

MEDIA **SNACKERS**

EXPLORING THE SOCIAL MEDIA PRINCIPALS



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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. Control / Competition / Opportunities

- Facebook stats

5. 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

6: Signal vs Noise / Educate Your Partners

- MediaSnackers podcasts : sharing knowledge

7. Embracing Constraints

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

8. Creating Engagement vs Being Engaging

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

9. The Perfect Social Media Strategy

- The Golden Rule of Social Media

10. Change = Doing Something Different

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

*all hyperlinks -
please click*

