

The Big Picture on the Big Three

Chris Vary

EVP, Digital Innovation
Weber Shandwick

@chrisvary

@webershandwick

PRNews!

THE BIG 3
CONFERENCE:
TWITTER/PINTEREST/FACEBOOK



weber
shandwick
engaging. always.

Social Marketing Management

shoutlet, SYNAPSE, vitrue, involucr, hootsuite, awareness, Flowtown, Spreadfast, Context Optional, tweet, tapli, Socialware, hearsay, MUTUALMIND, SPROUT SOCIAL, offerpop, Seismic, Strutta, votigo, Social Amp, SocialAppsHQ, extole, Fanzila, Zuberance, BuzzAgent, CaunSea

URL Shorteners

bity, tiny arrows, TinyURL.com

Stream Platforms

UberMedia, TweetDeck, twhirl, Aol Lifestream...

Twitter Apps

twitpic, tweetmeme, StockTweets, Cadmus, wefollow, flixup!, Listorious, twitvid

Social Advertising Platforms

TBG, Lexity, spruceMEDIA, Actaply, Clickable, GRAPH EFFECT, BLINQ MEDIA, epic social, SOCIALTYZE, twelfold media, SAM, nanigans, Taykey, Ybrant, KENSHOO, Marin, EfficientFrontier

Social Brand Engagement

socialvibe, mylikes, adly, local response, appsavvy, DYNAMIC SIGNAL, sharethrough

Content Curation

hunch, memolane, BuzzFeed, summify, Flipboard, SkyGrid, Storify

Social Commerce Platforms

Payment, Moontoast, SHOPTAB, live gamer, dotbox, mun.com, Moloko, trialpay, Storenvy, shop igniter, FLUID, VendorShop, e wid miiyoni

Facebook Apps

LIKESTER, BranchOut, SNAP, badOo, smile, causes, booshaka

Facebook Gaming

playfish, zynga, MetroGames, Playdom, NABAN, CrowdStar, socialpoint, ZIPZAPPLAY, EA, UBISOFT, WILDNEEDLEGAMES, PopCap

Social Ad Networks

OneRiot, rockyou, across, LIFESTREET, radium, XGRAPH, media6degrees, Gnip

Social Data

DATA SIFT, RapLeaf

Social Search & Browsing

TOPSY, Aardvark, StumbleUpon, greplin, spokeo

Social Intelligence

PostRank, Trendrr, ATTENTION, VISIBLE, BuzzLabels, actionly, veraheat, bottlen, colligent, synthesio, lysomoi, brandprotect, radian, SCOUT LABS, backtype, ALTERIAN, convertion, NETBASE

Social Scoring

KLOUT, empireavenue, PeerIndex

Social TV

PHILO, clipsync, SnappyTV, INTO_NOW, tunerfish

Social Networks - Other

Linked in, TAGGED, my, friendster, gaia, plaxo, Path, CLUB, Merchant, HABBO, orkut, Google+, #hashable, renren, friend.ty

Social Business Software

External (Customer) Facing: Ingage, Satisfaction, LeverageSoftware, Pluck, KickApps, mzinga, Assistly, huddle, Internal (Employee) Facing: acquia, IGLOO, TWiki, cubetree, Watchtoo, yammer, chatr, moxie, Socialtext, nimblo, SOCIALCAST

Blogging Platforms

tumblr, posterous, Blogger, WORDPRESS, SQUARESPACE, Joomla!, JUX

Social/Mobile Apps & Games

foursquare, waze, iwix, loopt, h5, playdams, pelago, looTAN

Social Shopping

Giantnerd, Zaarly, zappli, Swipely, LOCKERZ, S V P P L Y, ikaboodle!

Content Sharing (Reviews/Q&A/Docs)

topix, fotopeia, Slideshare, yelp, Angies list, Quora, Scribd, DocShare

Social Referral

500friends, TurnTo, curebit

Photo Sharing

SmugMug, fixable, klip, flickr, photobucket, ZangZing, Picasa, instagram

Community Platforms

Wiki, GROU.PS, KickApps, RuddyPress, NING, mixxt, GroupSite

Plug-ins/Widgets

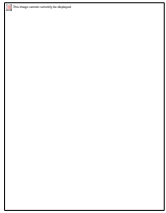
tynt, Bazaarvoice, gigya, Badgeville, ShareThis, spinback, janrain, clearspring, echo, PowerReviews, Mass Relevance, meeb, Cover it Live, widgetbox, 5555factory

Traditional Publishers

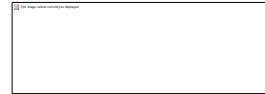
DAILY CANDY, CNN, The New York Times, Glam Media, THE WALL STREET JOURNAL, HEARST corporation, Aol, CONDÉ NAST



the company we keep



got milk?



Campbell's



Every company is a media company



Where storytelling...



Meets audience needs / passions



Via the right ecosystem of content / platforms

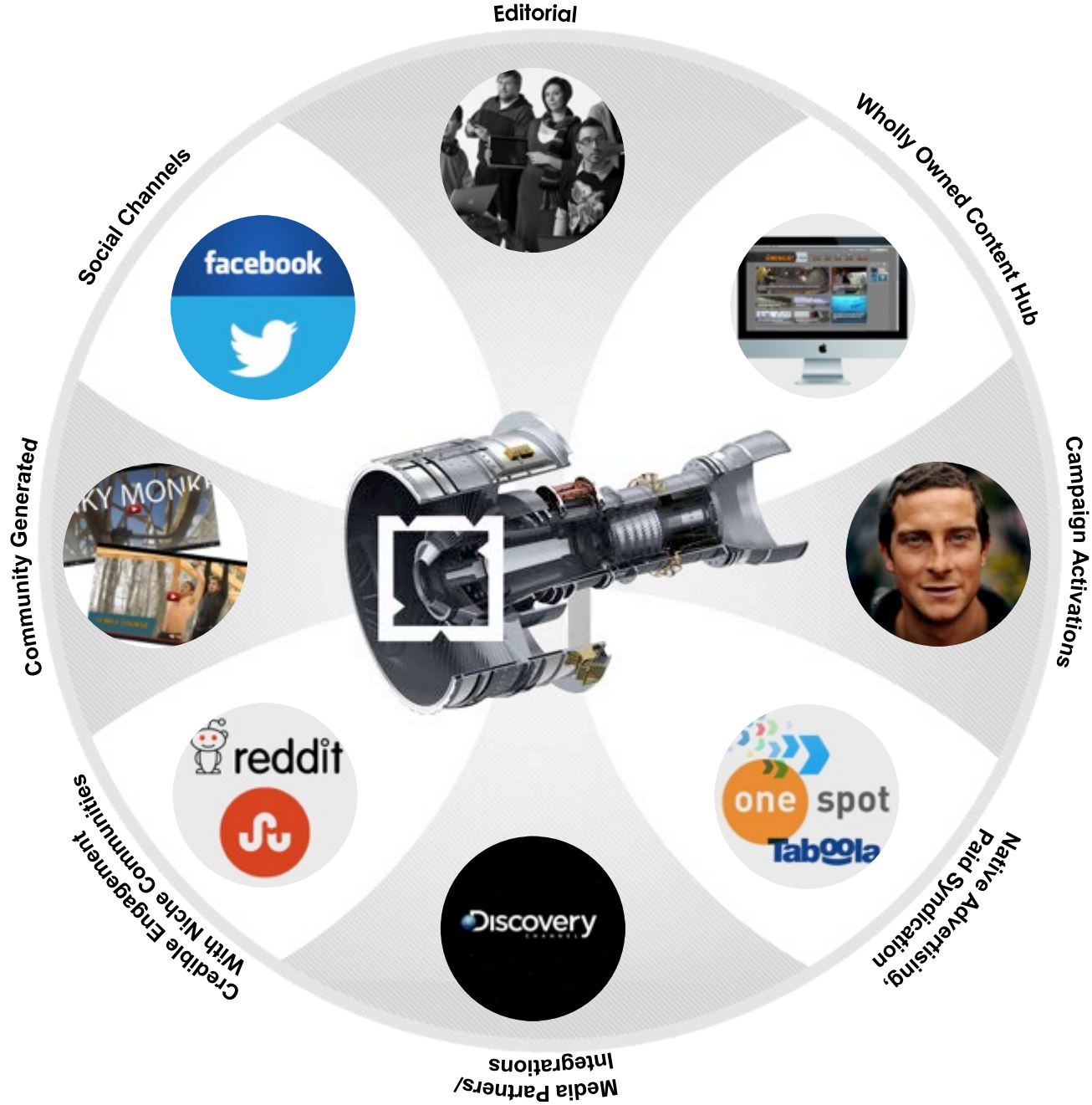


Going beyond commercial marketing alone to create an engine for engagement that is relevant, contextual, targeted, scalable, sustained, and focused on business outcomes.



**Easy to say. Harder to make happen.
We have the means to show you how.**

Brands as content marketers; many channels to choose from



facebook



Pinterest

#prnbig3

**Lookalike
Audiences
Global Launch**

**Revamped
Timeline**

**Facebook
Home**

Newsfeeder

**New Brand
Reach
Algorithms**

#prnbig3



Facebook Home



Facebook wants...
Your Life Enterprise

#prnbig3

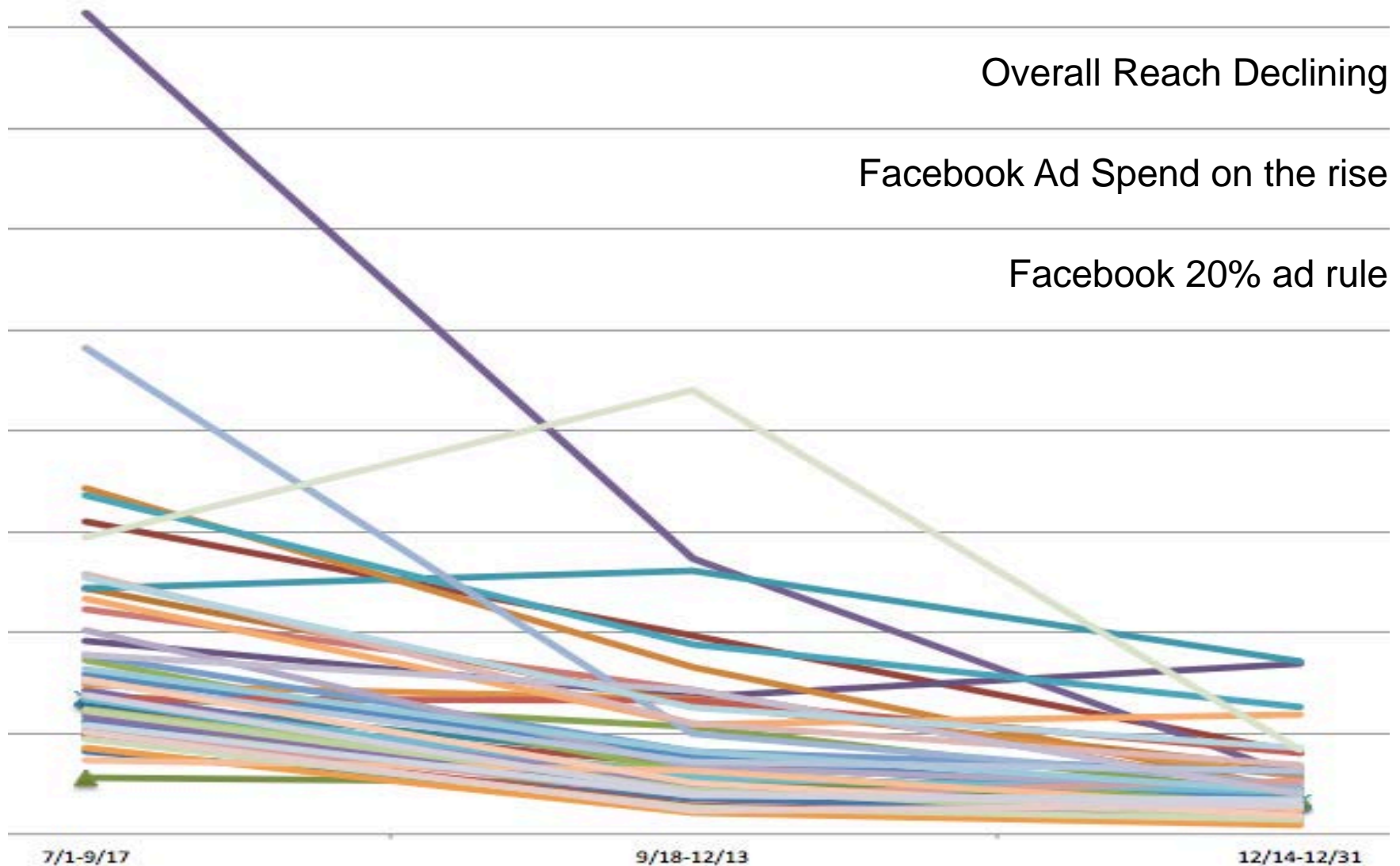


facebook

#prnbig3

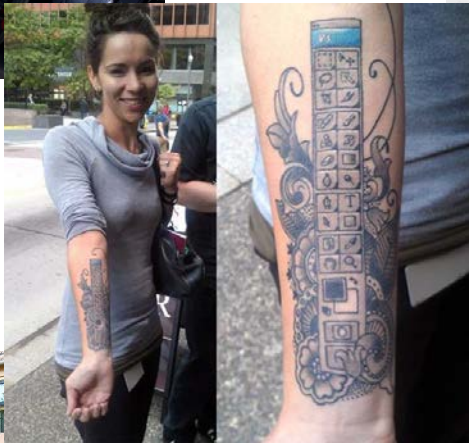
Why is Facebook Changing, and quick?

Top Brands on Facebook overall reach 4Q 2012




Newsfeeder for Facebook


Top Creative for Facebook from Brands / Agencies



Now
April
March
2013




JUNE 25 | PRIDE




Newsfeeder


A Collection of the Most Creative Facebook Posts from Brands

Sort by Brand Category Agency



About Submit Contributors Search  facebook STUDIO




Virgin Galactic
39k fans





One of our team members captured this inspiring photo of SpaceShipTwo gliding past the Moon as she came in to land at the Mojave Spaceport after another successful test flight. This was her 24th glide flight and the 6th in-flight test of her patented feathered re-entry system. The flight also successfully verified SS2's nitrous loading and venting system, another key milestone on the way to our first powered flight. All of the test objectives were successfully met.. Photo Credit: Virgin Galactic


 Like 3  Tweet 0

As of April 5, 2013

 301 Likes

 111 Shares

 18 Comments

 See Original Post

Editor's Note: Virgin Galactic is a company within Richard Branson's Virgin Group which plans to provide sub-orbital spaceflights to space tourists.

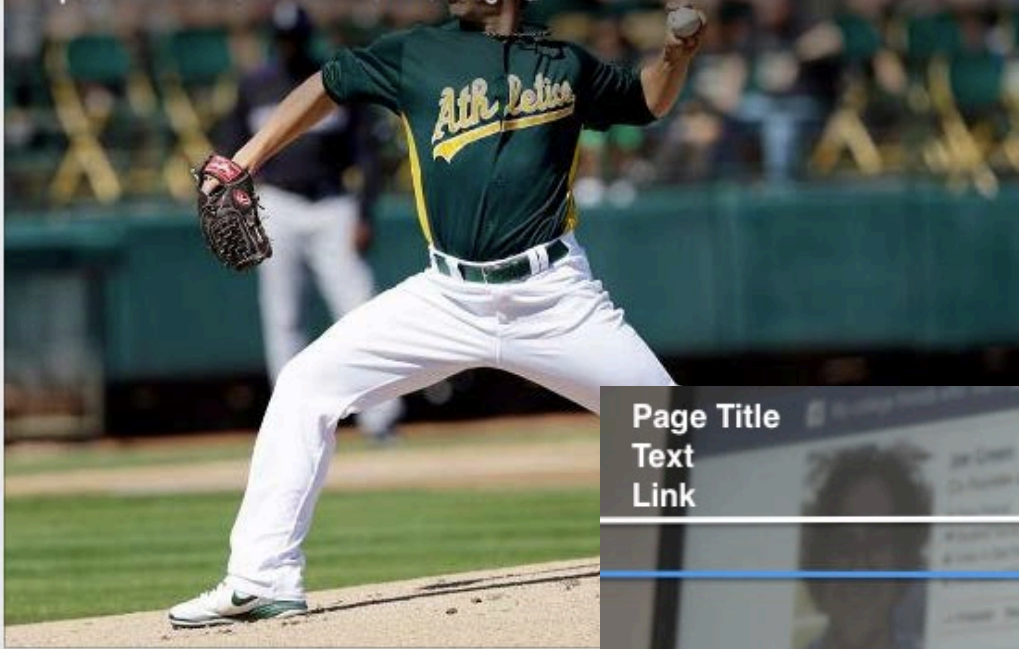
0 Comments • Add a comment ▾



Oakland Athletics

Milone tosses 3 shutout innings in win over Mariners.

<http://atmlb.com/16cldtB> 20 minutes ago



Like Comment Share

How to avoid picture issues on Facebook

Page Title
Text
Link



Width: 552 px
Height: 414 px
Text w/link: 66 px

AllFacebook.com

AllFacebook

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Trending – Sink or Swim: Three Waterproof iPhone Cases Put to the Test



Peter Kafka and Mike Isaacs

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HOT TOPICS [APPLE](#) [FACEBOOK](#) [TWITTER](#) [GOOGLE](#) [MICROSOFT](#) [DISRUPT NY](#)



Twitter Buys Vine, a Video Service That Never Launched

OCTOBER 9, 2012 AT 11:12 AM PT

[Tweet](#) [Share](#)

If Twitter ends up [running its own video service](#), this should help: The messaging service has bought Vine, a video-sharing start-up.

We don't have terms for the deal, but this looks a lot like an "acquire": Vine is a three-man company, based in New York, which formed in June. It has yet to launch publicly. (**Update:** Maybe not a garden-variety acquire, we're told. For instance, there's a possibility that Vine could still live as a standalone service.) Twitter declined to comment.



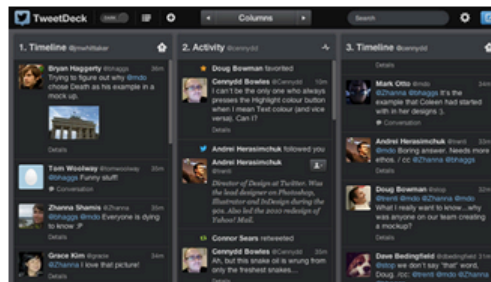
Twitter Shuts Down TweetDeck For Android, iPhone And AIR, Discontinues TweetDeck's Facebook Integration



FREDERIC LARDINOIS

Monday, March 4th, 2013

27 Comments



TweetDeck, the feature-rich Twitter client that Twitter **acquired** in 2011, will soon mostly exist as a web-based service, and the native Mac and Windows apps will play second fiddle to the web and Chrome apps. The company is **shutting down** the AIR-based version of TweetDeck for desktop and will remove the Android and iPhone apps from their respective mobile stores in May. In addition, the TweetDeck team announced today, it will also "discontinue support for our Facebook integration."



daveohoots

Mar 4, 2013

At HootSuite, we've taken a different approach by integrating with many networks to help social media enthusiast of all sizes – from the world's biggest companies to upstart hobbyists – use their desired channels to build audience, share stories and solve business problems.

As such, we are pleased to offer access to Twitter + Facebook (Profiles, Pages, Groups), LinkedIn (Profiles and Pages), Google+ (Pages) and dozens of apps including Youtube, Tumblr, etc. We feel our tool serves the needs of market by helping organizations and audiences, rather than requiring use a single

...how Twitter has managed Tweetdeck. Moving forward, we who seek multi-network tools (plus workflow collaboration, to come try HootSuite. Enjoy a 30 day trial of Pro or HootSuite Enterprise management system.

Mashable

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Tech

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Vine Tops List of Free iPhone Apps in App Store

1.9k SHARES

91

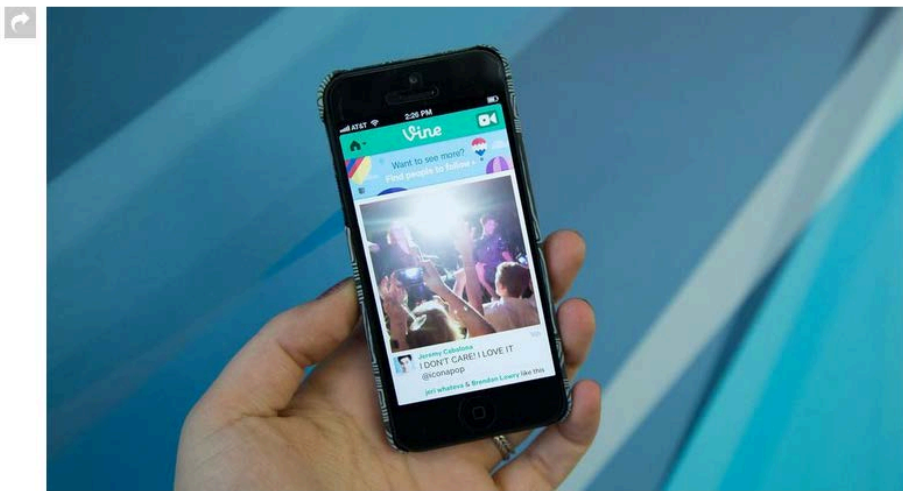
1129

12

Share

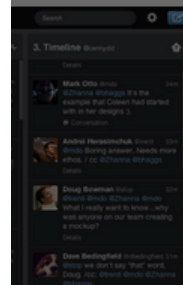
Tweet

+1



Migration

27 Comments



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VineRoulette

Search Vine and watch Vines posted around the world:

For example: cat, snow, beer, stop motion, howto. Or go [Roulette Style](#) and view all Vines regardless of subject

VineRoulette is a full-screen visualization of short videos posted around the world with [Vine](#). Vines are six-second videos people record with their mobile phones. VineRoulette highlights all Vines in chronological order, and new Vines are continuously loaded in the background.

Currently VineRoulette is best suited for desktop-sized screens or larger. The current version requires Silverlight, which is also working on an HTML5 compatible version. A good internet connection is recommended for the Vines to load.

Explore



Saved 0 seconds of Vines | [Blog](#) | [New! Start your own Vinepeek Channel](#)



[The birdie putt](#) [vine.co/v/btq0LJ9zmMD](#)
 a few seconds ago

Vinepeek

[Start your own Vinepeek Channel now](#)
 Use hashtags, usernames or keywords to populate your own channel.

Vinepeek is a Friday project by the folks at [PXi Ventures](#).

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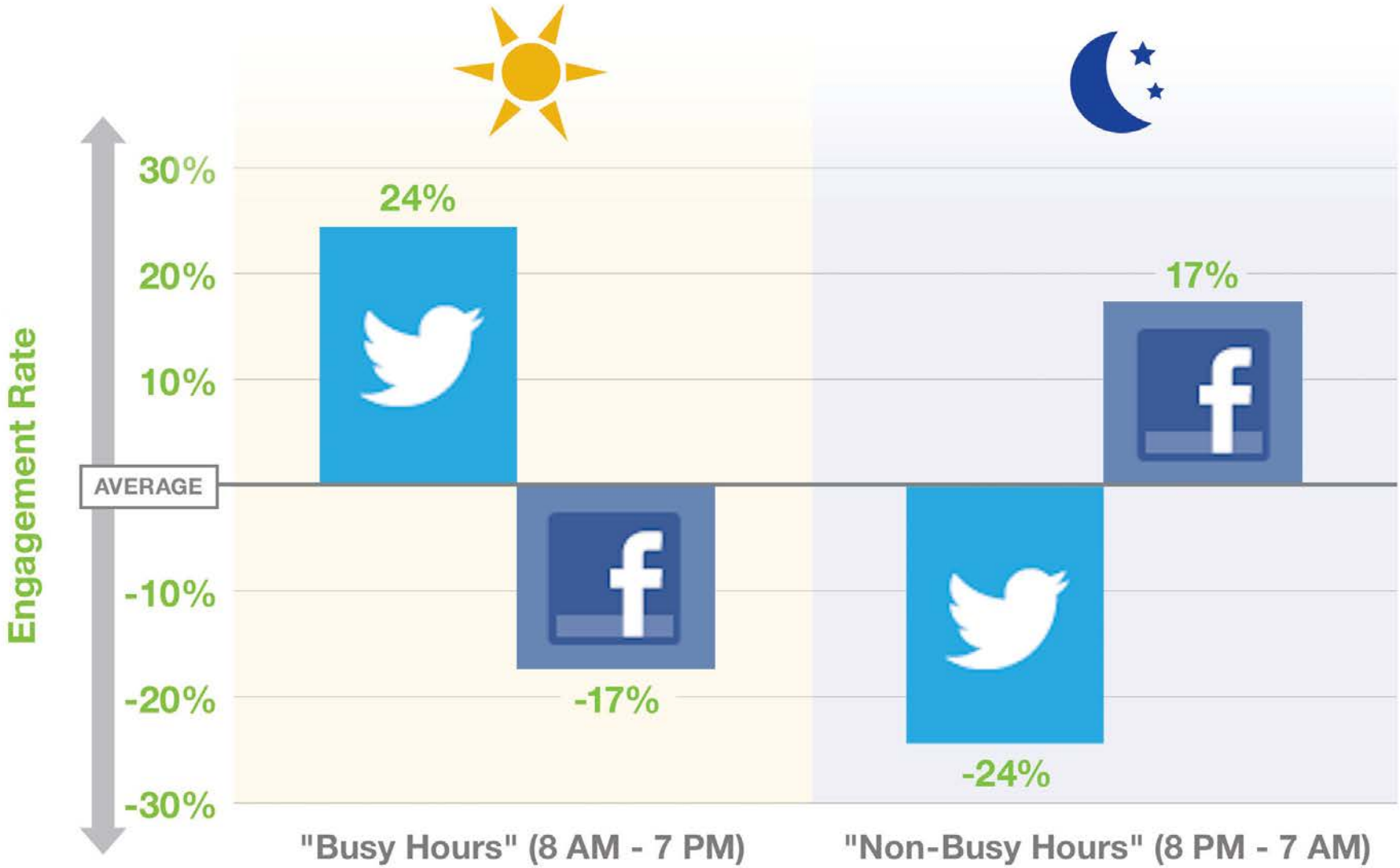
sprinklr

 Spredfast

 salesforce marketing cloud™

 hootsuite™

What is your Brand's "Tweet" Spot?





Pinterest

50 Million Users

83% Women in the US

Valued at 2.5 Billion

56% Male in the UK

AMC Giveaways

A place for AMC giveaways on Pinterest!



1,949 followers, 65 pins



Win a Playing For Keeps prize pack! Pin this post and click the picture to find out how you can enter to win!

2 repins

AMC Theatres from amctheatres.com



Win a prize pack from The Hobbit: An Unexpected Journey worth over \$770! Pin this image and click the image to find out how you can enter!



Win A Surfboard From CHASING MAVERICKS!

3 repins

AMC Theatres from amctheatres.com



Win A Prize Pack From CLOUD ATLAS!

3 repins

AMC Theatres from amctheatres.com



PIN TO WIN

Create your *Pinterest* dream wardrobe for fall and win HSN fashion & beauty prizes.

- 1 [Follow HSN](#) on Pinterest
- 2 Create a [Pinterest ultimate fall wardrobe pinboard](#) using at least 10 items - 5 from HSN's [Ultimate Trunk Show](#) while the others can be from anywhere else
- 3 Name your board and give a brief description of your ultimate fall wardrobe
- 4 Tag your board with the hashtags #HSN and #FallFashion
- 5 [Fill out an entry form](#) and submit a link to your pinboard on HSN.com by September 17



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creative
to reach
your
audience



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FriscoHomeCenter.com

SAMMY GARDNER
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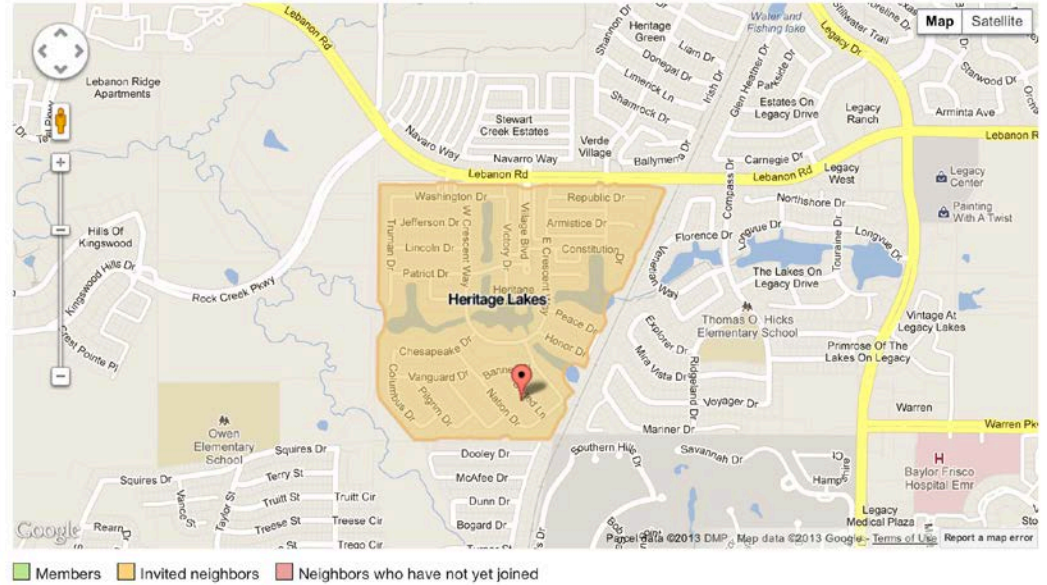
10,000
Neighborhoods,
in 50 States

\$40.2M
in funding

Map of Heritage Lakes

Click on any property to see who lives there or invite a neighbor who is missing out.

Members Households
5 12
2% of total



What people are sharing 500,000 times a day

- 20% crime and safety
- 26% recommendations
- 14% classifieds
- 11% events
- 22% community issues
- 7% other



Get to know these providers

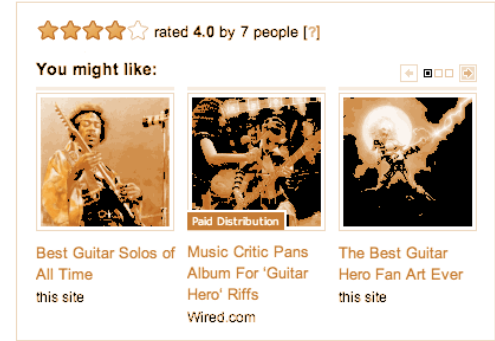
Adaptly.ly



tongal™



Outbrain



Contently



VisibleMeasures

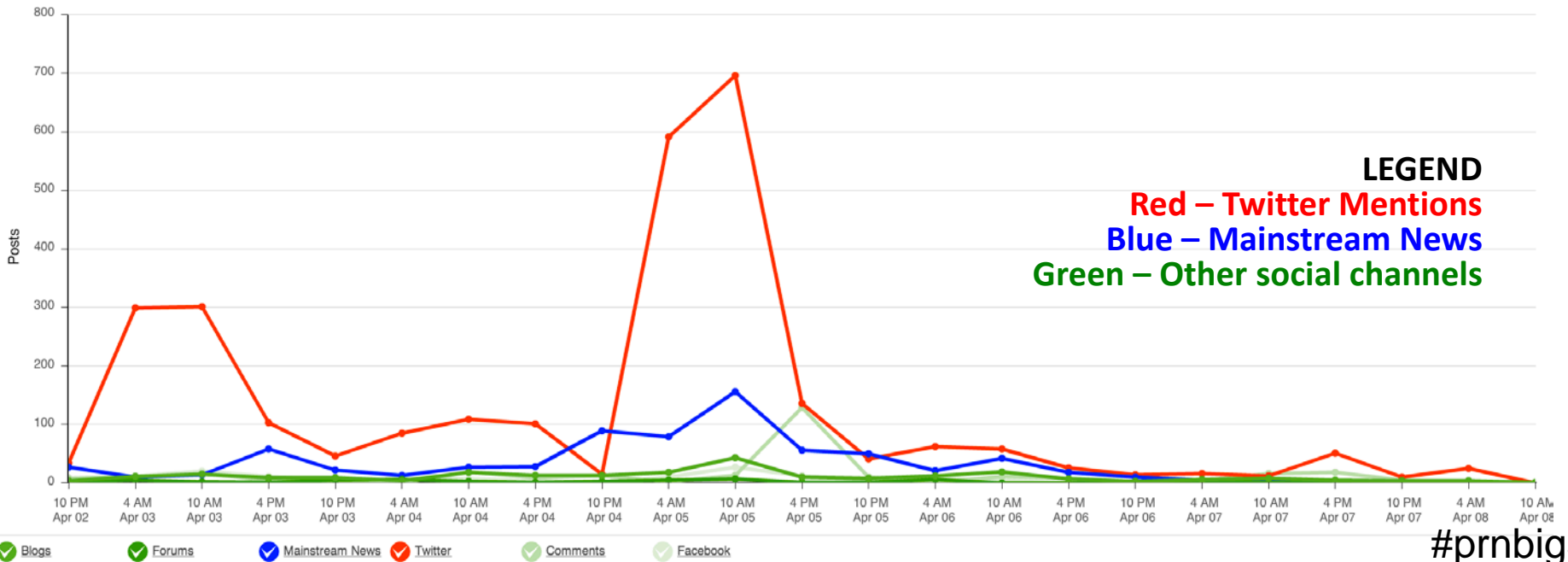


THE HUFFINGTON POST





Why?



Social Platform Keys

If your business is boring, don't pretend to be fun.

You Are Who You Say You Are Online

Be mobile-first

Track high-performing brands

Embrace the paid syndication of social

Have a rep on your side

Have a plan for social channel issues

We all learn from each other



Thank you
@ChrisVary

Weber Shandwick



#prnbig3