

Professors, Grocery Stores, & Social Media

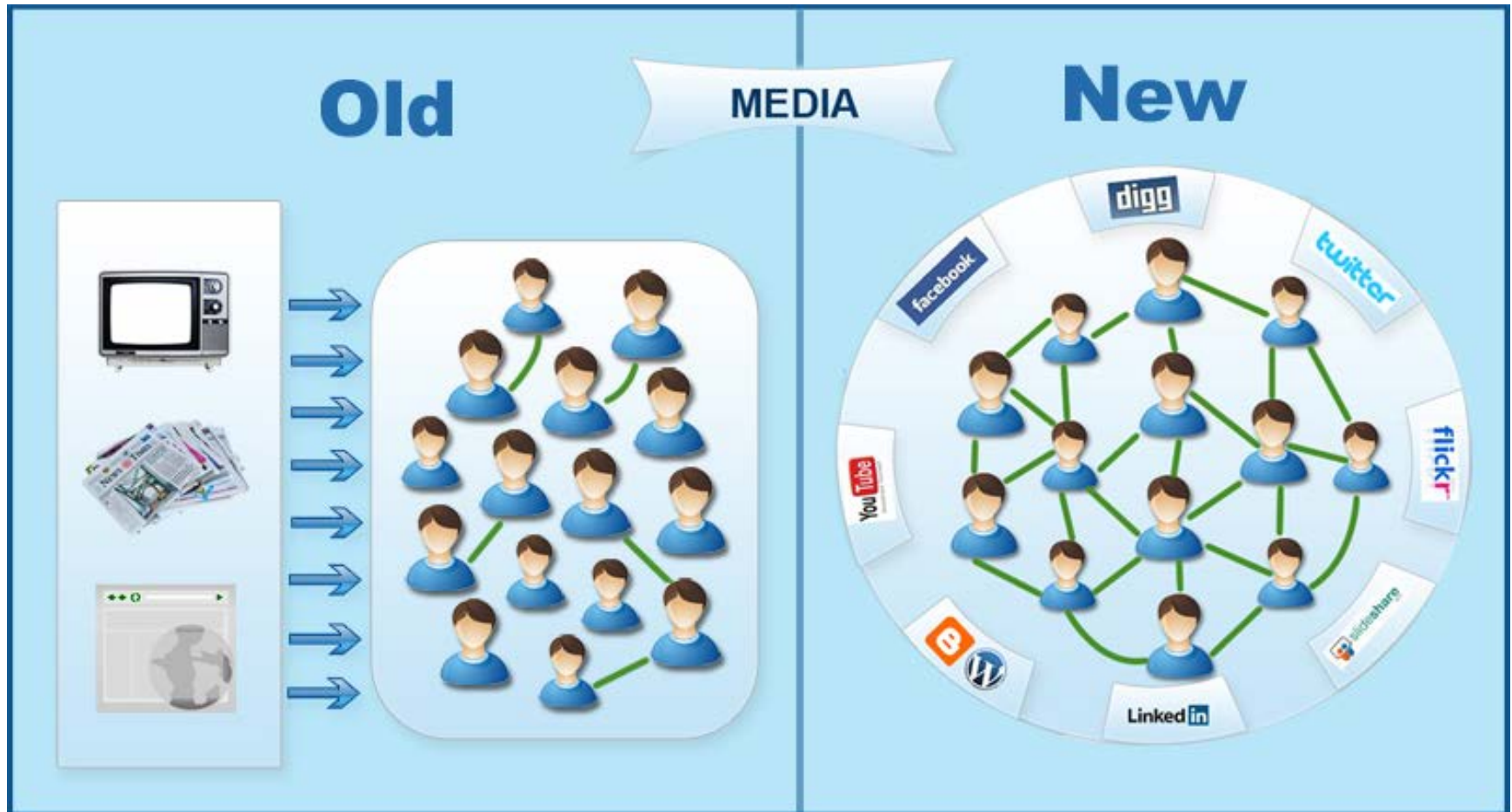
Steve Smethers



Barb DeSanto



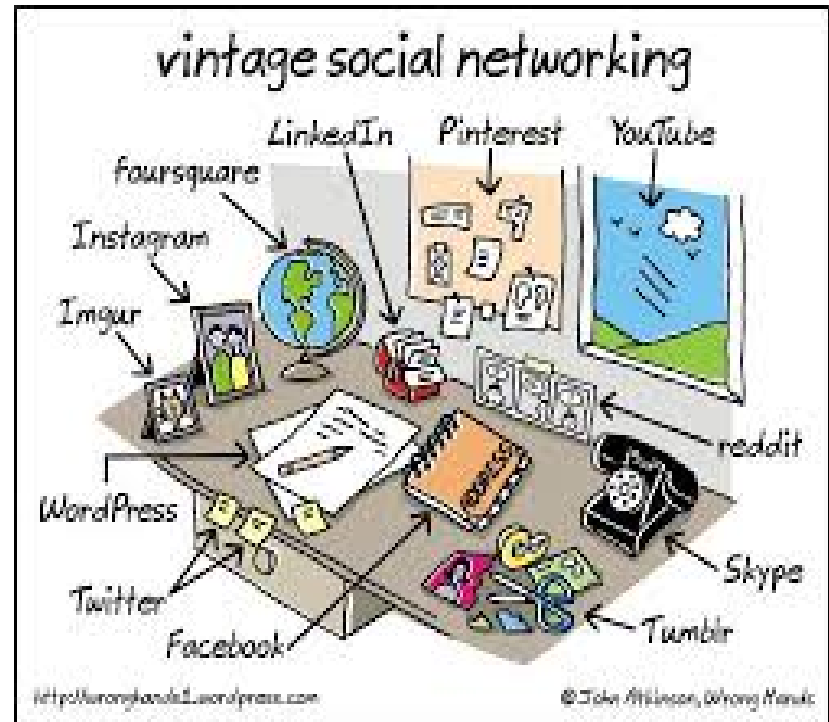
Today's media environment



You've had social media all along...

The elements on your traditional desk are now “social” tools because they offer the ability to:

- (1) Be controlled by you;
- (2) Be instantly available;
- (3) Showcase your voice & tell your story



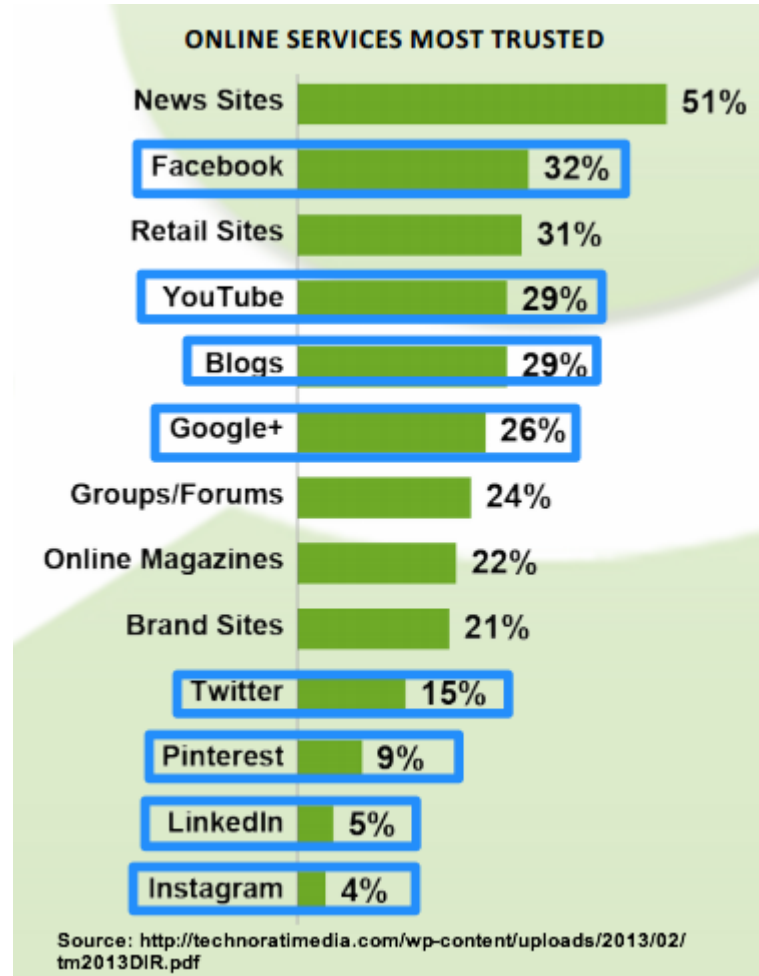
What social media can do:

Social media doesn't replace traditional media; it enhances what traditional media can do.

Task/Objective	Traditional PR & Marketing	Social Media Marketing (New Media)
Archive News	Physically collect, save and store	Automatically archive post. Still searchable and findable
Send Press Releases	Fax Press Releases, post on website and hope for media attention	Ability to syndicate news. Easily linkable. Available for RSS readers
Change or edit post	Printed material cannot be changed	Blogs can easily and instantly be edited or updated
Interact	Only one-way communication	You can leave comments and feedback. Good or bad
Mix Media (audio or video)	Cannot be easily mixed. Radio cannot display images or video	You can add images, text, video, audio...
Permission to publish	Will need approval prior to release	Publish anything you want anytime you want
Length of content	Limitation on length. 24 hrs of broadcast for TV or radio station. Cannot post 500 articles of the same topic in newspaper	No limitation with new media. You can post as many videos, articles, audio...
Create reciprocal Links	Contact owner for link exchange	Easily add links with a push of a button
Rapid exposure of online article.	Post to your website and wait for visitors	Syndicate your news and have other social network sites republish your article. Push article to RSS readers

Trusted Social Media

Looked at the trusted social media leaders...where can you fit in?



How you can be a trusted information source...

And here's what research says will make you trusted...

