Social Media Today
*these slides [bit.ly/sreeslides]*

**SREE SREENIVASAN**
Chief Digital Officer, Columbia University
Professor, Columbia Journalism School

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sree@sree.net | [www.sree.net](http://www.sree.net)

Facebook.com/sreetips | Facebook.com/sreenet

My profession, education, is one of many being disrupted right now. My other profession, journalism, has been disrupted for a decade now.

[This is @salkhanacademy]
It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Draw Something can reach that milestone in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?

Graphic by @GKofiAnnan
Barack Obama @BarackObama
Four more years. pic.twitter.com/bAJIE6Vom

Barack Obama @BarackObama
We’re all in this together. That’s how we campaigned, and that’s who we are. Thank you. -bo

The Economist
Asia’s great moderation
Google v newspapers
Making work a game
How technology can help India’s poor
In praise of moons

Now, hug a Republican
Almost every word would confuse a journalist from 20 years ago.

Congrats to Evan Hansen, @wired EIC moving to @ev's @obvious to work on @medium. His new handle: @evanatmedium journomoves
Sign of media times: "AP to broadcast live from red carpet on Xbox 360": bit.ly/YWAJsl
#signofmediatimes * via @AP_CorpComm
#smwkd
Lots of Media Experimentation

Below: Ads in AP's Twitter feed; left: AP news printed on restaurant receipts
Lots of media changes
The Dirty Secret of Social Media:
Almost everyone will miss almost everything you do on social media

@sree * Facebook.com/sreetips * bit.ly/sreesoc * sreetips
5 social media lessons from Roger Ebert, @EbertChicago

Roger Ebert, who died last week at 70, wasn't only a successful film critic. He was also a successful user of social media. We can all still learn from him.

by @sree

read this on @CNETnews: bit.ly/sreeebert
5 social media lessons from Roger Ebert, @EbertChicago

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1. Be interesting in real life.

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by @sree

1. Be interesting in real life.
2. Great content gets you great followers.

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1. Be interesting in real life.
2. Great content gets you great followers.

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Roger Ebert
@ebertchicago
Film critic since time immemorial. My blog: http://j.mp/51Rkoe
Chicago · http://rogerebert.suntimes.com

31,260 TWEETS
255 FOLLOWING
842,262 FOLLOWERS

read this on @CNETnews: bit.ly/sreeebert
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Roger Ebert, who died last week at 70, wasn't only a successful film critic. He was also a successful user of social media. We can all still learn from him. **by @sree**

1. Be interesting in real life.
2. Great content gets you great followers.
4. Engage w/ others.

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5 social media lessons from Roger Ebert, @EbertChicago

Roger Ebert, who died last week at 70, wasn’t only a successful film critic. He was also a successful user of social media. We can all still learn from him.

1. Be interesting in real life.
2. Great content gets you great followers.
4. Engage w/ others.
5. Social media has changed the role of expertise.

read this on @CNETnews: bit.ly/sreeebert
At last: 1 billion users on FB. Despite the other issues, that's an amazing milestone. Zuck's post/vid: bit.ly/RfeOop #cjsm
About a billion people go hungry every day. Wish as much attention would be paid to them as the billion milestone on Facebook.
You must read this short, beautiful letter to the editor in today's NYT by Archbishop Desmond Tutu. America, you are better than this.

A photograph, taken on the Times Square Shuttle, of Archbishop Tutu's letter in the print edition of the NYT

4,457 shares

935 likes

103 comments
Thanks, Sree for sharing this thoughtful letter to the editor of NYT.

You must read this short, beautiful letter to the editor in today's NYT by Archbishop Desmond Tutu. America, you are better than this.

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@roopaonline's
99 shares
Tech trends to keep an eye on in 2013:

- Social
- Mobile
- Video
- Geolocation/local

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
What Social Media Can Do for Media Pros

- Find new ideas, trends, sources
- Connect with readers and viewers in new, deeper ways
- Bring eyeballs, traffic and attention to their work
- Help create, craft and enhance their brands

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
SHARE THIS
or we’ll shoot this dog.
Admit it, you’ve “liked” & “shared” more ridiculous claims than this one.
An extraordinary 24 hours in Libya. As SACEUR, I will be recommending conclusion of this mission to the North Atlantic Council of NATO in a few hours. A good day for NATO. A great day for the people of Libya.

Facebook.com/james.stavridis

Admiral James Stavridis, commander of NATO’s operations in Libya

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Sign of the times: Is the most digital cover ever?

@sree * Facebook.com/sreetips * bit.ly/sreesoc * sreetips
Sign of the times: Hashtags on mag covers

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
MUSLIM RAGE

HOW I SURVIVED IT
HOW WE CAN END IT
BY AYAAN HIRSI ALI

Newsweek
@Newsweek
Want to discuss our latest cover? Let's hear it with the hashtag:
#MuslimRage.

Newsweek
@Newsweek
COVER STORY: Ayaan Hirsi Ali on how she survived Muslim rage--
and how we can end it bit.ly/PK2qz0

View summary
Reading an issue of the @Newsweek and feeling dumber afterward. #MuslimRage
Omar
@AllWeAskFor

Shawarma with no garlic sauce? #MuslimRage

17 Sep 2012
Hashtracking

#smwknd

bit.ly/smwkndhht

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Internet traffic to and from Egypt on January 27 - 28. At 5:20 pm EST, traffic to and from Egypt across 80 Internet providers around the world drops precipitously.

Credit: Arbor Networks

bit.ly/dnaegypt

@sree * Facebook.com/sreetips * bit.ly/sreessoc * #sreetips
@TravelGov
Travel - State Dept

#Egypt: U.S. citizens wishing to depart
#Egypt on USG flight should proceed to
airport ASAP after the morning end of
curfew.

8 hours ago via web  Favorite  Retweet  Reply

Retweeted by Mski21 and 88 others
@Rep_Giffords: Two tweets

@Rep_Giffords
Gabrielle Giffords

My 1st Congress on Your Corner starts now. Please stop by to let me know what is on your mind or tweet me later.

3 hours ago via Twitter for iPad  Favorite  Retweet  Reply

Retweeted by mharvey816 and 100 others

ABOVE: Jan 8, 2011 - minutes before she was shot.
BELOW: May 16, 2011 - two hours before her husband went into space

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Another member of Congress tweets

@RepWeiner
@GennetteNicole
http://yfrog.com/h25m3luj
7 hours, 13 minutes ago reply

What a difference a D makes (D for direct - private - message)! He meant to tweet “D GenntteNicole http://yfrog.com/h25m3luj”
Social Media Keeps Going Global

@sree * Facebook.com/sreetips * bit.ly/sreessoc * #sreetips
<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>United States</td>
<td>164,695,640</td>
</tr>
<tr>
<td>2.</td>
<td>Brazil</td>
<td>57,817,940</td>
</tr>
<tr>
<td>3.</td>
<td>India</td>
<td>54,755,360</td>
</tr>
<tr>
<td>4.</td>
<td>Indonesia</td>
<td>44,234,940</td>
</tr>
<tr>
<td>5.</td>
<td>Mexico</td>
<td>38,015,880</td>
</tr>
<tr>
<td>6.</td>
<td>United Kingdom</td>
<td>31,963,740</td>
</tr>
<tr>
<td>7.</td>
<td>Turkey</td>
<td>31,250,160</td>
</tr>
<tr>
<td>8.</td>
<td>Philippines</td>
<td>29,424,360</td>
</tr>
<tr>
<td>9.</td>
<td>France</td>
<td>24,914,940</td>
</tr>
<tr>
<td>10.</td>
<td>Germany</td>
<td>24,472,260</td>
</tr>
</tbody>
</table>

Source: CheckFacebook.com
<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Growth Rate</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Saudi Arabia</td>
<td>6.1%</td>
<td>253,360</td>
</tr>
<tr>
<td>2.</td>
<td>Bangladesh</td>
<td>4.81%</td>
<td>91,780</td>
</tr>
<tr>
<td>3.</td>
<td>Japan</td>
<td>4.01%</td>
<td>185,900</td>
</tr>
<tr>
<td>4.</td>
<td>Bahrain</td>
<td>3.48%</td>
<td>10,080</td>
</tr>
<tr>
<td>5.</td>
<td>Trinidad and Tobago</td>
<td>3.3%</td>
<td>14,360</td>
</tr>
<tr>
<td>6.</td>
<td>Egypt</td>
<td>2.79%</td>
<td>238,320</td>
</tr>
<tr>
<td>7.</td>
<td>Paraguay</td>
<td>2.76%</td>
<td>22,940</td>
</tr>
<tr>
<td>8.</td>
<td>Netherlands</td>
<td>2.6%</td>
<td>129,880</td>
</tr>
<tr>
<td>9.</td>
<td>Luxembourg</td>
<td>2.44%</td>
<td>4,340</td>
</tr>
<tr>
<td>10.</td>
<td>Sri Lanka</td>
<td>2.31%</td>
<td>24,700</td>
</tr>
</tbody>
</table>

Source: CheckFacebook.com
vincos.it for this map
@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Hey, Are You Listening?

slowest service at standard grill tonight. takes the pleasure out of the dining experience #fail

11:22 PM May 4th via Twitter for BlackBerry®

vitags
Marissa Vitagliano

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Hey, Are You Listening?

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Airtran?? I would rather be in a paper airplane on fire...

12:11 PM Jun 11th via web
Retweeted by 5 people

@RobertVerdi
Robert Verdi
Scott Meyer
@Scottmeyer

@Delta: thanks for stepping up and helping me out. Frustrating but glad your @deltassist people can make things happen the phone rep can't.

7:30 AM - 29 Feb 12 via web · Embed this Tweet
Reply Retweet Favorite

Dave Lucky
@davelux

Even though my flight was delayed for over an hour due to weather, thank you to @delta and @DeltaAssist for getting me to Nashville safely!

Nathan Beethe
@nbeethe

Thank you to @DeltaAssist for offering some compensation to my mother-in-law after her terrible flight experiences the past two days.

Derek Hoffer
@derekhoffer

A big thank you to ^KT from @DeltaAssist - prompt response and easy rebooking through ATL - fantastic customer service!

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips
New Tools I'm Using Regularly: Instagram

@sree * facebook.com/sreetips * bit.ly/soctravel * #sreetips
New Tools I'm Using Regularly: Tout

@sree * facebook.com/sreetips * bit.ly/soctravel * #sreetips
New Tools I'm Using Regularly: SoundCloud
New Tools I’m Using Regularly: RebelMouse

Sree Sreenivasan

20 biggest tech innovations of my lifetime that I actually use - my CNET News post
Six things I learned from six days on Pinterest

Since so many smart people I know (almost all of them women) are talking about Pinterest, it's time to see what the hype is all about.
Not just WHAT you post, but HOW you post can affect what gets seen...
New World of Hiring

@TomRaftery
Tom Raftery

Re my new RedMonk position. The formal job offer was made and accepted via Twitter!

23 May 08 via twirl ⭐️ Favorite ⬆️ Retweet ⬇️ Reply

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Who would you say yes to?

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Newish on LinkedIn:
LinkedIn Today

Selling Is Not About Relationships

blogs.hbr.org

Business bloggers at Harvard Business Review discuss a variety of business topics including managing people, innovation, leadership, and more.

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
LinkedIn Maps - LinkedInLabs.com

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
LinkedIn Maps
- LinkedInLabs.com

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
New World of Hiring

RECOMMENDATIONS

colleague • business-partner • fellow student/advisor • service-provider

If you are looking to meet people in NY, this is the one person I’d recommend to you. Sree has a natural talent for bringing people together and creating life-long relationships without much effort. He is driven, sincere and dedicated. An outstanding professional as well as an ethical person, he is truly unique.

Diana Rohini LaVigne
colleague

It is a pleasure to know & to have worked with Sree. Sree is deeply knowledgeable in his field of work and generously makes time to mentor, inspire and share his knowledge with others -- especially young people. He’s a natural educator & communicator. Engaging, thoughtful and thorough - he demystifies technological innovation, making it accessible and exciting to the masses.

Jacqueline Dolly
business-partner

Just before I began my term as president of New York IABC, Sree participated in a panel we offered on new media. He was dynamic, knowledgeable and friendly and despite his busy schedule has stayed in touch. Great guy.

Peter Burger
business-partner

In writing and in speaking, Sree is great at helping journalists stay abreast with (or catch up to) the fast-moving digital world. I was a faithful reader of Web Tips long before I met Sree. When he came to speak at an API seminar, I stopped what I was doing to sit in on his session, so I could learn more. I have enjoyed going to SAJA conferences, where he’s a rock star. The conferences are great -- and thoroughly wired, of course -- reflecting Sree’s great leadership.

Steve Buttry
business-partner

Vizualize.me

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips
New World of Hiring

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips
New World of Hiring

Brazen Careerist
Facebook app

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Newish Facebook (again)
This time: Timeline, cover image, subscribers, smarter lists
Newish Facebook (again)

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Newish Facebook (again)

Facebook.com/zuck

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Newish Facebook (again)

Going back in Zuckerberg's Timeline

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
Six things I learned from six days on Pinterest

Since so many smart people I know (almost all of them women) are talking about Pinterest, it's time to see what the hype is all about.

by Sree Sreenivasan | March 15, 2012 1:36 PM PDT
Change Your Media Diet

- Mashable
- ReadWriteWeb
- LifeHacker
- Business Insider
  - 10 Things You Need to Know This Morning

@sree * Facebook.com/sreetips * bit.ly/sreessoc * #sreetips
Sustainable Social Media

● Use HootSuite or Tweetdeck to manage various accounts
● NutshellMail to get your social media alerts via email... also try Twilert
● BlissControl helps you keep up with changes

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
@Sree's Social Media Success Formula

Your tweets, Facebook postings, etc, should have as many of these attributes as possible...

- helpful
- useful
- timely
- informative
- relevant
- practical
- actionable
- generous
- credible
- brief
- entertaining
- fun
- occasionally funny

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips
@nothing
#smwknnd

life is NOT a tweet.

My 9yo daughter hand-made this badge critiquing the whole Social Media Weekend idea that "Life is tweet"... #smwknnd
SHORT TWEET GUIDE

SREE'S SOCIAL MEDIA GUIDE
bit.ly/sreesoc

SHRTN UR TWEETS!
RT  Retweet
MT  Modified tweet
REPOST  RTing yourself
HT  Hat tip (saying thanks)
OH  Overheard
LMK  Let me know
FTW  For the win
<3  I express my affection

TWITTER BASICS
@username message  public reply to a user
d username message  private direct message to a user—if he/she follows you
#yourtaghere  categorize your tweet with a hashtag

FOLLOW JOURNALISTS ON TWITTER
http://muckrack.com

TEXT UR TWEETS TO TWITTER
US: 40404  India: 53000  Canada: 21212
See bit.ly/twrcodes for more

bit.ly/shortycards

@sree  Facebook.com/sreetips  bit.ly/sreesoc  #sreetips
COLUMBIA JOURNALISM REVIEW
September / October 2012 - cjr.org
The future of media
(this minute, at least)
SHARE abundantly your photographs, experiences and stories with your friends and families. For leisure or labour, Facebook is the enchantment “next book” in social team-ups. Eloquent economical and modern examples of communication adequate for our times.
Twitter
The sublime, mighty community with just 140 letters!

A virtual locality with a wide assortment of people. That's Twitter! A notorious new mechanism that lets you maintain virtual contact with family and friends no matter where they are. By following or being followed, you will enjoy previously unimaginable experiences like sharing incredible amounts of information including videos, photographs, etc. Twitter is a truly magnificent tool!
YOUR FILMS WILL LAST FOREVER ON YOUTUBE
THE CHAMPION ADDRESS ON INTERNET!

Send and watch splendid and captivating films, 24/7. Sports, news, commercials and much more. The most charming and magnificent way to entertain the whole family.

WWW.YOUTUBE.COM
SKYPE®

THE FABULOUS VOICE SYSTEM
ABLE TO PUT YOUR
FAMILY TOGETHER.

Skype has the finest quality for you and your relatives to communicate via internet. The healthiest, most economical and secure way to keep vigorous family bonds miles away. It's more than a telephone. It's a real audio-visual miracle that will put you in contact with a brand new world.