

# MEDIA**SNACKERS**

## SOCIAL WHATCHAMATHING



Liverpool **Community** College

# 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. Conversation Is King

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

## 4. Blogging... DO IT!

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

## 5: 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. Consumers vs Producers

- Consumers vs Producers : ZeFrank

## 8. The Internet Of Things

- Internet Of Things

## 11. Embracing Constraints

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

## 12. 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

## 13. Competition

- Facebook Stats

## 14. The Perfect Social Media Strategy

- The Golden Rule of Social Media

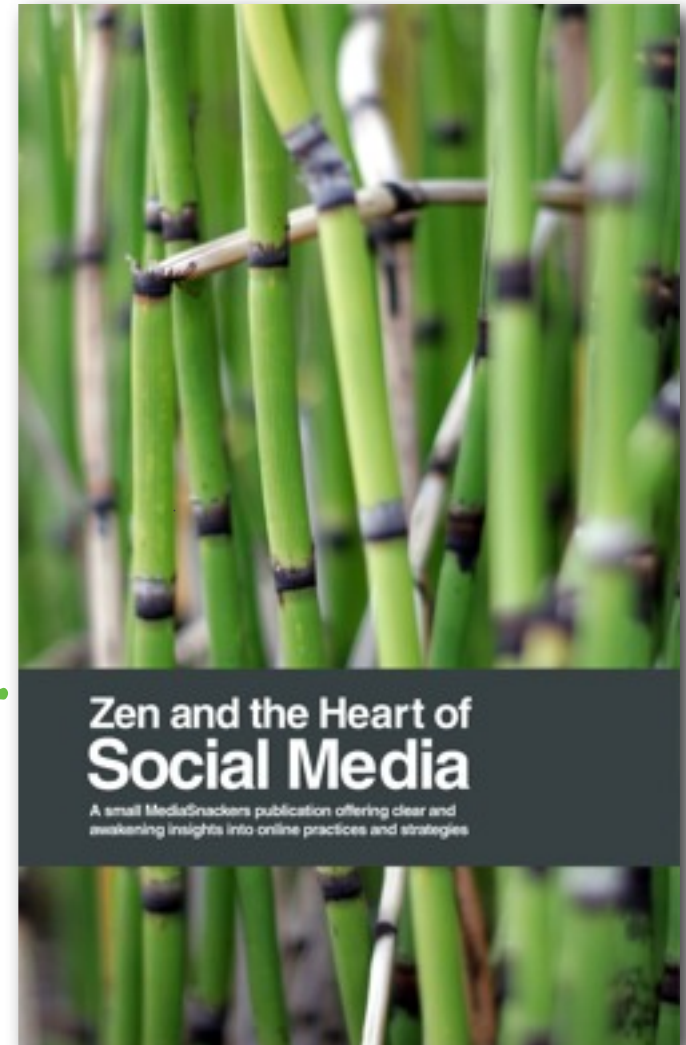
## 15. Barriers

- IT Departments : understanding who is in control

## 16. Change = Doing Something Different

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

*all hyperlinks -  
please click*



## Masterclass

- Blogger : blogging platform
- Animoto : MTV style slideshows
- Issuu : creates a digital magazine from pdf/powerpoint
- SlideShare : online presentations
- Google Docs : word online / collaborative
- Audioboo : capturing audio, posting with pic & geolocation
- Ustream : streaming live to the world
- SMS Poll - online polling through sms