

# MEDIASNACKERS



# KEYNOTE LINKS / REFERENCES

## Websites/online platforms

- MediaSnackers : our weblog / website
- Issuu & Scribd : pdf hosting solutions with metrics
- Flickr & YouTube : photo / video hosting platform
- Google Docs & Dropbox : collaborative working
- SlideShare : online presentations
- Animoto : MTV-style slideshows
- SlideShare : online presentations
- Audioboo : capturing audio and posting it with pic plus geolocation
- SMS Poll : online sms voting
- Flickr : photo hosting site with geotagging
- YouTube : video hosting platform
- Blogger : blogging platform
- Twitter : subscribe to people
- Advanced Twitter Search : localised searching

## Stats/Ref

- McCain / Obama stats
- Facebook stats

## Videos

- Scott Monty, Head of Social Media for Ford
- Facebook / IKEA
- Tom Peters & Seth Godin on Blogging

## Strategy

- Business Of Being Human : a related blog post
- Button Theory : it's all about pushing the buttons
- Constraints Liberate Your Imagination : a related chapter from our book
- Conversation, Not Numbers : a related chapter from our book
- Golden Rule Of Social Media : a related blog post
- Mobile Vouchers : simple viral model
- Finding Customers/Clients/Audiences Is Easy : give it a go
- Process Over Product : a related chapter from our book
- Learn, Unlearn, Relearn : this quote says it all

*all hyperlinks -  
please click*

