

CREATING ENGAGEMENT VS BEING ENGAGING

(SOCIAL MEDIA IS NOT WHAT YOU THINK IT IS)



KEYNOTE LINKS / REFERENCES

1. Social Media Defined : "Digital Dialogue"

- Social Media vs Social Networking : a related blog post

2. Humanisation Of Brands

- Business Of Being Human : a related blog post
- Gary Vaynerchuk : the wine guy

3. Blogging... DO IT!

- Tom Peters & Seth Godin on Blogging : discussing the ROI of having a blog
- Intersection vs Destination : a related blog post

4: Signal vs Noise / Educate Your Partners

- MediaSnackers podcasts : sharing knowledge

5. Engaging Audiences : SOUR

- SOUR Video : great example of audience collaboration

6. Creating Engagement vs Being Engaging

- Rework Cheat Sheet : personal story
- Moleskine Pen Holder : personal story

7. Public Partnerships

- Stefan Sagmeister : great TED talk
- Kickstarter : crowdfunding projects platform
- Ulule : crowdfunding projects platform

8. Embracing Constraints

- Mobile Vouchers : a related project page
- Constraints Liberate Your Imagination : a related chapter from our book

9. Telling The Wrong Part Of The Story

- Process Over Product : a related chapter from our book
- Zen And The Heart Of Social Media : our book

10. Conversation Is King (by Car Brands...?!?!?)

- Fun Theory : Volkswagen public participation campaign
- 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

9. Finding New Customers / Clients

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

12. Creating Conversation : KLM Surprise

- KLM Surprise : example of using social media to connect with customers & create conversation

13. CHange = Doing Something Different

- Learn, Unlearn, Relearn : this quote says it all

*all hyperlinks -
please click*

