

MEDIASNACKERS



KEYNOTE LINKS / REFERENCES

Intro : Social Media, So What...

- Social Media vs Social Networking

1. Humanisation Of Brands

- Gary Vaynerchuk : the wine guy

2. Blogging ROI

- Blogger : blogging platform
- Tom Peters & Seth Godin on Blogging

3. Play & Button Theory

- Playing Is Learning By Stealth
- Button theory

4. Conversation Is King

- Scott Monty, Head of Social Media for Ford : why they do it
- Conversation, Not Numbers : a related chapter from our book
- Golden Rule Of Social Media : a related blog post

5. We Like Trees / Metrics

- Issuu & Scribd : pdf hosting solutions with metrics

6. Word / Email Is Dead

- Google Docs & Dropbox : collaborative working

7. Telling The Wrong Part Of The Story

- Process Over Product

8. Embracing Constraints

- Mobile Vouchers
- Constraints Liberate Your Imagination

9. Finding New Customers / Clients

- Finding Customers/Clients/Audiences Is Easy : a related blog post
- Twitter : subscribe to people
- Advanced Twitter Search : localised searching

10. Creating Engagement vs Being Engaging

- Rework Cheat Sheet
- Moleskine Pen Holder

11. Cup Stacking Matters

- Cup Stacking vids #1 & #2

12. Change = Doing Something Different

- Learn, Unlearn, Relearn

Masterclass

- Blogger : blogging platform
- Issuu : creates a digital magazine from pdfs / powerpoints
- SlideShare : online presentations
- CoveItLive : streaming journalism to cover events / launches
- Audioboo : capturing audio and posting it with pic plus geolocation
- Bubbl.us : collaborative brainstorming
- SMS Poll - online polling through sms

all hyperlinks -
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