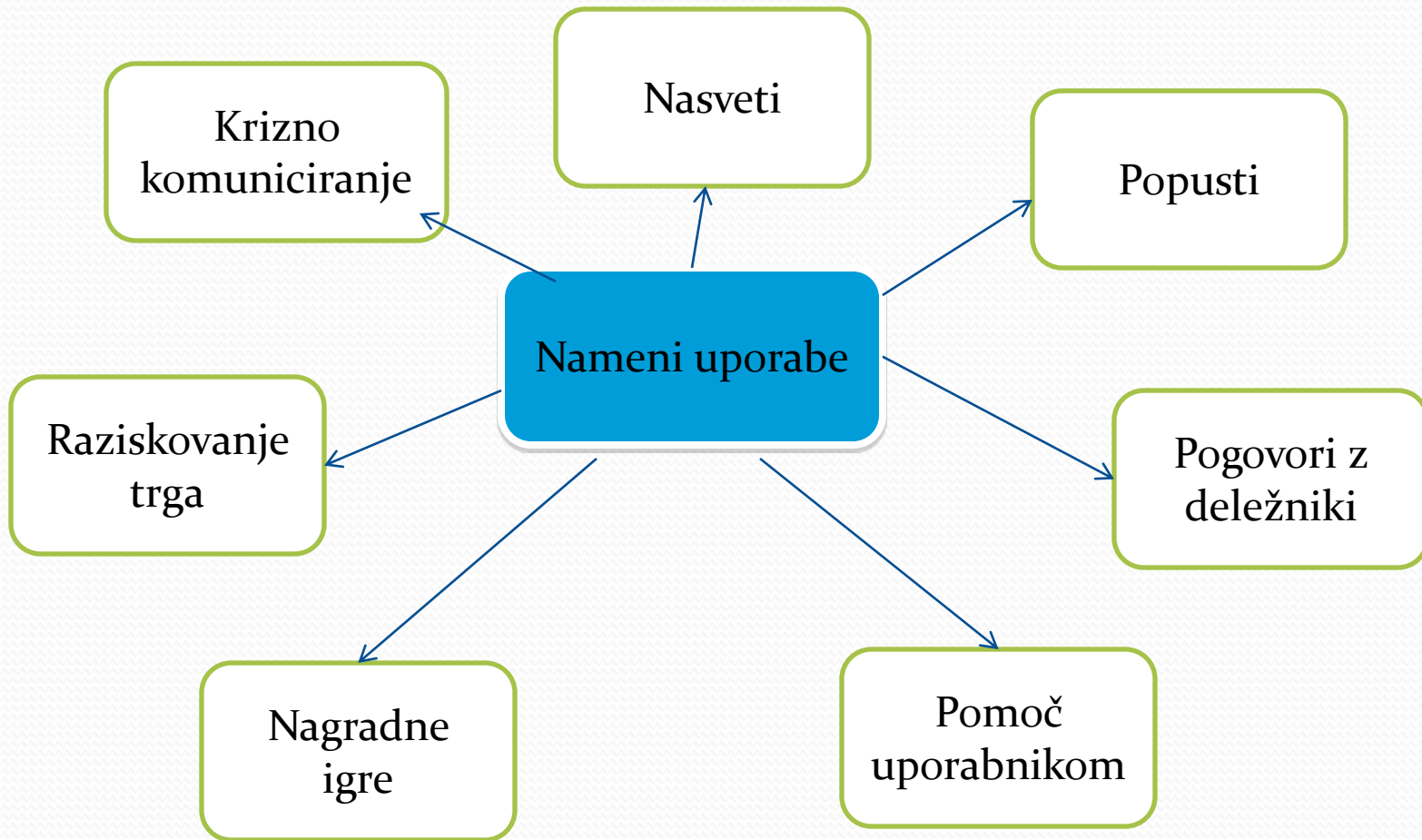
- Visoko na SERP (search engine results page)
- Vpliv tudi na tradicionalne medije



- **Imate strategijo online komuniciranja?**

4 pomembna vprašanja pred uporabo družabnih medijev

1. Kakšni so moji cilji?
2. Kdo je moja ciljna javnosti?
3. Kdo predstavlja mojo blagovno znamko?
4. Kako bomo merili uspešnost?



Razlogi uporabnikov

Reasons for Friending or Following Companies Through Social Media According to US Consumers, December 2009 (% of respondents)

	Max connectors*	Daily users	Total
Learn about specials, sales, etc.	46%	65%	64%
Learn about new products/features/services	61%	61%	62%
Entertainment—funny or insightful	37%	34%	35%
Company culture, environmental responsibility, workers' policies, etc.	48%	41%	30%

Note: n=1,314; *respondents with more than 500 social connections
Source: MarketingSherpa and Survey Sampling, "Popular Media Study," January 12, 2010

110430

www.eMarketer.com





Hi! My name is Frank Eliason and I am a Senior Director of National Customer Service Operations for Comcast. One of my teams, the Digital Care Team assists Customers throughout the web.

Have Feedback or Need Help?

Email us at: We_Can_Help@cable.comcast.com

Useful Comcast Links www.Comcast.com www.Comcast.net

Comcast Blog www.comcastvoices.com

Help and Support help.Comcast.net forums.Comcast.net

What's on? tvplanner.comcast.net www.fancast.com

Personal Information My Family Website www.eliasonfamily.info



comcastcares

Following

Lists Settings

I will be heading to Nashville in August! Check out more about the Big South Social Media Summit http://www.bigsouthsocialmediasu

about 8 hours ago from web

@adriangregory Email us the details We_Can_Help@cable.comcast.com about 9 hours ago from web in reply to adriangregory

New Personal Blog Post "Is Social Media A Fundamental Shift for Customer Service?" http://www.timetobefrank.com about 10 hours ago from web

Name Frank Eliason Location Philadelphia, PA Web http://www.comcas... Bio Senior Director, Comcast National Customer Service Email: We_Can_Help@cable.comcas t.com

37,693 following 37,619 followers 759 listed

Tweets 39,856

Favorites

Lists

@comcastcares/comcast-on-twitter

View all

Actions

message comcastcares block comcastcares report for spam

Following



Dell on Twitter : Follow Us

http://www.dell.com/Twitter

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Dell Offers on Twitter

DellOutlet
 Exclusive Twitter discounts and news directly from the Dell Outlet.
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 Managed by: StefanieatDell

DellOutletIE
 IRELAND Refurbished Dell™ computers & electronics with with the same standard limited warranties as we do on our new systems.
[Go to DellOutlet Ireland Twitter](#)
 Managed by: StephenjatDell

DellOutletUK
 UK Refurbished Dell™ computers & electronics with with the same standard limited warranties as we do on our new systems.
[Go to DellOutlet UK Twitter](#)
 Managed by: StephenjatDell

DellHomeOffers
 Discounts and deals from Dell Home & Home Office. MORE BANG, LESS BUCKS!
[Go to DellHomeOffers Twitter](#)
 Managed by: AnthonyatDell

DellSmBizOffers
 Dell deals for Small & Medium Business customers.
[Go to DellSmBizOffers Twitter](#)
 Managed by: Hollen_Dell

DellHomeSalesCA
 Discounts and deals from Dell Canada Home & Home

Dell Community Sites on Twitter

Digital_Nomads
 For individuals that travel their world, their country, their city, their neighborhood, their office, their campus with their laptop and other electronic device.
[Go to Digital_Nomads Twitter](#)

DellTechCenter
 Official happenings from the Dell Enterprise Technology Center wiki.
[Go to DellTechCenter Twitter](#)
 Written by: DellServerGeeks

IdeaStorm
 New suggestions from Dell's IdeaStorm: Where Your Ideas Reign.
[Go to IdeaStorm Twitter](#)
 Managed by: JackieatDell

IdeaStormAction
 Action taken in response to suggestions on Dell's IdeaStorm.
[Go to IdeaStormAction Twitter](#)
 Managed by: VidaK

ReGeneration
 Join the ReGeneration: a global & dynamic movement, a group committed to sustaining the world's natural environment. Together, we'll make a world of difference!
[Go to ReGeneration Twitter](#)

StudioDell
 Find out when Dell uploads new videos! Learn about technology. Watch. Download. Share.
[Go to StudioDell Twitter](#)

computer and electronics technology.
[More Details](#)

Ideas: Ideastorm
 Your suggestion box for Dell. Add, read and vote on what you and others have in mind.
[More Details](#)

Blogs: Direct2Dell
 Read what's driving thoughts around technology and Dell.
[More Details](#)

Videos: Studio Dell
 Videos, podcasts from Dell and members of the community about technology
[More Details](#)

RSS
 RSS feeds from Dell
[More Details](#)

Dell on Twitter
 Dell Offers, News, Blogs, & Community Sites on Twitter
[More Details](#)

Dell on Facebook
 Check out Dell's Facebook groups
[More Details](#)

Dell on Flickr
 See for yourself what's up with Dell.
[More Details](#)

Dell Community Ambassadors

[Dell Community Ambassadors Bio page](#)

Done

The Coca-Cola Company

Online Social Media Principles

INTRODUCTION

Every day, people discuss, debate and embrace The Coca-Cola Company and our brands in thousands of online conversations. We recognize the vital importance of participating in these online conversations and are committed to ensuring that we participate in online social media the right way. **These Online Social Media Principles have been developed to help empower our associates to participate in this new frontier of marketing and communications, represent our Company, and share the optimistic and positive spirits of our brands.**

The vision of the Company to achieve sustainable growth online and offline is guided by certain shared values that we live by as an organization and as individuals:

- **LEADERSHIP:** The courage to shape a better future;
- **COLLABORATION:** Leveraging our collective genius;
- **INTEGRITY:** Being real;
- **ACCOUNTABILITY:** Recognizing that if it is to be, it's up to me;
- **PASSION:** Showing commitment in heart and mind;
- **DIVERSITY:** Being as inclusive as our brands; and
- **QUALITY:** Ensuring what we do, we do well.

These **Online Social Media Principles** are intended to outline how these values should be demonstrated in the online social media space and to guide your participation in this area, both when you are participating personally, as well as when you are acting on behalf of the Company. It is critical that **we always remember who we are (a marketing company) and what our role is in the social media community (to build our brands)**. The same rules that apply to our messaging and communications in traditional media still apply in the online social media space; simply because the development and implementation of an online social media program can be fast, easy, and inexpensive doesn't mean that different rules apply.

The Company encourages all of its associates to explore and engage in social media communities at a level at which they feel comfortable. **Have fun, but be smart.** The best advice is to approach online worlds in the same way we do the physical one – by using **sound judgment** and **common sense**, by adhering to the Company's **values**, and by following the **Code of Business Conduct** and all other applicable policies.

Strategija

- Cilji
- Ciljne javnosti
- Namen uporabe
- Vsebina
- Spodbujanje sledilcev
- Spremljanje in analiza



Vsebina

- povezave na zanimive linke,
- pogovor z uporabniki,
- (osebna) mnenja,
- aktualna dogajanja, ki so pomembna za uporabnike,
- ekskluzivno (behind the scenes),
- časovno občutljive informacije,
- sprašujte...

Domov - Tanja Fajon

http://www.tanja-fajon.eu/


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knjiga

Domov - Tanja Fajon

S&D Skupina naprednega zavezništva socialistov & demokratov v Evropskem parlamentu

KONTAKT



TANJA FAJON

SPOROČILA ZA MEDIJE DOGODKI FOTOGRAFIJE VIDEO POSNETKI O MENI O STRANKI

0 komentarjev 19. januar 2010

Evropska poslanka Tanja Fajon soustanoviteljica medskupine za zagotavljanje svobode medijev v Evropski uniji

TANJA NA DRUŽABNIH MEDIJIH

- Facebook
- Twitter
- YouTube
- Flickr

Read b.static.ak.fbcnd.net

Vzpostavljanje odnosov

- Spam s sledenjem > slabo za ugled podjetja
- Povezujte se z osebami, ki želijo komunicirati z vami (podjetjem, organizacijo, BZ)
- Uporabite vse obstoječe kanale: spletno mesto, newsletter, e-pošta, vizitke, predstavitev podjetja oglase...
- Sledite tistim, ki govorijo o vas in ponudite pomoč



Vloga agencije

- Coaching (vsebinsko, aplikacije)
- Tehnična in oblikovna postavitev
- Izjemoma upravljanje z računi
- Spremljanje in svetovanje

- NE pretvarjanje v imenu naročnika!
- Pomembni sta transparentnost & avtentičnost

Več informacij?

- Jasna Suhadolc
- jasna@virtua.si
- www.twitter.com/jasna
- www.facebook.com/jasna
- www.virtua.si