

Return On Influence: Personal Power On the Web



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#meeting hashtag

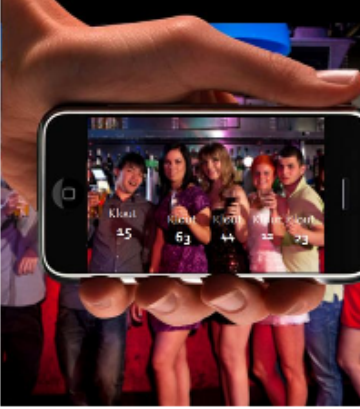
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Get ready. Social scoring will change the way you live.

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There is an interesting, and perhaps alarming, trend brewing in the news scene. Take a look at a couple items in the news last week:

- The [Palms Hotel in Las Vegas](#) is providing perks to guests with a [score](#) (an assessment of social media influence)**
- By the end of the year, Twitter said their new [analytic](#) scores for every user.
- People are now [curating lists](#) of the most influential people in the world.
- Virgin Airlines offered free flights on a new route to guests with high influence scores on Twitter.
- Hoot Suite allows you to sort Twitter results by the influence score of the list.

The New York Times
Sunday Review

WORLD U.S. M.V. / READERS

Got Twitter? You've Got a Score

By STEPHAN LEE ROSENBLUM
Published: June 22, 2011

IMAGINE a world in which how influential we are. This you receive a job, a hotel, a supermarket. If your influence promotion, the suite or the



beginning to measure influence in the form of a score — online

To some, it's an inspiring to no longer must you be a self-influential. Social scoring is brave new technoworld, where by everyone with whom you


"Now you are being assigned said Mark W. Schaefer, an executive director of Schaefer the people you date, the people

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IT's LIGHT

Is life sweeter for tweeters?

Last updated at 10:01 PM on 9th July 2011

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Though I first started tweeting around 18 months ago, I soon gave it up, as I figured there were other people on the magazine who were much better at it than me.

But recently, having been inspired and encouraged to think again by my friends Oliver (Peyton, 1,291 followers), Robin (Derrick, 1,562), Tony (Parsons, 11,225) and Piers (Morgan, 926,021 — gulp), I have dipped my toes back in the Twitter pool. And what a big, dark pond it is.

I've only been doing it for two weeks, and already people are criticising me, swearing at me and generally looking for ways to undermine me.

Usually this only happens when I have a book out, but these days it's like having a bad review every day.



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SCARCITY

LIKABILITY

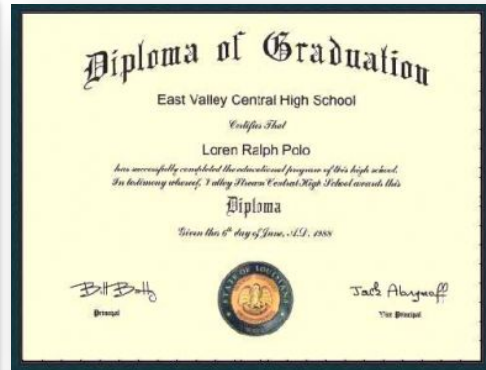
RECIPROCITY

AUTHORITY

CONSISTENCY

SOCIAL PROOF

Examples of offline social proof



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Examples of online social proof



38

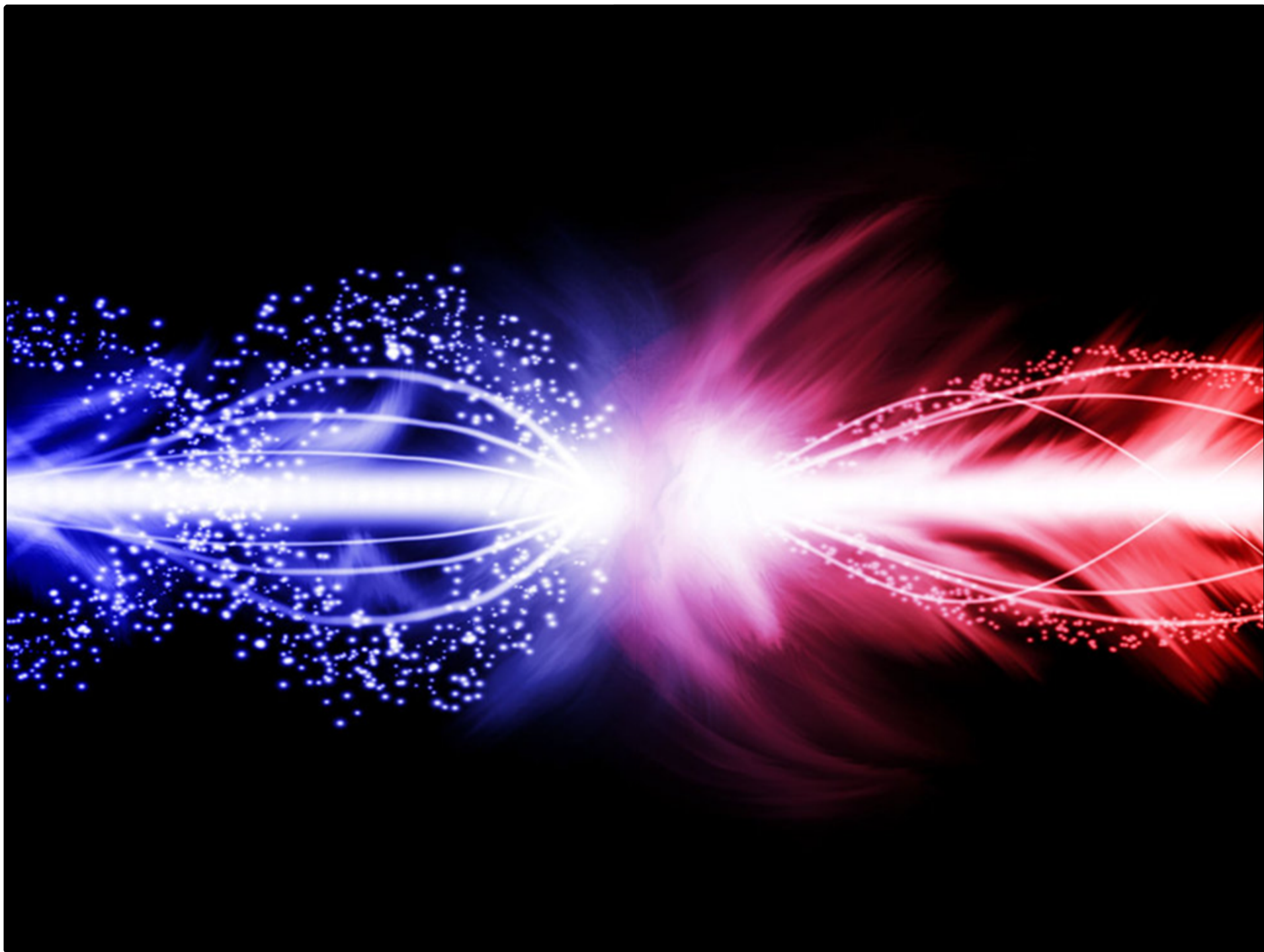


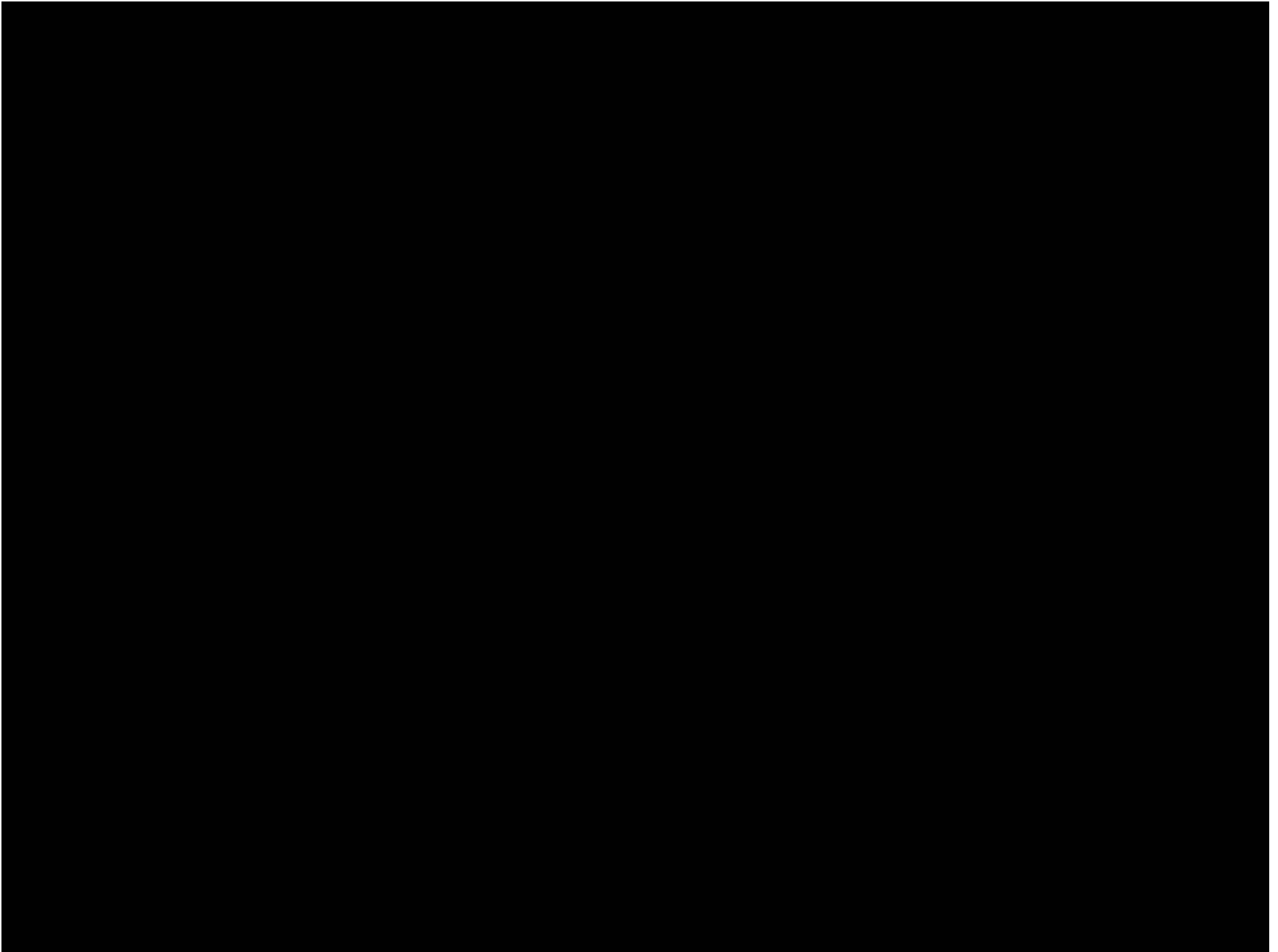
A glowing blue cable is plugged into a wall outlet. The cable loops and coils on the floor, forming a large, stylized dollar sign (\$) shape. The background is dark, and the cable's glow illuminates the surrounding area.

**CONTENT
THAT MOVES IS
POWER**

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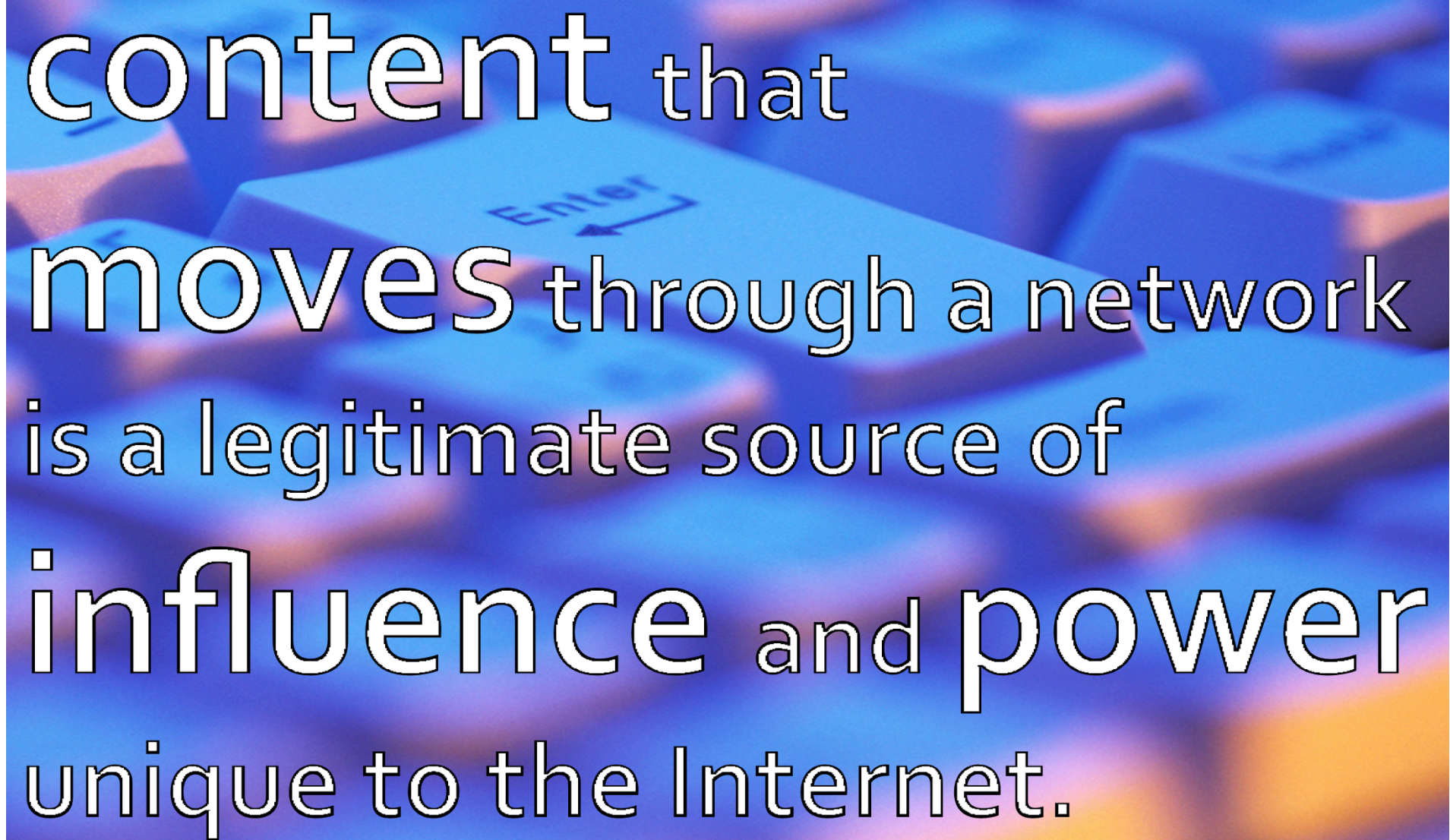
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content that
moves through a network
is a legitimate source of
influence and power
unique to the Internet.



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HOW

can get it any
more exciting?





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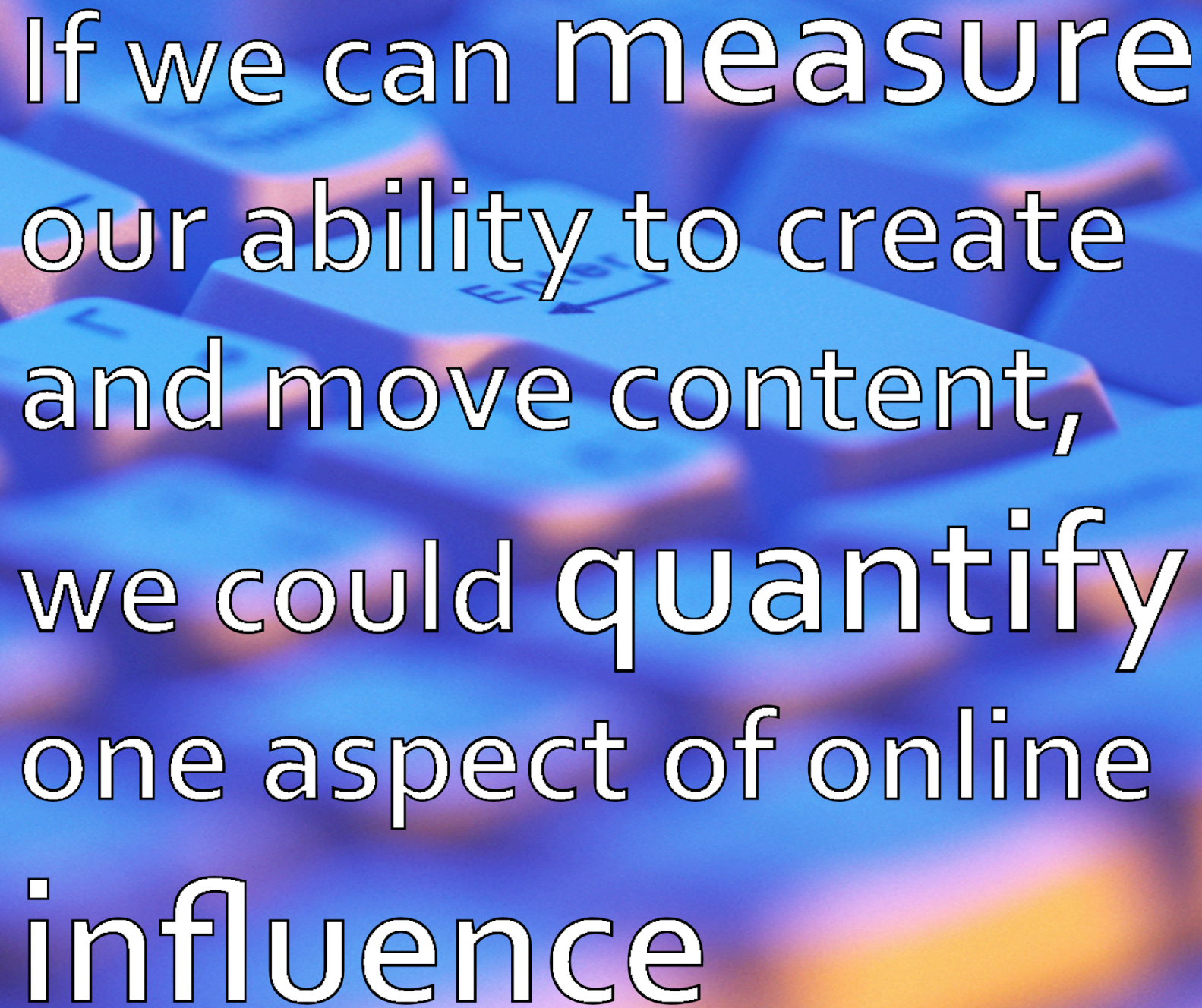
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If we can measure
our ability to create
and move content,
we could quantify
one aspect of online
influence



Does content
move?

What do you
talk about?

Who responds
to you?

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58

**Kristian Rasmussen** ×

CEO / founder of Socialpeople . Entrepreneur & futuristic innovator, heavily engaged in social media marketing & communications in the Americas.

55

**Becky Cortino** ×

IndieCreativeAdviser providing: Content Marketing Strategies Assisting Biz Owners & Independent Pros Build Following+Expand Platform+AudienceReach! Meet Becky:

52

**JustBeCause** ×

Just because...you should care, act, and repeat.

48

**Billy Mitchell** ×

B2B Marketing Agency partner and senior creative director. MLT Creative is the idea launch pad for BtoB marketers. We make ideas work.

47

**Cedric Akret** ×

@Radian6 Senior Data Analyst. Un Francais au Canada and enjoying it. All views expressed herein are my own.

77

**Jessica Northey** ×

Sass, Wit & Straight from the Hip=ME! I love God, Family, Friends, Music, Radio & RealityTV. Join #CMchat 24/7 Country Music Community w/LIVE chat Mon 8-9pCT.

75

**Jeremiah Owyang** ×

Industry Analyst (aka Catalyst) at Altimeter Group. Some tweets publish on timer. How I use Twitter <http://bit.ly/LK0i>

67

**Muhammad Saad Khan** ×

Writer, #SocialMedia & Search Engine Marketing Philanthropist & Thought Leader. Public Speaker/Social Activist to Fight Human Trafficking <http://on.fb.me/trcmGk>

65

**Techguerilla** ×

I solve problems. Putting the social in anti-social on a daily basis. Co-Founder & CEO at <http://SideraWorks.com>

64

**Amy Howell** ×

CEO Howell Marketing; TN Social Media; PR & Crisis PR; Chair @EmergeMemphis; Wife, Mom, Investor @4MemphisMag; Twitter Badass #BA75; TN river rat; views own

Jennifer James ON!

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50 MORE MOM BLOGGERS WITH 40+ @KLOUT SCORE

Posted by *Jennifer James* on October 30, 2010 · 90 Comments




★★★★★ ⓘ 2 Votes

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influence gap reports [about the influence gap](#)

 create a new report

select from your saved reports 

 delete

 export a report

Listerine &

Oral Care 

26 influence gap

[what's this?](#)

 Listerine
influence graph: 2

[what's this?](#)

 Oral Care
influence graph: 28

[what's this?](#)

To adjust this scorecard, change your comparison topic using the drop-down menu above.

 benchmark today's report

Listerine
influence graph: 2

source breakdown

17.5% blog
1.0% news
81.5% tweet

Oral Care
influence graph: 28

source breakdown

75.3% blog
7.6% news
17.1% tweet



















































top influencers talking about Oral Care but not Listerine :

top influencers talking about Oral Care but not Listerine :

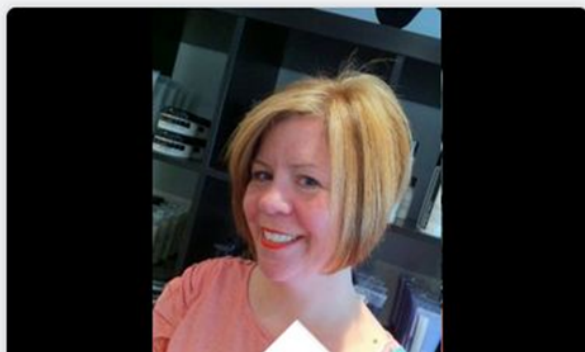
Show rows: 10 / 1 - 10 of 15 / Go to page: 1 of 2 < >

filter by: type credibility sentiment score

reset filters

influencer	score	change	sentiment	opinions
 Charles Ryan 	125			
 LeslieVeg 	95			
 rajee 	85			
 Lesley Ellen Mirza 	68			
 Momstart 	49			
 Matt Tortoso 	44			
 Edmund Lipskis 	40			
 Kimmy Harrison 	32			
 MarytheKay 	29			
 Dr Dave DeVries 	1			

lesley ellen mirza



▼ profile

Lesley is the Founder and Editor-in-Chief for Lipstick Powder N Paint, which is a "urban girl's guide to everything beauty-ful." She started the blog in 2006.

gender: female

position: Editor

email: editor@lipstickpowdernpaint.com

website: [Go to Website](#)

twitter: [@powdernpaint](#)

facebook: [Go to Facebook](#)

→ If this profile is wrong, [email us](#).

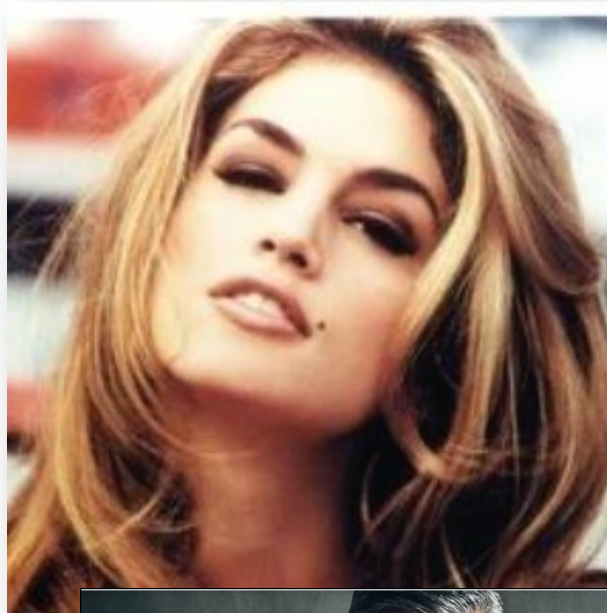

Lesley Ellen Mirza's topics:

notable topics of influence:

topic	score	change	sentiment	opinions
Oral Care	68	★	😊	💬
Lesley Ellen Mirza: We've asked Dr. Janet Tamo, the consulting dentist to Crest and Oral-B, to share with you her top five oral care tips (you're welcome!) Here they are... 1. Use an Oral-B electric toothbrush at least twice a day for a full 2 minutes.				
Lesley Ellen Mirza: I have a bit of an oral care "challenge"...I REALLY like my teeth to feel clean super-clean and smooth, so much so, that I brush them WAY.				
Lesley Ellen Mirza: We've asked Dr. Janet Tamo, the consulting dentist to Crest and Oral-B, to share with you her top five oral care tips (you're welcome!) Here they are... 1. Use an Oral-B electric toothbrush at least twice a day for a full 2 minutes.				
Lesley Ellen Mirza: Tell us! *statistics from the third annual Crest and Oral-B Great Canadian Smile Survey.				


frequently used terms:

topic	opinions
Janet Tamo	💬
Lesley Ellen Mirza: We've asked Dr. Janet Tamo, the consulting dentist to Crest and Oral-B, to share with you her top five oral care tips (you're welcome!) Here they are... 1. Use an Oral-B electric toothbrush at least twice a day for a full 2 minutes.	
published: Mon May 28 2012 source: Lipstick Powder N Paint author: Lesley Ellen Mirza share: 🐦 f ✉	

ACTOR
GEORGE CLOONEY

George Clooney is the perfect complement to the elite ranks of OMEGA's champions and high-achievers from the worlds of fashion, science and sport, all of whom perfectly define the brand and its ethos. Clooney joins another star of the silver screen and OMEGA brand ambassador, Nicole Kidman, who played his on-screen partner in the 1999 film 'The Peacemaker'.



SEAMASTER
PLANET OCEAN

< ADD TO FAVORITES ★ >

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Meet the new face of influence



- Graphic designer
- Government employee
- Shy
- 42, unmarried
- Attended trade school
- Social media Ho
- 80,000 followers



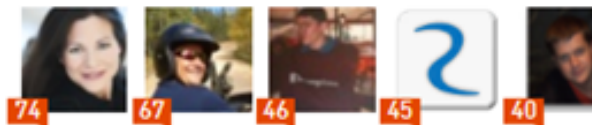
Calvin Lee



Self-Proclaimed Media Ho, Designer Guy and Twitter A his spare time, Stunt Doubles for the Hulk and a really Guy! You can even ask Chris Brogan

Los Angeles

Influencer of (28K)



tweet • share • see all...

Influential about

- +K Technology
- +K Klout
- +K Internet Marketing

tweet • share • see all...



Design #truths from @VitaminTalent #pins

statigr.am



@markwscha



htag



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FALLING SKIES




Social Influence in a Crisis



WHO

is your company
SPOKESPERSON?

472 TOP INFLUENCERS

			INFLUENCE	OUTREACH
1		@rickmans	788	7
2		@daverage	763	8
3		@fransgaard	760	8
4		@guy1067	741	8
5		@buchanla	730	7
6		@rtolido	717	5
7		@MartinHanlon	703	6
8		@nigelwalsh	699	6
9		@Windahl	676	6
10		@sinclair300584	674	6
11		@tomsmiled	667	6
12		@mosesjones	667	5

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**BUT
HOW?**



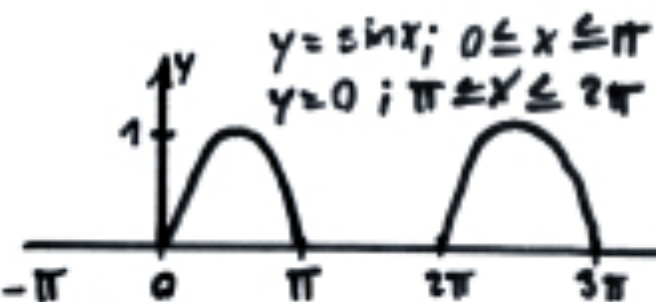
$$\sqrt{t} e^{-at} \rightarrow \frac{1}{2} (a^2 + \omega^2)^{-3/4} \cos\left(\frac{3}{2} \arctan\left(\frac{\omega}{a}\right)\right)$$

$$t^{v-1} e^{-at} \rightarrow \Gamma(v) (a^2 + \omega^2)^{-v/2} \cos\left(v \arctan\left(\frac{\omega}{a}\right)\right)$$

$$\int_0^1 (1 + 2x \cos a + x^2)^{-1} \cdot dx = \frac{a}{2 \sin a} \quad (0 < a < \frac{\pi}{2})$$

$$\int_0^1 x^\alpha (1-x)^\beta dx = 2 \int_0^1 x^{2\alpha+1} (1-x^2)^\beta dx = \frac{\Gamma(\alpha+1) \Gamma(\beta+1)}{\Gamma(\alpha+\beta+2)} = B(\alpha+1, \beta+1)$$

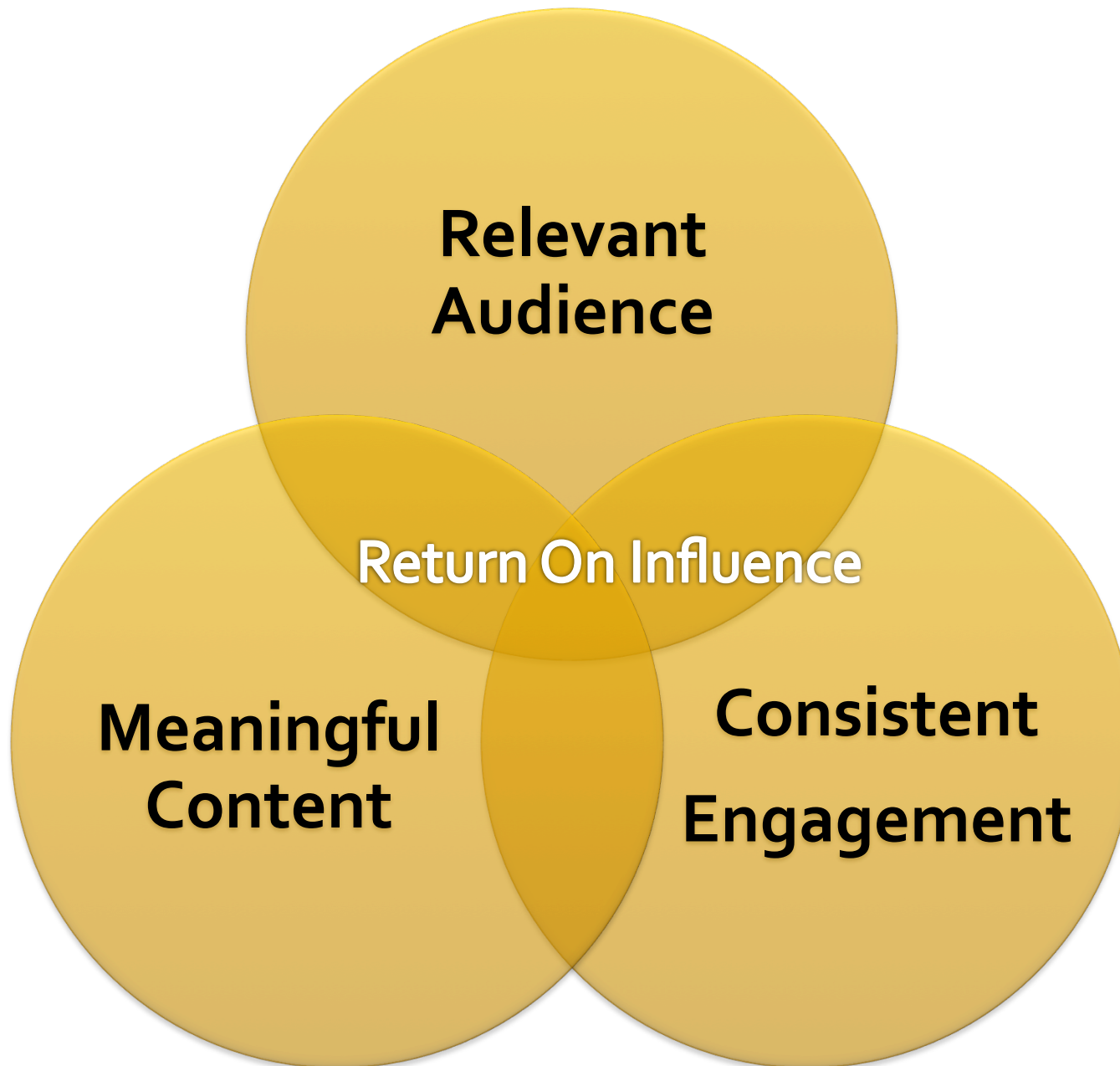
$$B(x, y) = \frac{\Gamma(x) \Gamma(y)}{\Gamma(x+y)} \quad \left| \quad \int \frac{dx}{y \sqrt{x}} = \begin{cases} \frac{2}{\sqrt{\Delta f}} \arctan \frac{\sqrt{x}}{\sqrt{-\Delta f}} & ; \Delta f < 0 \\ \frac{1}{\sqrt{\Delta f}} \ln \frac{\sqrt{x} - \sqrt{-\Delta f}}{\sqrt{x} + \sqrt{-\Delta f}} & ; \Delta f > 0 \end{cases} \right.$$



$$y = \frac{1}{\pi} + \frac{1}{2} \sin x - \frac{2}{\pi} \left(\frac{\cos 2x}{1 \cdot 3} + \frac{\cos 4x}{3 \cdot 5} + \frac{\cos 6x}{5 \cdot 7} + \frac{\cos 8x}{7 \cdot 9} + \frac{\cos 10x}{9 \cdot 11} + \frac{\cos 12x}{11 \cdot 13} \right)$$

$$\int_a^b f(x) dx = F(x) \Big|_a^b = F(b) - F(a); F(x) = \int f(x) dx + C; F'(x) = f(x)$$

$$\int_a^b f(x) dx = (b-a) f(\xi); (a < \xi < b) \quad \left| \quad \int_0^{2\pi} \sin x dx = -\cos x \Big|_0^{2\pi} = -\cos 2\pi - (-\cos 0) = -1 - (-1) = 0 \right.$$







"RITE"
Relevant
Interesting
Timely
Entertaining



CONSISTENT ENGAGEMENT



Photo: Associated Press

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ROI
RETURN ON INFLUENCE

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Blog

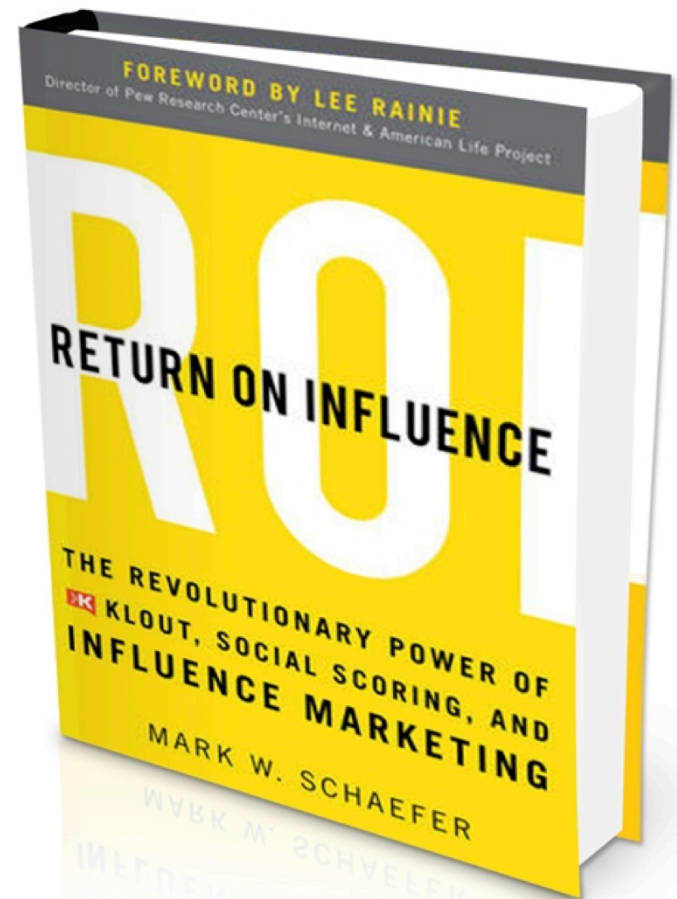
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