

Hello!

Brad B McCormick

@darbtx

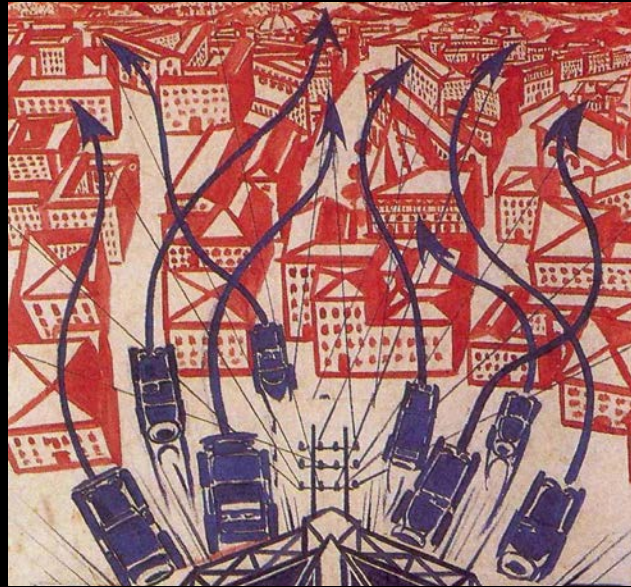
10 LOUDER
S T R A T E G I E S

AUSTIN TEXAS



Must Have Social Media Tools For Your Toolbox.

10 Tools in 10 Minutes



The Most Important Communication Skill of the Future:

Coordination.











TweetDeck

TweetDeck v0.21b

Remaining API: 76/100 Resets: 9:16

Direct Messages20

Group: NewMediaFolks30

All Friends270

Replies

MrTweety will be updated biweekly, first of many upgrades to help YOU build great relationships! See <http://mrtweet.net/home/tdempsey>

• MrTweety, [H] Mon 02 Feb 18:08 via Direct Message

thanks, i am getting more networking value and little ad revenue, maybe i should push further in that direction.

• JimMacMillan, [H] Thu 29 Jan 21:20 via Direct Message

jhuwrtz: Wow! No Differentiation! Say what you really meant! I was stifled at that funny company... glad to be out. <http://bit.ly/1E1IE>

tdempsey, [H] Thu 29 Jan 10:43 via Direct Message

I'm teaching a course at Mass Art in Feb on social media & looking to supplement my examples. Would love 2 hear more. crystallyn@gmail.com

• crystallyn, [H] Wed 28 Jan 10:02 via Direct Message

crystallyn: I am a fairly serious photo hobbyist who has definitely uses social media to promote...email if you want to chat tim@synopshots.com

tdempsey, [H] Wed 28 Jan 09:40 via Direct Message

Thanks for following me, I look forward to hear and sharing

• brackoury, [H] Tue 27 Jan 23:41 via Direct Message

Thanks for following! Tell a friend and help me reach a million followers!

• 1000000, [H] Mon 26 Jan 17:07 via Direct Message

your sales training video is HILARIOUS!

• debbieveil, [H] Thu 22 Jan 09:36 via Direct Message

Hi, Thank You for your following. Look forward to your tweets and your advice for startups.

• JustinShantz, [H] Sat 17 Jan 01:39 via Direct Message

Thx. Yes. Direct email is tdempsey@twitter.com

Swatters Wreaking Havoc With 911 <http://tinyurl.com/bm4lwb>

• guykawasaki, [H] Wed 04 Feb 08:04 via twitterfeed

Back to the wall, VMWare releases open source client <http://ff.im/Tw92>

• Scobleizer, [H] Wed 04 Feb 06:44 via FriendFeed

Anyone else notice that <http://www.techmeme.com/> has really stepped up its game lately? Here's some notes <http://ff.im/Tw93>

• Scobleizer, [H] Wed 04 Feb 06:28 via FriendFeed

Share Your Location (Or Lie About It) With Google Latitude (<http://ping.fm/A2NLb>)

• mashable, [H] Wed 04 Feb 05:59 via Ping.fm

Six Versions of Windows 7: No. Just No. (<http://ping.fm/0ML5R>)

• mashable, [H] Wed 04 Feb 05:31 via Ping.fm

You know how you meet someone smart and you don't know what they did? Discover what I learned about this guy: <http://ff.im/Tw99>

• Scobleizer, [H] Wed 04 Feb 05:28 via FriendFeed

Google just came out with "Latitude" which will show everyone where you are. <http://google.com/latitude> Discuss it here: <http://ff.im/Tw9n>

• Scobleizer, [H] Wed 04 Feb 04:46 via FriendFeed

RT @sacca: Some thoughts on what Obama's election meant to me: <http://www.whatisleft.org/> (One of the best posts I've read this year).

• Scobleizer, [H] Wed 04 Feb 04:38 via web

Just uploaded a ton of Davos photos including a nice one of @jeffjanis <http://www.flickr.com/photos/scobleizer/>

• Scobleizer, [H] Wed 04 Feb 04:33 via web

@debbieweil <http://bit.ly/baQ> Thank you

Twickenham station on the way to Swindon. Expecting pretty snow covered fields

• smcrae, [H] Wed 04 Feb 03:10 via TwitterBerry

I'm reading my own tweets in an attempt to get to know myself better.

• Roxyro, [H] Wed 04 Feb 03:08 via web

attempting to set up my MacBook Pro as my new desktop computer. slightly more difficult than I anticipated.

• parislemom, [H] Wed 04 Feb 03:07 via web

people inviting me to latitude, but not entering locations - odd

• kevinmarks, [H] Wed 04 Feb 02:58 via twitter!

@jowyang I thought reputationdefender didn't remove anything, just created lots of nice stuff about you and SEO'd it

• kevinmarks, [H] Wed 04 Feb 02:54 via twitter! in reply to...

Stuck in my head: <http://blip.fm/~1z7g0>

• JimMacMillan, [H] Wed 04 Feb 02:52 via Blip.fm

Blagojevich: 'I'm going to clear my name' <http://tinyurl.com/cqzht9>

• cnn, [H] Wed 04 Feb 02:47 via twitterfeed

This company offers a service that removes slanderous content from the web, how do they do that? <http://www.reputationdefender.com/faq>

• jowyang, [H] Wed 04 Feb 02:45 via web

Baby name mapper <http://adjix.com/3je2>

• guykawasaki, [H] Wed 04 Feb 02:33 via Adjix

Panasonic Swings to Loss, Cuts Jobs

@tdempsey followers 152, added since yesterday 3, average growth per day 0, predictions: tomorrow 152, next month 152 (twittercounter.com)

Wed 04 Feb 06:15 via TweetDeck Services

RT @tdempsey: Very cool Twitter traffic visualization during the Super Bowl <http://bit.ly/F3sp>

mikegero, Tue 03 Feb 16:28 via Search

@tdempsey I bet you liked that Springsteen "burst" in the middle :)

mikegero, [H] Tue 02 Feb 16:24 via TweetDeck in reply to...

@tdempsey Missed a letter in your URL.

Noodle_news, [H] Tue 03 Feb 16:04 via web in reply to...

@tdempsey Hope you had nightmare-less night, free of bombardment by dancing twitter logos

mikegero, [H] Tue 03 Feb 08:50 via TweetDeck in reply to...

@tdempsey they were pretty damn good!

mikegero, [H] Sun 01 Feb 20:38 via mobile web

@tdempsey who's kidney is that? Beautiful really. And you actually want to stay in tech marketing?

johnstack, [H] Fri 30 Jan 16:16 via web

@tdempsey tomato juice won't do it. Hydrogen peroxide and soda, watch the ideas. Tomato just masks.

johnstack, [H] Thu 29 Jan 12:00 via web

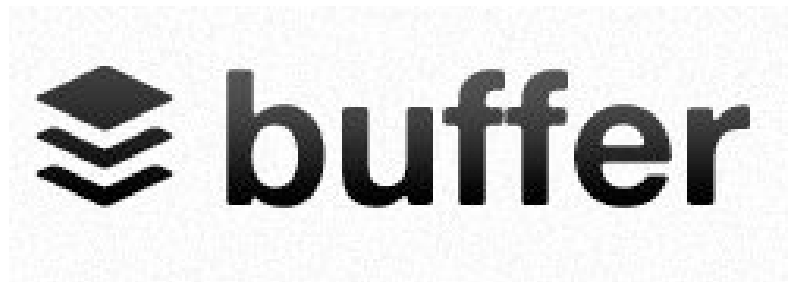
RT @chrisbrogan@tdempsey @crystallyn check out this post on "Fun with Sharpies" and the Sharpie blog <http://tinyurl.com/dhk48q>

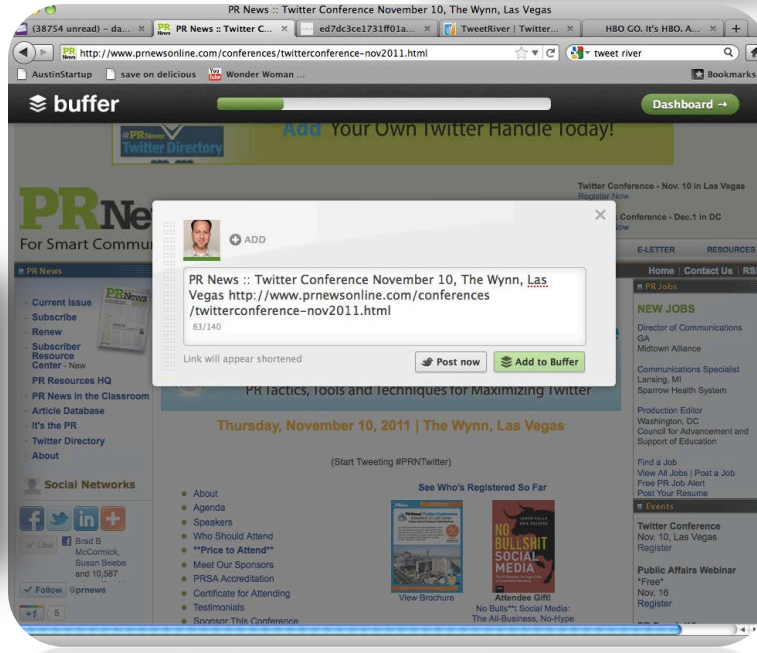
mikegero, Wed 28 Jan 09:12 via Search

RT @tdempsey Nice piece on the Facebook

Last Updated: 8:29 with 0 tweets / next update 8:30

Twitter Status: Pretty much ok









SOCIAL OMPH

Boost Your Productivity

01/29/2010 03:24 pm, Fri	debbie_wood	I see the Moon the Moon was me (aren't you glad I'm not really singing?) Biggest moon of 2010 tonight! Go here: http://short.ly/155ix #FB	Published
01/29/2010 01:54 pm, Fri	debbie_wood	Today's horoscope says this: There's no doubt that you're going to be experiencing absolutely everything to the nth degree today. :) #FB	Published
01/29/2010 12:53 pm, Fri	debbie_wood	Great choice for superbowl anthem singer Came Underwood http://is.gd/7NUP #FB #camerunderwood	
01/28/2010 02:14 pm, Thu	debbie_wood	I don't follow them but just happened to catch my horoscope on front of Yahoo and it said "Today is the perfect day to be me!" :) #FB	
01/28/2010 11:53 am, Thu	debbie_wood	People create their own success by learning what they need to learn, then practicing it until they become proficient at it. B. Tracy #FB	
01/28/2010 08:59 am, Thu	debbie_wood	It's so pretty outside. It's snowing like a mad man. Absolutely gorgeous!!	
01/28/2010 08:52 am, Thu	debbie_wood	The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet. ---Theodore M. Hesburgh #FB	
01/27/2010 03:24 pm, Wed	debbie_wood	It's a new year. Is your financial house in order?? Great advice from @bphjac here http://short.ly/14kof #dailycrushes	
01/27/2010 02:30 pm, Wed	debbie_wood	Great article about how viral marketing is done by @mrothweiser http://is.gd/6VWQF #dailycrushes	
01/27/2010 01:29 pm, Wed	debbie_wood	Mix up a recipe for successful branding: Your Chef is @chriskitler http://bit.ly/rkQzls	
01/27/2010 12:27 pm, Wed	debbie_wood	Check out this great blog... You won't be sorry by @mrcinpat http://www.patrickcinpatosh.com/ #dailycrushes	Published

Update Text:

Happy New Year! Is your financial house in order?? Great advice from @bphjac here <http://short.ly/14kof> #dailycrushes

120 characters entered.

Publish When:

☐ Publish right now (will be published within 60 seconds)

☐ Publish from now

Or publish at this exact time:

01/30/2010 10:27 pm

Recurance:

With SocialOmph Professional, you can schedule recurring updates with spinnable text (not on Twitter accounts) and @mentions, plus the 12 updates per hour limit does not apply. Make your updating even more effective and productive.

your updating even more effective and productive.

Account(s):

TIME	ACCOUNT	UPDATE	RECUR	ACTIONS
01/31/2010 03:58 am, Sun	debbie_wood	What kind of leader are you, or better yet, what kind of leader are you following. Find out from @mrcinpatier http://is.gd/74aaA		<input type="button" value="Edit"/> <input type="button" value="Delete"/>
01/31/2010 02:57 am, Sun	debbie_wood	Tribs, it's the way to do marketing. http://is.gd/74FN #FB		<input type="button" value="Edit"/> <input type="button" value="Delete"/>
01/31/2010 01:59 am, Sun	debbie_wood	Everyone has his burden. What counts is how you carry it. Marie Helier		<input type="button" value="Edit"/> <input type="button" value="Delete"/>
01/30/2010 11:56 pm, Sat	debbie_wood	Mix up a recipe for successful branding: Your Chef is @chriskitler http://bit.ly/rkQzls		<input type="button" value="Edit"/> <input type="button" value="Delete"/>
01/30/2010 10:55 pm, Sat	debbie_wood	Good stuff! @mrothweiser says take time for yourself, and I agree. Read about it here http://is.gd/6VWQF #dailycrushes		<input type="button" value="Edit"/> <input type="button" value="Delete"/>
01/30/2010 10:27 pm, Sat	debbie_wood	It's a new year. Is your financial house in order?? Great advice from @bphjac here http://short.ly/14kof #dailycrushes		<input type="button" value="Edit"/> <input type="button" value="Delete"/>
01/30/2010 10:26 pm, Sat	debbie_wood	Great article about viral marketing by @mrothweiser http://is.gd/6VWQF #dailycrushes	Published	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
01/30/2010 09:56 pm, Sat	debbie_wood	Great stuff by @mrothweiser No. 1 cause of disease may surprise you http://is.gd/6VWQF #dailycrushes	Published	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
01/30/2010 09:11 pm, Sat	debbie_wood	Check out this great blog... You won't be sorry by @mrcinpat http://www.patrickcinpatosh.com/ #dailycrushes	Published	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

tweetreach



tweetreach



tweetreach

#olympics

Search for something like a screen name, hashtag, url or phrase. [Help...](#)



Showing the most recent 50 of 1493 total tweets

Want more data? Get the full report.

Get the full report

★ Save Link Excel PDF Print Help

Tweet Like 0

[View old version](#)

TweetReach Report for #olympics

reach ⓘ

17,715

accounts reached

exposure ⓘ

17,791 Impressions

17,642



1 tweet 2-4 tweets 5-7 tweets 8+ tweets

Each bar shows how many accounts received how many tweets

activity ⓘ

activity ⓘ

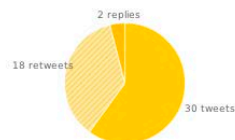
50 tweets

50 contributors

1 minute

60
50
40
30
20
10
0

1:16pm
Aug 9



top contributors ⓘ

highest exposure

5.4K Impressions



@bgzimmer

[Follow](#) (5,384 followers)

most retweeted tweets ⓘ

No tweets in this report have been retweeted. In order for a tweet to show up as retweeted in this section, the original tweet must also be included in the report.

most retweeted

No contributor has been retweeted

most mentioned

No contributor has been mentioned

contributors ⓘ

	Tweets	RTs	Impressions
1 bgzimmer	1	0	5,384
2 IsntSheLoveely	1	0	2,424
3 Billablog	1	0	1,189
4 Trillian_01	1	0	1,002
5 xAprilW	1	0	823
6 JessicaKoth	1	0	637

tweets timeline ⓘ

Aug 9, 2012 at 1:16pm UTC

[IDBramwell](#): Bill Lawry and Tony Greg should be commentating the #Olympics rhythmic gymnastics "got in, piss off you're out. Back to the pavilion..." less than a minute ago

[EHMshopping](#): Congrats to Misty & Kerril What a game! Who was watching? #Olympics <http://t.co/A4Tv7n2v> less than a minute ago





COMMUNITY MANAGEMENT FOR FACEBOOK

Oorook

COMMUNITY MANAGEMENT FOR FACEBOOK

Oorook Social CRM by Scan & Target

You have 2 campaigns

Demo EN created at: 2011-04-08 12:57:00

Tags used in this campaign:

- *American idol* (94883 analyzed) Last scan: 2012-01-17 05:06:46
- easyjet (110220 analyzed) Last scan: 2012-01-17 05:05:56
- Elisabeth Cons [...] (13 analyzed) Last scan: 2012-01-17 05:05:32
- rynnair (10879 analyzed) Last scan: 2012-01-17 05:06:20

Demo FR created at: 2011-04-08 12:53:00

Tags used in this campaign:

- FNAC (11133 analyzed) Last scan: 2012-01-17 05:05:50
- groupon (110874 analyzed) Last scan: 2012-01-17 05:05:47
- SFR (4200 analyzed) Last scan: 2012-01-17 05:05:38

Add new campaign

7 tags in your account, 18 left. | [profile](#)

Oorook for Facebook
Follow us on Twitter
264 people like this. Be the first of your friends.

Need API? Try it now
Contact Scan & Target

© Scan & Target 2007-2012. Release: 0.21.10

Review for tag "American idol"

36969 questions detected.

Return to tags list

Questions (36969) Complaints (2899) Leads (1150) Sentiments (0) Sentiments (0)

BTTC_ZBP Published at: 17 January 2012 04:05:38 GMT
Message: What song is that in the American idol commercial? It sounds so familiar

IM_THA_POPE Published at: 17 January 2012 04:59:20 GMT
Message: "@_Nostalgic_One_ People still watch American idol? Lol." lol

_Nostalgic_One_ Published at: 17 January 2012 04:58:37 GMT
Message: People still watch American idol? Lol.

TheReal_STAKKS Published at: 17 January 2012 04:56:36 GMT
Message: "@bhearddd anyone else as excited for american idol as i am? D.D.D.D.D' <- i gotta see if i can still spot real talent

ThaTigguh_DREW Published at: 17 January 2012 04:55:58 GMT
Message: Yesterday when @cam9ymcmilws was singing like he was on american idol then he was like uh randy what do you think? and he was like good dawg

CharitySoules Published at: 17 January 2012 04:41:52 GMT
Message: I become very obsessed with music and artists I love as u can tell from my recent tweets. On that note, who's ready for American idol???

Tweetposhie Published at: 17 January 2012 04:37:08 GMT
Message: No this guy didn't just start singing and then his big girl friend starts too. This is too much. American idol? @ChrisAllen_@renaaae

Short_Mocha Published at: 17 January 2012 04:36:18 GMT
Message: @kelly_clarkson Ive been a Fan of Urs since you were on American idol.. Will You follow

booshaka!

booshaka!

facebook

booshaka



LAMARR WOODLEY

Wall
Info
Friend Activity
Welcome
LW Pro Bowl
Top fans
Videos
Photos
Questions
MORE -

About
Follow me on Twitter at
<http://www.twitter.com/LaMarrWoodley>

194,934
like this

22,437
talking about this

LaMarr Woodley · Top Fans Like

Athlete

MY STEELER NATION LEADERBOARD

1 Like LaMarr Woodley on Facebook

2 Contribute through posts, comments and likes.

3 Receive points for the quality of your participation.

Top Fans (November) Updated 11/16 at 9:58 PM



You are not ranked yet. Participate to earn points.

0pts

Explore recent activity and view your stats.

1



Jamey Buster

302 pts

view stats

2



Stewart Small

247 pts

view stats

3



Christina Dolan

125 pts

view stats

4



Deborah McCabe

71 pts

view stats

5



Michele Lynn Hess

67 pts

view stats

6



Carla Weaver

66 pts

view stats

11



Sonia Undergraff

62 pts

view stats





[All Data 5/21/2011 - 3/31/2012]



TaxACT



hrblock



turbotax

Overview

Performance

Top Fans

Top Content

Tag Clouds

Combined


TaxACT


hrblock


turbotax

TaxACThrblockturbotax

Overview			Performance	Top Fans	Top Content
Combined			TaxACT	hrblock	turbotax
Page	Name	Count			
H&R Block	H&R Block	19691			
TurboTax	TurboTax	2201			
H&R Block	Karen Drewery Crouch	1526			
H&R Block	Bocephus Williams	1496			
H&R Block	Lakisha Nicole Moore	1260			
H&R Block	David Holt	1165			
H&R Block	Regina Lovestothinkpositive Harding	1069			
H&R Block	Amanda Driggers	1056			

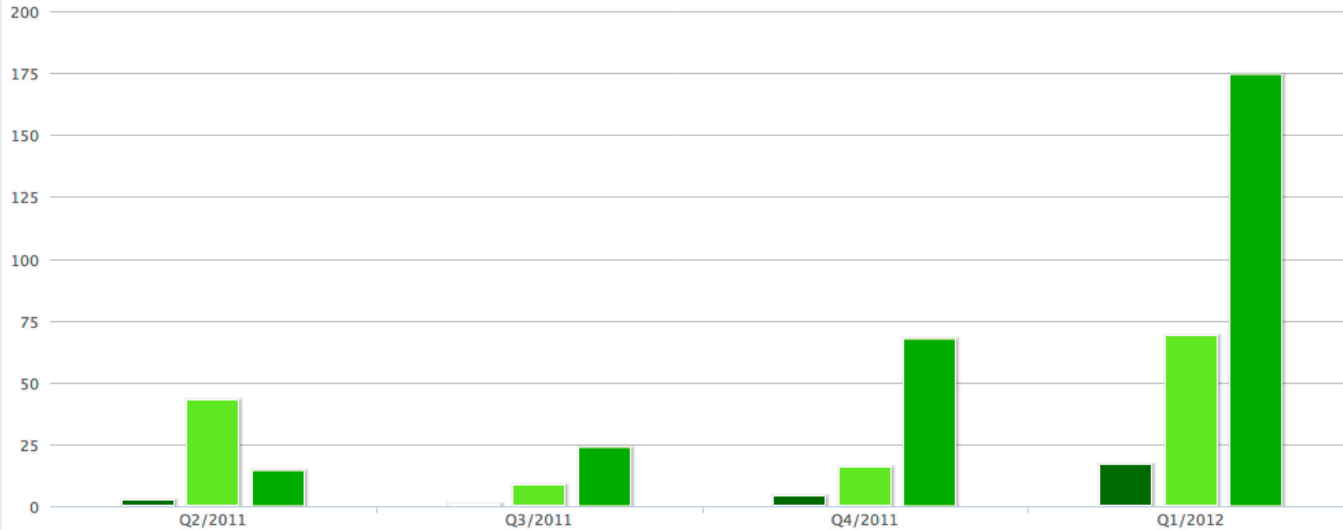
 TaxACT

 hrblock

 turbotax

Likes per Post

The number of times people like this Page's posts, by quarter



Fans	
turbotax	235,845
hrblock	112,940
TaxACT	42,625
Unique Contributors	
hrblock	24,166
turbotax	12,535
TaxACT	2,283
Engagement Per Fan	
hrblock	1.87
TaxACT	0.26
turbotax	0.15
Comments per Post	
hrblock	212.87
turbotax	47.52
TaxACT	33.30
Likes per Post	
hrblock	94.25
turbotax	39.12
TaxACT	14.83
Active Fan %	
hrblock	21.40
TaxACT	5.36
turbotax	5.31





Pinerly

The logo for Pinerly features the brand name in a red, cursive script with a white outline and a drop shadow. A light green pushpin is pinned to the top of the letter 'P'.



Followers

3

Following

57

Likes

3

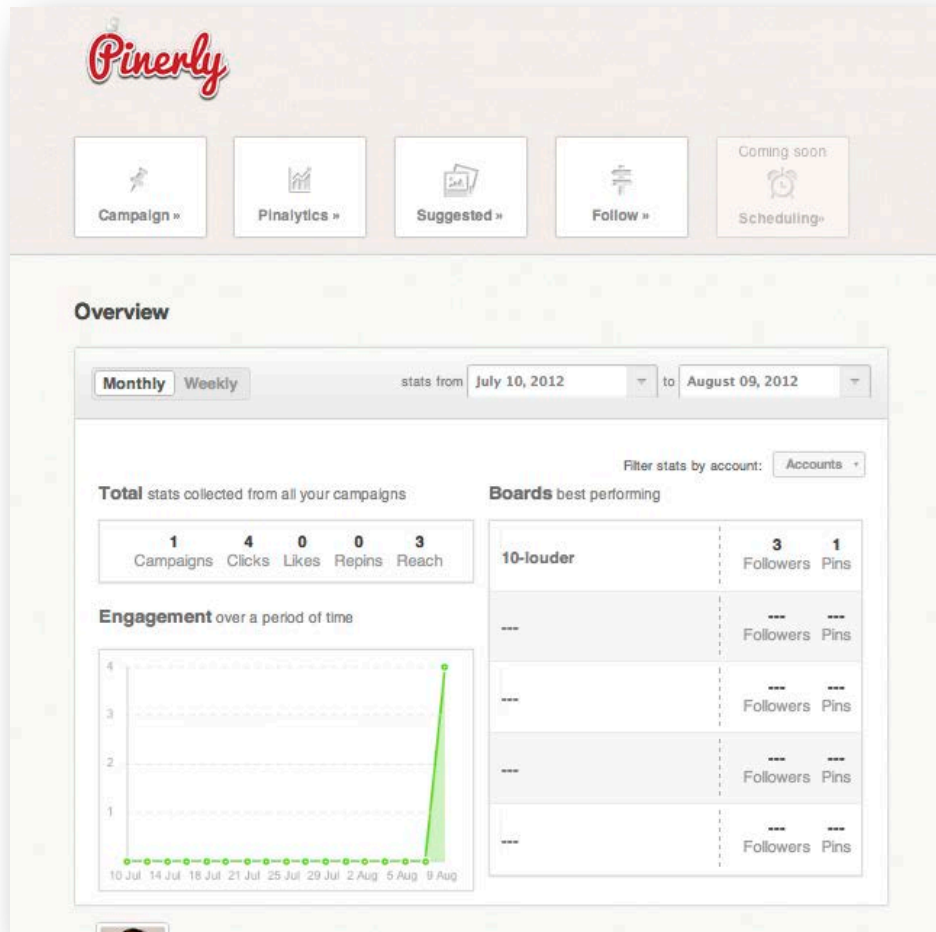
Pins

9

Boards

1

- Click-Thrus
- Re-pins
- Links






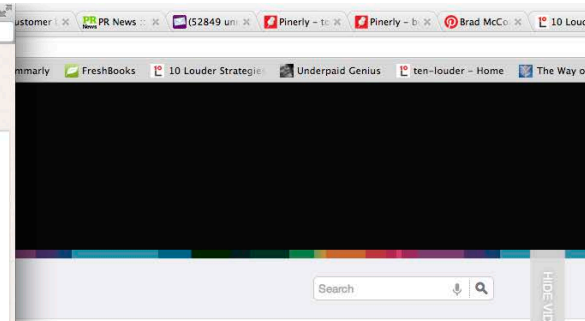
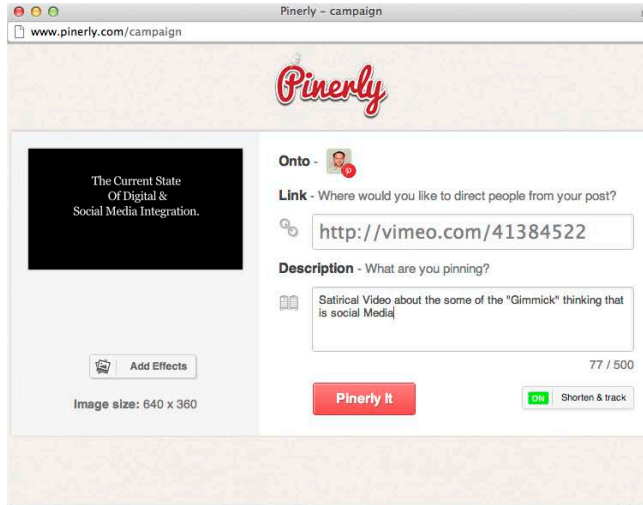
Pinerly Bookmarklet

Drag the "Pinerly It" link to your bookmarks bar to post campaigns on the fly!

Pinerly It

To install the "Pinerly It" button in Chrome:

1. Display your Bookmarks Bar by clicking  > **Bookmarks** > **Show bookmarks bar**
2. Drag the "Pinerly It" button to your Bookmarks Toolbar
3. When you find a photo you love on the web, push this "Pinerly It" button to pin the image









Engagement

Workflow

Analytics

Security

Support

The screenshot shows a Twitter post from the account **hoosuite** (@hoosuite). The tweet text is in Spanish and mentions a social media dashboard. Below the tweet, there is a list of users who interacted with it, including **stevelejohnson**, **janisawali**, **dyle**, **UnleashedAQ120**, **RicardoE**, **tedvincinover**, **mentionnapp**, and **JeffCubed**. The interface is in Spanish, with the top navigation bar showing "Inicio", "Buscar", and "Crear". The right sidebar shows the user's profile information and a list of tweets. The bottom of the screen shows a list of users who interacted with the tweet, including **stevelejohnson**, **janisawali**, **dyle**, **UnleashedAQ120**, **RicardoE**, **tedvincinover**, **mentionnapp**, and **JeffCubed**.

[illegible]



Spredfast Engagement Platform

A unified platform to monitor, manage and measure your social media initiatives

Awareness

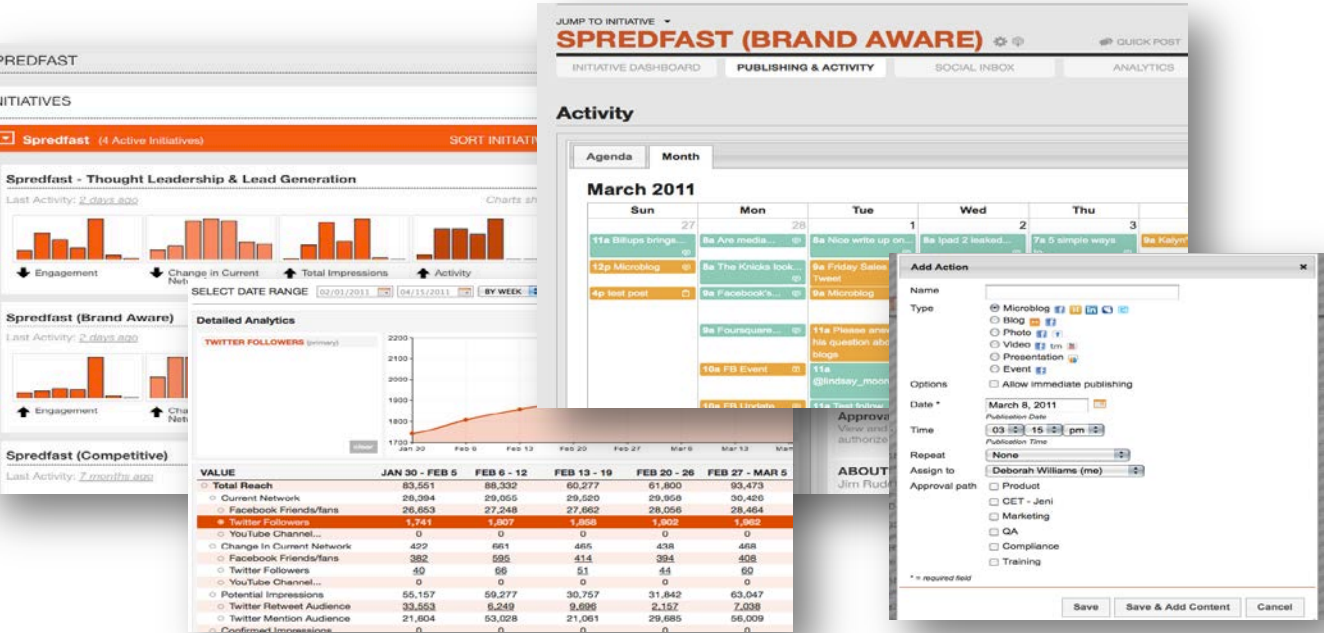
listening, aggregating and prioritizing signals across all social channels

Engagement

publishing, interaction and activation on all channels from a single, central location

Measurement

tracking, analysis and reporting of reach, engagement, activity, conversion and other key social metrics



Coordination

organizing and managing people, processes and activity across brands, campaigns, accounts and teams

Integration

archiving all social data in one place as well as connections to other enterprise systems, data and



Must Have Social Media Tools For Your Toolbox.



Thank You!

Brad B McCormick
@darbtx

10 LOUDER

S T R A T E G I E S

INQUIRIES@10LouderStrategies.com

The Current State
Of Digital &
Social Media Integration
(Present Day)

