

# Стратегия социальных медиа

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Май 2008

**Что такое социальные  
медиа ?**

# Форумы и онлайн сообщества

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## monster

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### FORUM AREAS

- » **Forums Home**
- [Career Advice](#)
- [General Chat](#)
- [In Your Industry](#)


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## The Monster Job Forum

The **Monster Forum** is a place for you to find out everything you need to know about a successful job search and career.



So have a look around, post some questions, post some answers, and have fun!

If you would like to see messages from our old forums, please [click here](#).

### Most Active Forums

- [Changing Career](#)  
At 30-04-2008 by abb35
- [Coming to the UK](#)  
At 28-04-2008 by vanidelob
- [IT & Technology](#)  
At 17-04-2008 by man\_or\_monster
- [Other Stuff](#)  
At 06-05-2008 by angelam31

### Welcome Guest [Login](#)

#### Career Advice


The place to discuss anything and everything regarding finding a job and building a successful career. Chat with other job seekers and get advice from leading career experts.

Forums	Last Post
<a href="#">CVs &amp; Applications</a>	16-04-2008 by brieandbacon
<a href="#">Job Interviews</a>	16-04-2008 by brieandbacon
<a href="#">Changing Career</a>	30-04-2008 by abb35
<a href="#">Graduates &amp; Apprentices</a>	09-04-2008 by man_or_monster
<a href="#">Talking Money</a>	09-04-2008 by man_or_monster
<a href="#">Employment Law</a>	11-04-2008 by man_or_monster
<a href="#">Coming to the UK</a>	28-04-2008 by vanidelob

### Featured Discussions

- [The new Monster forums](#)
- [Understanding job adverts](#)
- [How to secure a pay rise](#)
- [Choosing your first job](#)
- [Questions for the interviewer](#)


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monster



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## Scoble Sellout Part Three? - Twitter Adverts

Mike Butcher 15 comments >>



Here's the third update to our **January and April posts:**

**ADVERTISEMENT: Seagate hard drives rock. I was paid to say that, but I would have said it anyway.**  
about 4 hours ago from im

Uber-blogger Robert Scoble, who in 2006 [argued](#) that having advertisements on blogs destroys trust, appears to be no longer content with... [adding](#) advertisements to his blog. Now he's [experimenting with Twittering adverts](#) for perennial sponsor Seagate. He later [twittered](#) "I am just having a little fun getting a conversation about microblog advertising going". That may be so but it will be interesting to see how the community reacts a) to Scoble's move and b) the long-rumoured possibility of ads in Twitter feeds.

Robert Scoble minimize



# social media explorer

Home About Archives What Others Are Saying

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**Subscribe To Social Media Explorer**  
Get SME updates in your feed reader or email.

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## The Next MySpace Is ... MySpace

posted by Jason Falls in May 5th, 2008  
in Advertising & Marketing, Social Networking, Social Networking Sites

I have a bone to pick with my social media and marketing brethren. Stop making fun of people because they're on [MySpace](#). It's unbecoming and shows that you're so overwhelmed with your own smarts that you're stupid. It's the same smugness some Mac users generate despite the fact their beloved, intuitive machines account for a [whopping three percent](#) of the personal computer market. If they're so great, why don't more people get it?



According to [Compuete.com's numbers from February](#), [MySpace](#) accounts for 66 million monthly visitors and almost one billion visits. [Facebook](#) isn't too shabby, either, but at 28 million monthly visitors, it's less than half the exposure opportunity MySpace is. [According to USA Today](#), there are over 110 million registered users on MySpace, making it the equivalent to the 11th largest country in the world (bigger than Mexico, slightly smaller than Japan).

The problem is that those of us inside the bubble and hip to hardware, software and online trends grew tired of MySpace. When Facebook opened its doors to the general public, then started experimenting with social advertising models, we all got hot and bothered by the chic, clean, open API network. We left MySpace, or conveniently forgot

### About

Jason Falls is a social media explorer for Doe-Anderson, a brand-building agency in Louisville, Ky., specializing in building brand enthusiasts. A public relations professional by trade and writer by craft, Falls is co-founder of the Social Media Club Louisville. This blog is his own, contains his opinions and observations and does not necessarily reflect those of Doe-Anderson or its clients.



### Social Media Explorer TV

# Социальные сети

**facebook** Profile edit Friends ▾ Inbox (4) ▾ home account privacy logout

Search

**Applications** edit

- Photos
- Groups
- Events
- Marketplace
- Top Friends
- Hug Me
- Find a Better Job

Advertise on Facebook

**News Feed**

- Anna Czapl created the group I am an ex monster.
- Frédéric Cognard joined the group Blogtrotters.
- Lionel Laforgue and Fernando Teixeira are now friends.
- Philippe Nieuwbourg and Samantha Garnier are now friends.
- Graeme Goulden misses the NW!
- Vincent Battaglia joined the group "Réussir son site web en 60 fiches": le livre.

**Michael Arrington posted a link.**  
CrunchGear » Archive » Morons film selves smoking up, return camera to store, are discovered by all  
<http://www.crunchgear.com/2008/05/05/morons-film-...>  
My buddy Scott in Ohio bought a PureDigital Flip. It was in an open box — it had been returned but he figured he could ...  
Add a comment | 1 comment

Vincent Battaglia and Kermit Belgium are now friends.

**Yesterday**

- Patrick Amiel uploaded mobile photos.  
**Mobile Uploads**  
35 photos
- Loic Le Meur was tagged in an album.  
**TouchGraph Photos**  
by Laure Pouliquen
- 15 of your friends are attending **Le Web 08 (formerly LeWeb3)**.  
It's hosted by Loic and Geraldine Le Meur. So far 608 people have been invited. **Le Web**  
Add to My Events
- Vincent Battaglia posted a video.  
**Jonathan Lambert Fan de Antoine**  
<http://fr.youtube.com/watch?v=...>

**Requests**

- 23 friend requests
- 2 event invitations
- 1 dope wars invitation
- 75 other requests

**Notifications**

- 3 new notifications

**Pokes**

You were poked by:

- Catherine Wendell poke back | remove
- Raphael Afaedor poke back | remove
- Stéphane THOREL poke back | remove
- Frederik Delobelle poke back | remove

**Status Updates** see all

- What are you doing right now?
- Vanessa Auge is worried for someone in Burma. 22s ago
- Stephane Langonnet is twittering: New blog post: Bonnie and Clyde lâche sa V2 <http://tinyurl.com/578o8s>. 52s ago
- Alexandre Bureau is twittering: enfin connecté à twihirl... il n'est jamais trop tard :D. 7m ago

**Birthdays** see all

- Today
- Guillaume Frat
- Mangin D'Ounce
- Fred De Mai

**myspace.com™** France Aide | Déconnexion

Membres ▾ Chercher powered by Google™

Mon MySpace | Parcourir | Chercher | Inviter | Applications | Mail | Blog | Favoris | Forum | Groupes | Ecoles | MySpaceTV | Music

**Le meilleur de MySpace TV** Cliquez ici pour suggérer tes vidéos

- Cascade imprévue  
Angel Of Death HAS RETURNED
- Elle est pas belle ma caisse?  
Reinspecht
- Tetris en soufflant!  
HOW 202
- Gros joujou  
Kevin

Musique | MySpaceTV | Film | INSCRIPTION | Mobile | Groupes | Evénements | Editeur | Nuit | Secret Shows | Mode | Grand Ecran | Tutoriel | M3B | MySpace IM | Applications

**myspaceim** >> download

**Recherche tes amis sur MySpace**

Vérifie tes contacts [Gmail](#), [Yahoo!](#), [Hotmail](#) et [Email AOL](#) et trouve-les sur MySpace!

**Nouveaux membres**

- Petrus
- mehdi
- klibre07

**MySpace Music** [Aller sur MySpace Music]

**myspaceim** >> download

**MySpace Music**

Victoria  
Rock / Pop / Acoustique  
France

Cette semaine, découvre en **exclusivité** l'intégralité de l'album de **Victoria Petrosillo** sur son profil MySpace!  
> **CLIP**

**MySpace Buzz !**

**Clip** [+ de vidéos]

**Alicia Keys - Teenage Love Affair**  
Regarde Teenage Love Affair le dernier clip de Alicia Keys sur MySpace!  
>> Regarde !

**Liens commerciaux**

# Мультимедиа разделение

The screenshot shows the YouTube homepage with the following elements:

- Header:** YouTube logo, "Broadcast Yourself™", and navigation tabs: Accueil, Vidéos, Chaînes, Communauté.
- Search:** A search bar with "Vidéos" selected and a "Rechercher" button.
- Connexion:** A login section with fields for "Nom d'utilisateur" and "Mot de passe", and a "Connexion" button.
- Nouveautés:** A section titled "YouTube Mobile" with a description: "Regardez et envoyez des vidéos YouTube sur votre téléphone portable."
- La sélection:** A list of featured videos with thumbnails and titles:
  - Mon quotidien:** Film d'animation sur une journée quotidienne à Paris. 475 views.
  - Votez pour moi sur http://gtridol.com/matrachy-ii:** http://gtridol.com/matrachy-ii. 9243 views.
  - FODA É TRANSAR NA REDE:** Um filme feito para o Festival do Minuto de 2006. 166361 views.

The screenshot shows the Flickr homepage with the following elements:

- Header:** Flickr logo and "Sign In" link.
- Call to Action:** "Create Your Account" button with the text "Only takes a moment with your Yahoo! ID".
- Main Text:** "Share your photos. Watch the world." with a "SEARCH" button.
- Statistics:** "3,499 things uploaded in the last minute • 71,248 things tagged with Lumé • 2.5 million things uploaded this month • Take the tour".
- Interactive Elements:** "Share & stay in touch" and "Upload & organize" buttons.
- Advertisement:** An advertisement for a bottle of cognac and glasses.
- Bottom Section:** "Make stuff!" and "Explore..." buttons, and a "Take the Tour" link.

The screenshot shows the Slideshare homepage with the following elements:

- Header:** Slideshare logo and navigation links: Home, My Slideshow, Upload, Community, Tags, Widgets.
- Spotlight: Republicans:** A section featuring slideshows from Republicans, including "Republican Speech" and "Obama Yes We Can".
- Spotlight: Democrats:** A section featuring slideshows from Democrats, including "Democratic Speech" and "Obama Yes We Can".
- Featured:** A section with featured slideshows like "Pet Wisdom" and "Why do we tease each other?".
- Events:** A section for upcoming events, such as "WebVisions May 22-23".
- Groups:** A section for various groups, including "Brand Design analyses" and "Twitter".
- Right Sidebar:** A section titled "Hello vaninadelobelle!" with a message: "You have 1 new messages. Your profile is 85% complete." and a "Find my friends" button.
- Bottom Right:** A dark box with the text "the abstract pointillist powerpoint toolkit" and "v0.1 anti-mega.com".



# Социальные закладки

Beta del.icio.us extension for Firefox 3 **now available!** [hide this](#)

**del.icio.us**  
social bookmarking

del.icio.us

[login](#) | [register](#) | [help](#)

» [all your bookmarks in one place](#)

» [bookmark things for yourself and friends](#)


» [check out what other people are bookmarking](#)


[learn more...](#) [» get started «](#)


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**hotlist** what's hot right now on del.icio.us


HOT NOW see also: [popular](#) | [recent](#)

 <http://www.lingtastic.com/home.htm> [save this](#) **96** people  
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**Tags**

A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

[learn more...](#)

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**tags to watch** [more ...](#)

**fashion**

The Sartorialist

OAK

garance doré

**ajax**

The Lightbox Clones Matrix < planetOzh

mootools

60 More AJAX- and Javascript Solutions For Professional Coding | Developer's Toolbox | Smashing Magazine

**funny**

AtomFilms: The Babysitter

Fairness, idealism and other atrocities - Los Angeles Times

doublepicillusion.jpg (JPEG Image, 805x1138 pixels)

**mp3**

MP3Getter.com | Dein MP3-Versorger

Dorble.com -Your music your way! Stream and download music for free and legally!

Mp3Realm

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All News Videos Images Podcasts Customize

Technology World & Business Science Gaming Lifestyle Entertainment Sports Offbeat

Popular Upcoming

### News, Videos, Images

Most Recent Top in 24hr 7 Days 30 Days 365 Days

**114** diggs  
**BREAKING: Myanmar death toll more than 15,000**  
cnn.com — The death toll from the Myanmar cyclone is more than 15,000 people, Myanmar's government has said, with at least 10,000 killed in the township of Bogalay alone, according to the Chinese state-run news agency Xinhua. [More...](#) (World News)  
27 Comments Share Bury breeder made popular 23 min ago

**66** diggs  
**Falling Economy Predicts Worse Health**  
time.com — Health care in the U.S. is expensive. That much is plain to many Americans these days. But as the economy spirals downward, a series of recent reports forecasts that the country's health-care crisis is about to get worse, particularly for children. [More...](#) (Business & Finance)  
3 Comments Share Bury wealer made popular 25 min ago


**99** diggs  
**If Your Neighbor Poses as Your Husband, Is it Rape?**  
npr.org — Massachusetts is the latest state to consider putting a new crime on the books: rape by fraud. Currently, a sex act only qualifies as rape if physical force is used. We talk to a woman who was tricked into having sex with her boyfriend's brother, who pretended to be her boyfriend — and unable to convict him of rape... [More...](#) (World News)  
31 Comments Share Bury breeder made popular 25 min ago

**95** diggs  
**An Enemy on the Run**  
washingtonpost.com — The most interesting discovery during a visit to this city where Osama bin Laden planted his flag in 1996 is that al-Qaeda seems to have all but disappeared. The group is on the run, too, in Iraq, and that raises some interesting questions about how to pursue this terrorist enemy. Al-Qaeda is not a topic of conversation here... [More...](#) (World News)  
7 Comments Share Bury vicki3 made popular 26 min ago

**99** diggs  
**Call Girls Speak Out About The Suicide of the D.C. Madam**  
saxon.com — Call girls speak out about the suicide of Deborah Jeanne Palfrey and the complicated truths it reveals about their lives. Though Palfrey's death is complicated, not to mention controversial, it does offer us some insight into the experience of sex industry workers, who bear the burden of a double life and the toll of secrecy. [More...](#) (Political News)  
1 Comments Share Bury dabo4kch made popular 27 min ago

**Three German Infants Found Dead in Freezer**

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### Top in All Topics

all news videos images

- 8388 What I hate about Digg (PIC)
- 3209 This is why I love Digg
- 1438 Iron-Man and GTA IV Team up to Crush a Modern Marketing Myth
- 1138 Marvel Sets Dates for Thor, Captain America, Iron Man 2
- 1028 McCain Didn't Vote for Bush in 2000
- 947 1,134,427 Voters Purged in Indiana!
- 888 Microsoft has "no plans" for Xbox 360 Blu-ray Drive
- 723 Obama Indiana campaign office vandalized -- again
- 709 FactCheck.org: Bush and Clinton's

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### Breaking news

- 1** Miley Cyrus Thanks Her Fans for Their Support During Photo Shoot Scandal  
ioweb2 | 22 minutes ago | Celebrity
- 204** World Briefing | Africa: Zimbabwe Opposition Party Isn't Ready to Commit to Runoff  
New York Times (pubsubbe) | 9 hours ago | World
- 4** NBC shows up on Zune after abandoning iTunes  
InfoWorld (pubsubbe) | 33 minutes ago | Technology
- 60** California Bomb Blast at Courthouse  
New York Times (pubsubbe) | 9 hours ago | US
- 26** Scarlett Johansson engaged!  
rediff Moviez (pubsubbe) | 25 minutes ago | Entertainment
- 172** Yahoo shares off 15% as bid withdrawn  
Philadelphia Inquirer (pubsubbe) | 4 hours ago | Technology
- 21** Bush Feels Your Pain at the Pump?  
Pezomka Straight Talk (pubsubbe) | 9 hours ago | Politics
- 69** Death Toll in Myanmar Cyclone Climbs Past 10,000  
CBS 4 - South Florida's Source for (pubsubbe) | 1 hour ago | World
- 51** Paul's dazzling Spurs down 0-2  
San Diego Union-Journal (pubsubbe) | 1 hour ago | Sports
- 70** Lawyer: Clemens apology may be used against him  
San Diego Union-Journal (pubsubbe) | 1 hour ago | Sports

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### Videos

- Michael Shaw: Reading The Pictures: The Dynamics Of Tuzla**  
> Watch this video
- Greg Saunders: Hillary's Unconventional Tactic Is Feeding The GOP Noise Machine**  
> Watch this video
- This was created a little over a year ago.**  
> Watch this video
- Daniel Radostic Hagee's Heresy**  
> Watch this video
- News: Tom Waits Reveals "Gitter and Doom" Tour**  
> Watch this video

see the top videos

### Blogs

- 47** High Gasoline Prices: Bush's Quick Fix  
Ampy Great (pubsubbe) | yesterday | Politics
- 9** Share anything. Anytime. Anywhere.  
Google Reader (pubsubbe) | 11 hours ago | Technology

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### Shopping (beta)

Top Product  
**Asus Eee PC 900**  
\$309.99 to \$379.99

### Top products

- Samsung SyncMaster 2253BW
- Sony Ericsson Xperia X1
- Apple MacBook Air 1.6GHz
- AMD Turion G4 X2 TL-60
- Asus Eee PC 40

### Hottest products

- LG Secret
- MSI Wind
- Honda CR2 Classic
- Honda 6500 Fold
- GeForce 8800 GT

### New products

- HTC Touch Find
- OCZ DOR3 PC10666 Special Ops Edition 4 GB
- Koolance Liquid-Cooled Power Supply 1700
- Verbatim SmartDisk USB/FireWire 500 GB
- Toshiba Secure200 GB

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Publish an article  
Most active contributors



# Читатели RSS

The screenshot displays a web application interface for RSS feeds. At the top, there is a navigation bar with options like "Ajouter du contenu", "Go to my public page", "Activités", and "Contacts". A search bar and user profile information are also visible. Below the navigation, there are several tabs for different categories: "Top High Tech", "High Tech", "e-commerce", "Mobile", "Marketing", "Top Autres", "Anglais (175)", "Anglais 2", "Informations", and "Nouvel onglet". The main content area is organized into a grid of feed categories, each with a title, a list of items, and a "suivant" (next) button. The categories include "Social Media Explorer", "The Steve Rubel Lifestream", "IntrudersTV, a new WebTV for a new Internet", "How to Change the World", "Linked Intelligence", "Read/WriteWeb", "Seth's Blog", "Web Strategy by Jeremiah", "The Monster Blog", "jobster blog", and "Performancing.com - Helping Bloggers Succeed". Each item in the feeds includes a title, a brief description, and a timestamp.

**(10) Social Media Explorer**

- The Next MySpace Is... MySpace - [lier](#)
- FileDropper.com Claims Lead For File Hosting, Transfer - [il y a 2 jours](#)
- Twitter, The Media And A Milestone - [il y a 4 jours](#)

**(20) The Steve Rubel Lifestream**

- How did I get here? For more, read this piece. <http://tinyurl.com/6xd77f> - [il y a 10 heures](#)
- In addition, I will be meeting some bloggers in Milan on Monday. - [il y a 10 heures](#)
- I will be in Germany next week. On the agenda is a Facebook developer garage in Hamburg... - [il y a 10 heures](#)

**(15) IntrudersTV, a new WebTV for a new Internet**

- David Prager of Revision3 - an Internet TV network - [il y a 1 semaine](#)
- Khris Loux, CEO & co-founder of 35-KB.com - [il y a 1 semaine](#)
- Jessica Mah - 17 year old teentreprenuer - [il y a 2 semaines](#)

**(20) Intruders.TV, a new WebTV for a new Internet**

- Justin Wickham on outcast.tv and buzzmygoat.com - [il y a 3 jours](#)
- Interview with Daniel Ho of Disqus on their commenting system - [il y a 1 semaine](#)
- The Next Web: Gary Cipe of Zillow - an online rental marketplace - [il y a 1 semaine](#)

**(10) How to Change the World**

- Maker Faire: Stuff Geeks Like - [il y a 15 heures](#)
- Q and A with Roger von Oech - [il y a 4 jours](#)
- Launch: Silicon Valley 2008 - [il y a 1 semaine](#)

**(10) Linked Intelligence**

- LinkedOut - More Great LinkedIn Humor from Sean Nelson - [il y a 4 jours](#)
- What's Up with Linked Intelligence? - [il y a 4 jours](#)
- Wordless Wednesday - Cat-5 - [il y a 6 jours](#)

**(15) Read/WriteWeb**

- LinkedIn vs. Facebook: 6 Months Later - [il y a 12 heures](#)
- The Facebook Platform is Biased Toward "Fun" Apps - [il y a 13 heures](#)
- i360 Adds Semantics to Everything - [il y a 14 heures](#)
- Is Yahoo Good Value? - [il y a 15 heures](#)

**(25) Seth's Blog**

- Avoiding the Passion Pop Guff - [il y a 21 heures](#)
- Four words - [lier](#)
- The coming backlash over green marketing - [il y a 2 jours](#)

**(20) Web Strategy by Jeremiah**

- Video: BuzzLogic tracks and measures influence - [il y a 17 heures](#)
- Social Network Spending to Increase - [il y a 22 heures](#)
- Louis Wulton gets Brand-Jacked, Collateral Damage in Anti-Genocide Campaign - [lier](#)

**(10) The Monster Blog**

- High Gas Prices Are Hurting Workers - [il y a 6 jours](#)
- Giving Thanks to Admins - [il y a 1 semaine](#)
- Is Lying Part of Office Life? - [il y a 2 semaines](#)

**(10) jobster blog**

- New Year's Resolutions - Jobster Style - [il y a 4 mois](#)
- Cubicle Remodeling - [il y a 4 mois](#)
- Ahead-of-the-Curve Careers - [il y a 4 mois](#)

**(10) Performancing.com - Helping Bloggers Succeed**

- Would You Pay A Subscription Fee To Have Access To Your Favorite Blog? - [il y a 13 heures](#)
- Text, Only Text, and Nothing But The Text—WriteRoom, Dark Room, and DarkCopy - [il y a 16 heures](#)
- Bloggers: How Do You Learn Something New? - [il y a 16 heures](#)
- Would You Pay A Subscription Fee For Ad-Free Content On Blogs? - [il y a 16 heures](#)
- The Writing Process: Creating An Outline - [il y a 2 jours](#)
- Twitter As Resource? - [il y a 2 jours](#)
- Drops, Dips, Spikes and other SERP activities - [il y a 4 jours](#)

Proposé par [netvibes](#)

# Микроблогинг

The screenshot shows the Seesmic web interface. At the top, there's a navigation bar with "Post a video", "Settings", and "Search User". Below this, there are tabs for "Public", "Following", "Inbox", and "Sent". The main content area displays a list of video conversations, each with a profile picture, a title, and a timestamp. For example, "Re: Le café des entrepreneurs" by sophie (fr) from 1 min ago. A video player is visible in the center, showing a video with a play button and a progress bar. On the right side, there's a sidebar with "vanina's Profile" and "Active Conversations" listing various users and their activity counts.

The screenshot shows a Twitter profile page for "MonsterCareers". The profile picture is a blue and white logo. The bio states: "Name Monster Careers, Location Maynard, MA, Web http://career-adv..., Bio Tweeting career advice and discussions". The "Stats" section shows: Following 161, Followers 230, Favorites 0, Updates 271. The "Following" section shows a grid of profile pictures. The main content area displays a tweet from @pwb: "It's possible that e-mail you received was fraud. You can report it here: http://my.monster.com/Terms...". Below the tweet, there are several replies from other users, including @cspenn, @GettDoneGuy, @jamesmarcus, @jdneri, @micahmicah, and @casslavalie.

**Каково новое применение  
Web?**

# Потребители ведут себя иначе

- **Встречаются в разных местах**  
Социальные сети, блоги, форумы
- **Делятся контентом и своими мыслями**  
Вирусные видео, блоги, Twitter
- **Оказывают влияние**
- **Комментируют**
- **Рекламируют самих себя**  
**Следуйте за ними !**



# Потребители больше общаются

## Идите туда, где они !

- Люди объединяются в сообщества
- Word-of-mouth сильнее
- Люди читают блоги и поглощают больше контента, чем производят пользователи
- Люди ориентированы на участия в он-лайн разговорах и с удовольствием общаться с брендами





# Тенденции

## Снова следуйте !

- **41% пользователей читают блоги**
- **47% потраченного в интернете времени люди ищут контент и 33% тратят его на общение**
- **91% скорее всего купят что-то только по чьей-то рекомендации**
- **330 миллионов он-лайн просмотрщиков видео**
- **У Twitter 1 миллион пользователей и 3 миллиона сообщений каждый день**
- **У LinkedIn 19 миллионов пользователей**
- **У MySpace 110 миллионов пользователей**



**Зачем нужно создавать  
стратегию для социальных  
медиа ?**

# Разговоры

## ...И разговоры !

« Рынок это разговоры »

« Рынок становится энергичнее, более информированным, более организованным».

« Люди в социальных сетях рынков поняли, что получают намного более нужную информацию и серьезную поддержку друг от друга, а не от продавцов ».

« Рынок, который имеет свою социальную сеть, знает о продукте больше, чем компания, которая его выпускает ».

« Компании, которые не понимают, что их рынок сейчас соединен социальными сетями, упускают свой шанс».

« Теперь компании могут напрямую общаться со своим рынком. Если они кого-то обманут – это может стать их последним шансом».

« Компании, которые не принадлежат к сообществу - погибнут »

<http://www.cluetrain.com/#manifesto>

# С вами, или без вас...

## ...Разговор произойдет !

- Для лучшего контроля над вашим брендом , вы должны участвовать в разговорах
- Если вы однажды завязываете диалог, не прерывайте его!



# Максимальный эффект

## Брендируйте сообщество !

- Расширьте пределы распространения не-маркетингового сообщества, чтобы получить голос для вашей компании
- Используйте силу слухов
- Доставайте людей там, где они объединяются в группы



# Другие эффекты

## Добивайтесь нужных людей !

- **Эффект длинного хвоста**  
Достигайте маленькие сообщества на web
- **Устанавливайте связь с людьми**  
Достигайте людей там, где они есть
- **Продолжайте позиционировать бренд**
- **Производите больше трафика**
- **Повышайте ваши цели**

# Каковы ожидаемые результаты ?

**Намного выше, чем раньше !**

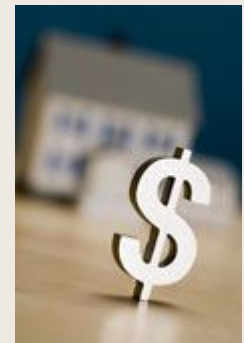
- Увеличение текущих маркетинговых результатов
- большие знания о бренде
- лучший менеджмент бренда
- стабильность пользователей
- продукция более высокого качества
- более высокие продажи

# Бесплатная стратегия

## Ни стоит ни \$ !

- Не требуется никаких денежных вложений
- Не нужно привлекать никакие внешние компании

...единственная цена- это время, которое вы будете готовы пожертвовать !



# Изучение случая : DELL

## Показываем, что это работает !



- Команда менеджеров сообщества, которая взаимодействует с сообществами на блогах, форумах...
- Мониторинг всех упоминаний Dell он-лайн (RSS, Поиски) и отслеживание позитивных, негативных и нейтральных отзывов
- Dell никогда не проводит цензуру критических комментариев на блогах и быстро отвечает на критику как на своем, так и на других блогах
- Все работники Dell могут оставлять комментарии на блогах, которые обсуждают их компанию, но они должны оставлять свое имя и идентифицировать себя, как работников Dell
- С 2006г., когда Dell запустил свой DirectDell блог и главное инициативное он-лайн сообщество, негативные он-лайн отзывы о Dell уменьшились с более чем 50% до 20%
- Инициативное сообщество Dell очень поддерживается CEO Michael Dell
- Dell ежедневно ссылается на блоги, конференции...как пример компании, которая понимает ценность сообщества

# Риски при отсутствии определенной стратегии

**Вы можете потерять контроль !**

Например :

1. Люди плохо о вас говорят
2. Вы не знаете, как ответить, и по этому отвечаете анонимно
3. Влиятельный блоггер понимает это и поднимает шум вокруг сложившейся ситуации
4. Шум увеличивается
5. Вы теряете контроль и решаете ответить честно...но уже слишком поздно
6. Вы создали плохой имидж и теперь вам нужно справиться с кризисом в менеджменте

Результаты : Вы потеряли возможность изначально легко занять позиции и вы потеряли море времени и правдоподобность!



**Какова стратегия ?**

# Совершите несколько действий...

## ...Начните с того что...



- **Познакомьтесь с пользователями интернет**  
Отвечайте на комментарии, оставленные пользователями на блогах. Читайте то, что они говорят о вашем бренде.
- **Устанавливайте общие инструменты**  
Будьте уверены в том, что вы предлагаете вашим клиентам инструменты, с помощью которых они смогут делиться своим мнением о вашей продукции (блоги, форумы, он-лайн опросы).
- **Держите связь со своими клиентами**  
Присутствуйте в он-лайн социальных сетях и создайте профайл для вашего бренда
- **Переигрывайте оф-лановские компании в интернете**  
Разместите ваши последние ТВ компании на YouTube, объявите о приближающемся мероприятии на Twitter, опубликуйте поданный материал на Facebook, ведите блог о вашем бренде...

# Совершите несколько действий...

## ...Начните с того что...



- **Предлагайте пользователям тестировать вашу продукцию**  
Создавайте ограниченные сообщества, которые смогут тестировать продукцию и помогать ее усовершенствовать. Создавайте пользовательские сообщества.
- **Заставляйте пользователей поднимать шум**  
Делитесь и презентуйте вашу продукцию блоггерам, чтоб вызвать вирусную волну
- **Будьте инициаторами разговора**  
Заводите разговор на вашем блоге. Публикуйтесь и на других блогах.
- **Развивайте честный и вирусный тип мышления**  
Будьте открыты, не бойтесь, будьте честными и делитесь всем, чем можете.

# Некоторые типы поведения...

## ...принимайте !

- **Принимайте прозрачность**  
Не пишите под выдуманными именами.
- **Не удаляйте критические комментарии**  
Не бойтесь и отвечайте на них.
- **Стройте доверие**  
Показывая, что вы действительно слушаете.



# Объединяйте инструменты

## Используйте разнообразные инструменты и расширяйтесь!

- Усиливайте эффект с помощью множества инструментов
- Один профайл или медиа недостаточен для того, чтоб увидеть эффект
- Это комбинация многочисленных инструментов, которые сделают вас успешными

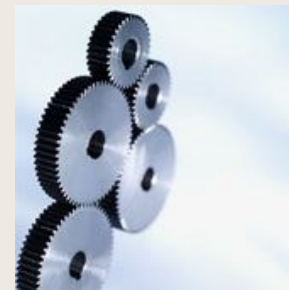




# Будьте терпеливыми

## Эффект будет там!

- В начале вы увидите маленькие перемены
- Стратегия станет сильной, когда пользователи увидят вашу вовлеченность
- Одна страничка на facebook не сделает чудо, а вот комбинация многочисленных инструментов сможет.
- Никогда не пропадайте, потому что сообщество должно быть живым



# Facebook

## Создайте страничку !

- Создайте страничку для вашего бренда



The screenshot shows a Facebook profile for 'L'Oréal'. The page features a large profile picture of a woman with long, wavy hair, wearing a white dress, with the text 'L'ORÉAL PROFESSIONNEL' overlaid. Below the profile picture is an 'Information' section with the following details:

- Website: <http://www.loreal.com>
- Company Overview: The French brand, L'Oréal Paris, one of the world's top beauty care brands, offers men and women on every continent beauty and personal care products that incorporate the latest scientific advances.
- Mission: L'Oréal Paris provides affordable luxury for people who demand excellence.
- Products: • Kérastase • L'Oréal Professionnel • L'Oréal Technique • Matrix • Mizani • Redken • L'Oréal Paris • Garnier • Maybelline New York • SoftSheen-Carson • Biotherm • The Body Shop • Cacharel • Diesel Perfumes • Giorgio Armani Parfums and Cosmetics • Guy Laroche • Helena

On the right side of the page, there are sections for 'Become a Fan', 'Share with Friends', 'No Updates', 'Fans' (6 of 167 fans), and 'Photos' (1 album). The 'Fans' section lists several users: Franca Veronika, Haleema Hafeez, Nadia Fahmi, Zanito Elmén, Laura Winterbottom, and Lauren Everitt.

# MySpace

## Создайте страничку !

- Создайте страничку для вашего бренда

The screenshot shows a MySpace group page for 'OXBOW'. At the top, there is a banner with the text: "We love our kids, we worry about their health, and we care about the environment. We're ChildSafe Advocates." Next to the text is a logo of a stick figure with a house above its head. Below the banner is a search bar with "Membres" and "Chercher" buttons, and a "powered by Google" logo. The navigation bar includes links for "Mon MySpace", "Parcourir", "Chercher", "Inviter", "Applications", "Mail", "Blog", "Favoris", "Forum", "Groupes", "Ecoles", "MySpaceTV", and "Music". The group URL is "http://groups.myspace.com/oxboworld" and there is a link to "Retour au répertoire des groupes". The group name "OXBOW" is prominently displayed. Below the name, there is a "Se joindre à un groupe" button and a "Poster un sujet" button. The group details include: "Catégorie: Entreprises / Collègues", "Type: Public Membres", "[aide][Signaler un abus]", "Créé: 03 mars 2007, 05:42", "Lieu: MERIGNAC, Aquitaine - FR", and "Membres: 8". There is a link to "Voir les photos du groupe". On the right, there is a poster for "OXBOW wlt" with the text "5-100 MAY 2008 PLAGE DES CAVALIERS ANGLAIS". Below the poster, it says "Leader du groupe: OXBOW™". At the bottom, there is a section for "OXBOW (8 Membres)" with four member profiles: "sophie", "Antoine", "samuel", and "Mis Chaman". Each profile has a small photo.

# LinkedIn

## Создайте группу!

- Создайте группу для работников компании

The screenshot shows the LinkedIn Groups interface. At the top, there's a blue header with 'Groups' and navigation tabs for 'My Groups', 'Groups Directory', and 'Create Groups'. A 'Groups FAQ' link is on the right. Below the header, the 'My Groups' section lists several groups. Each group entry includes a logo, the group name, and links for 'Website', 'Settings', and 'View members'. The 'Siebel Alumni' group is circled in orange. To the right of the list is a 'Create a Group Today' box with a yellow 'Create a Group' button and a brief description of LinkedIn Groups.

Group Name	Website	Settings	View members
Club IT ISC	Website	Settings	View members
E-Commerce Network	Settings	View members	
EMEA recruiters - knowledge sharing group	Website	Settings	View members
Forbes.com Entrepreneurs	Website	Settings	View members
French Web 2.0	Website	Settings	View members
MobilOpen :: the Off Deck Mobile Internet Group	Website	Settings	View members
<b>Siebel Alumni</b>	Settings	View members	
The Content Wrangler Community	Website	Settings	View members

# Twitter

## Создайте аккаунт !

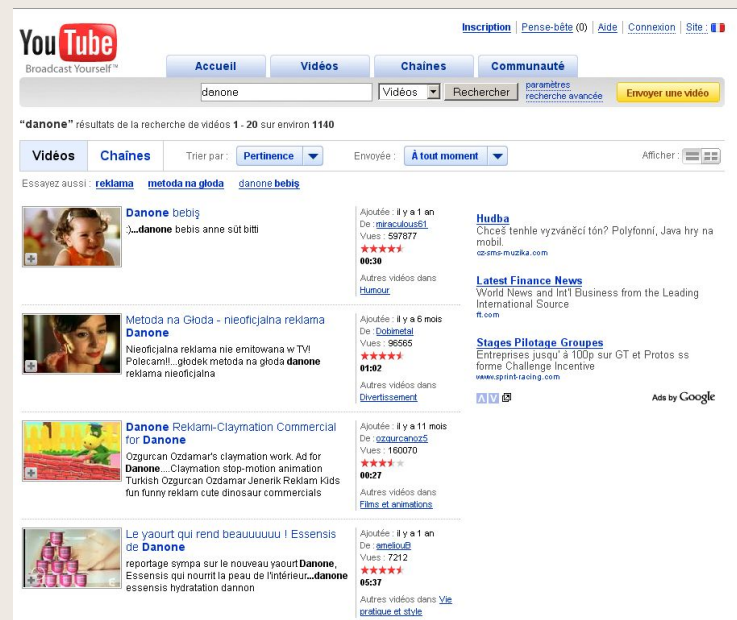
- Создайте аккаунт и распространяйте полезные звенья



# YouTube

## Размещайте видео !

- Создавайте вирусные пятна, такие как **lip dubs**
- Размещайте полезный для пользователей контент



The screenshot shows a YouTube search results page for the query "danone". The page features the YouTube logo and navigation tabs for "Accueil", "Vidéos", "Chaînes", and "Communauté". The search bar contains "danone" and the search button is labeled "Rechercher". Below the search bar, the results are displayed in a grid format. Each result includes a video thumbnail, the title, the channel name, the upload date, the number of views, and the video duration. The first result is "Danone bebiş" by "miraculous81" with 597877 views and a duration of 06:30. The second result is "Metoda na Gloda - nieoficjalna reklama Danone" by "Edmond" with 96565 views and a duration of 01:02. The third result is "Danone Reklamı-Claymation Commercial for Danone" by "ozgurcanpaz" with 160070 views and a duration of 06:27. The fourth result is "Le yaourt qui rend beauuuuuu ! Essensis de Danone" by "angelou2" with 7212 views and a duration of 05:37. The page also includes a sidebar with "Ajouté" and "Hudba" sections, and a footer with "Ads by Google".

# Slideshare

## Размещайте презентации !

- Создавайте полезные презентации

The screenshot displays a Slideshare presentation page. At the top, the Slideshare logo is visible along with navigation links: Home, My Slidespace, Upload, Community, Tags, and Widgets. Below these are filters for 'Latest', 'Most Viewed', 'Most Embedded', 'Featured', 'Most Favorited', 'Most Downloaded', and 'Slidecasts'. A search bar is located in the top right corner.

The main content area features a presentation slide with a dark background and silhouettes of people. The slide title is 'The Rise of Social Media & Recruitment' by Jason Goldberg, CEO of Jobster Inc. Below the slide, there are navigation controls including a share icon, a progress bar (1 / 59), and a 'full' screen button.

To the right of the slide, there is a 'Social Media & Recruiting -- ERE Expo Fall 2007' section. It includes a description: 'Jobster's CEO Jason Goldberg presents an overview of social media', and statistics: '3261 views | 0 comments | 26 favorites | 1232 downloads | 5 embeds'. There are also options to 'Share this slideshow', 'Flag as inappropriate', 'Save to favorites', 'Add to groups/events', and 'Download file'.

Below the main content, there are sections for 'Tags' (recruiting, media, social, jobster, social media, web2.0, recruitment, job, social media, networking), 'Groups/Events' (CEO presentations), and 'Privacy info' (This slideshow is Public).

On the right side, there is a 'More by user' section and a 'Related slideshows' section. The 'Related slideshows' section lists several other presentations, such as 'Social Media 73722 views', 'Social Media Is... 11528 views', 'Social Media Strategy 5776 views', 'Social Media Measurement 13030 views', and 'Social Media'.

# БЛОГИ

## Общайтесь с блоггерами !

- общайтесь на вашем корпоративном блоге
- общайтесь с блоггерами и информируйте их о вашей реальности – они интересуются новостями

**Benoit Descary**  
Blogger technopopulaire, web2.0 et amoureux du moment

Blog | A propos de l'auteur | Interviews 2.0 | Abonnements | Publité | Archives

Abonnez-vous gratuitement

Abonnez-vous via RSS

Recherche

Abonnez-vous au podcast interview2.0

Scott Rafer's Blog Archive / RSS

[Lookery](#) | [Mashery](#) | [Winksite](#)

More data and metadata:  
[Twitter](#) | [LinkedIn](#) | [MyBlogLog](#)

APR 14

» Wordpress Plugin: NoFollow Free  
Removes WP's no-follow tags from comments, et al. Super funny. Hey Zemanans, this may be good a good option SEO option for your authors.

APR 10

“ Gore Vidal once said that you should never pass up an opportunity to have sex or go on television, but that was before AIDS. And cable.  
— Troy Patterson over at [State](#) (via [paw2000](#)) (via [alexhalk](#)) (via [nickdouglas](#))

APR 07



# Следите за разговором...

## ...и отвечайте !

- Читайте все разговоры о вашем бренде
- Участвуйте в этих разговорах, отвечая и комментируя
- Быстро отвечайте для более сильного эффекта
- Размещайте качественный контент

**Как измерять успех?**

# Какие именно действия необходимо измерять ?

## Шум !

*Вот что должен делать человек, который этим занимается*

...

- Активность общения должна быть меньше, чем 24 часа
- Количество качественных размещений на блоге
- Количество значимых комментариев
- Качество контента

# Каково КПД ?

## Трафик и качество !

- Количество соединений URLs вашего бренда с другими сайтами
- Количество публикаций, делающих ссылку или связующих с брендом

# Какие инструменты для метрики ?

**Простые инструменты, которые можно установить хоть прямо сейчас !**

- Подпишитесь на **Google Alerts** для URLs/слов, которые вы хотите отслеживать
- Создайте аккаунт на **Technorati**
- Следите за количеством подписчиков вашего **Feedburner**

Для большей информации...

[www.vaninadelobelle.com](http://www.vaninadelobelle.com)