

Стратегия социальных медиа

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Май 2008

**Что такое социальные
медиа ?**

Форумы и онлайн сообщества

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FORUM AREAS

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

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](#).

Search Forums

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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

Featured Discussions

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


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
CVs & Applications	16-04-2008 by brieandbacon
Job Interviews	16-04-2008 by brieandbacon
Changing Career	30-04-2008 by abb35
Graduates & Apprentices	09-04-2008 by man_or_monster
Talking Money	09-04-2008 by man_or_monster
Employment Law	11-04-2008 by man_or_monster
Coming to the UK	28-04-2008 by vanidelob


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monster


Блоги

**THE FUTURE OF STORAGE**
INSIGHTS INTO THE RAPIDLY EVOLVING STORAGE AREA NETWORK MARKET

pulling update...

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INSIGHT COMMUNITY


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May 6, 2008 TechCrunch Sponsors

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

The Next MySpace Is ... MySpace

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

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

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 Czaplá 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/57808s>. 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'Ouince
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]

 **Victoria**
Rock / Pop / Acoustique
France

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

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", navigation tabs (Accueil, Vidéos, Chaînes, Communauté), search bar, and utility links (Inscription, Pense-bête (0), Aide, Connexion, Site).
- Main Content:** "Vidéos visionnées en ce moment..." (Videos being watched now) with a row of video thumbnails.
- Connexion (Login):** A form with fields for "Nom d'utilisateur" (username) and "Mot de passe" (password), and a "Connexion" button. It also includes a "Mot de passe oublié" (forgot password) link and a "Connectez-vous avec votre compte Google" option.
- Nouveautés (New):** A section titled "YouTube Mobile" with a green icon and text: "Regardez et envoyez des vidéos YouTube sur votre téléphone portable." Below it is a yellow box for "Concours International Vancouver Film School/YouTube Plus que 8 jours!" (International Vancouver Film School/YouTube More than 8 days!).
- La sélection (The selection):** A list of featured videos with thumbnails and titles:
 - Mon quotidien** (My daily life) by gaettepotichaud, 475 views, 4.5 stars.
 - Votez pour moi sur http://gtridol.com/matrachy-ii** by gtridol, 9243 views, 4.5 stars.
 - FODA É TRANSAR NA REDE** by daniloba, 166361 views, 4.5 stars.

The screenshot shows the Flickr homepage with the following elements:

- Header:** Flickr logo, "Sign In", and "Create Your Account" button.
- Main Text:** "Share your photos. Watch the world." with a search bar and a "SEARCH" button.
- Statistics:** "3,499 things uploaded in the last minute • 71,248 things tagged with Lumé • 2.5 million things geotagged this month • Take the tour".
- Actions:** "Share & stay in touch" (with a social media icon) and "Upload & organize" (with a photo gallery icon).
- Other Features:** "Make stuff!" (with a collage icon) and "Explore..." (with a world map icon).
- Advertisement:** A banner for a liquor brand showing a bottle and glasses.
- Footer:** "Take the Tour" button and a link to "Explore Flickr Blog, the World Map, Camera Finder or interesting uploads from the last 7 days."

The screenshot shows the Slideshare homepage with the following elements:

- Header:** Slideshare logo, navigation tabs (Home, My Slideshow, Upload, Community, Tags, Widgets), and a search bar.
- Spotlight: Republicans** (Republican Elephant icon):
 - Multi-National For... (38 views)
 - Republican George... (108 views)
 - "Who Was Can Win?" (2169 views)
 - Republican Stroschup... (1136 views)
- Spotlight: Democrats** (Democrat Donkey icon):
 - Democratic Stroschup... (378 views)
 - Obama Yes We Can... (160 views)
 - Barack Obama "Yes... (4959 views)
 - Democrats - Clinton... (72 views)
- Featured:** A list of featured slideshows:
 - Pet Wisdom** (from 2006, 1 day ago, 283 views, 1 favorite)
 - Fluencing 3.0** (from 08/20/06, 1 day ago, 143 views, 0 favorites)
 - Why do we tease each other? Why do you do it?** (from 02/02/07, 7 hours ago, 673 views, 1 favorite)
- Events:** "WebVisions May 22-23, Portland, OR, USA Register Now!" (Add an event)
- Groups:** "BRAND DESIGN" (43 members, 13 posts), "Twitter" (38 members, 7 posts), "Advertising 3.0" (38 members, 7 posts).
- Right Sidebar:** "Hello vaninadelobelle!" (You have 1 new message), "My News" (Slideshare voted 14th most useful Learning Tool for 2006), "Recent visitors to my profile" (nikensatz, ChristosDucamp, kshay), "Find my friends" button, and "Slideshow of the Day" section.
- 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

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


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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...](#)

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](#)

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[Mp3Realm](#)

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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 Bogalaya 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 vicki6 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

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- 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
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Breaking news

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

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Blogs

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Ampy Great (pubsubbe) | yesterday | Politics
- 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 12 TL-60
- Asus Eee PC 40

Hottest products

- LG Secret
- MSI Wind
- Holla G2 Classic
- Holla 6900 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

go to Shopping

Participate

Submit your site
Publish an article
Most active contributors

Читатели RSS

The screenshot displays a web application interface for RSS readers. 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 present. 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 cards. Each card has a title, a list of article snippets, and a "suivant" (next) button. The feeds include:

- (10) Social Media Explorer**: Articles about MySpace, FileDropper.com, and Twitter.
- (20) The Steve Rubel Lifestream**: A post about meeting bloggers in Milan and a Facebook developer in Hamburg.
- (15) IntrudersTV, a new WebTV for a new Internet**: Articles about an Internet TV network, a CEO, and a 17-year-old entrepreneur.
- (20) Intruders.TV, a new WebTV for a new Internet**: Articles about Justin Wickham, an interview with Daniel Ho, and The Next Web.
- (10) How to Change the World**: Articles about Maker Faire, Q and A with Roger von Oech, and the Silicon Valley 2008 launch.
- (10) Linked Intelligence**: Articles about LinkedIn humor, intelligence, and Wordless Wednesday.
- (15) Read/WriteWeb**: Articles about LinkedIn vs. Facebook, Facebook platform apps, 360 Adds Semantics, and Yahoo Good Value.
- (25) Seth's Blog**: Articles about avoiding the Passion Pop Gulf, four words, and a marketing backlash.
- (20) Web Strategy by Jeremiah**: Articles about BuzzLogic, social network spending, and Louis Vuitton's campaign.
- (10) The Monster Blog**: Articles about high gas prices, giving thanks to admins, and office life.
- (10) jobster blog**: Articles about New Year's Resolutions, Cubicle Remodeling, and ahead-of-the-curve careers.
- (10) Performancing.com - Helping Bloggers Succeed**: Articles about subscription fees, text-only content, bloggers learning, and the writing process.

At the bottom of the page, there is a footer that says "Proposé par netvibes" and lists various services and products.

Микроблогинг

The screenshot shows the Seesmic web interface. At the top, it says "seesmic Alpha release" and "Join the video conversation". There are navigation buttons for "Public", "Following", "Inbox", and "Sent". A list of video chat sessions is displayed, each with a profile picture, a title, and a timestamp. For example, "Re: Le café des entrepreneurs" by sophie (fr) 1min ago. A video player is visible in the center, and a sidebar on the right shows "vanina's Profile" and "Active Conversations".

The screenshot shows a Twitter profile page for "MonsterCareers". The profile picture is a stylized 'M' logo. The bio reads: "Bio: Tweeting career advice and discussions". The "Stats" section shows: Following 161, Followers 230, Favorites 0, and Updates 271. The "Following" list includes several user avatars. The main content area shows 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 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 !

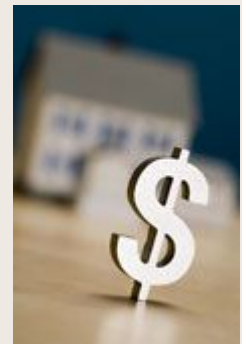
- Увеличение текущих маркетинговых результатов
- большие знания о бренде
- лучший менеджмент бренда
- стабильность пользователей
- продукция более высокого качества
- более высокие продажи

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!

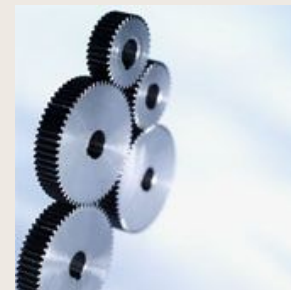
- Усиливайте эффект с помощью множества инструментов
- Один профайл или медиа недостаточен для того, чтоб увидеть эффект
- Это комбинация многочисленных инструментов, которые сделают вас успешными



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." and 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. To the left is a photo of a blue whale with the text "Voir les photos du groupe". To the right is a poster for "Oxbow wlt" with the text "5-100 MAY 2000 PLAGE DES CAVALIERS ANGLAIS". Below the poster is the text "Leader du groupe : OXBOW™". The group information section includes: "Catégorie: Entreprises / Collègues", "Type : Public Membres", "[aide][Signaler un abus]", "Créé : 03 mars 2007, 05:42", "Lieu : MERIGNAC, Aquitaine - FR", and "Membres : 8". There are buttons for "Se joindre à un groupe" and "Poster un sujet". At the bottom, there is a section for "OXBOW (8 Membres)" with four member profiles: "sophie" (a woman's face), "Antoine" (a llama), "samuel" (a man's face), and "Mis Chaman" (a dark image).

Fr.MySpace.com Aide | Déconnexion

We love our kids, we worry about their health,
and we care about the environment.
We're ChildSafe Advocates.

Membres Chercher powered by Google

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

Groupe URL : <http://groups.myspace.com/oxboworld> Retour au répertoire des groupes

OXBOW

[Se joindre à un groupe](#)
[Poster un sujet](#)

[Voir les photos du groupe](#)

Oxbow wlt
5-100 MAY 2000
PLAGE DES CAVALIERS
ANGLAIS

Leader du groupe :
OXBOW™

All the pictures, posters, informations about the brand but about the community Oxbow.
Check the oxbowworld.com

OXBOW (8 Membres)

sophie	Antoine	samuel	Mis Chaman

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
Siebel Alumni	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". A search bar contains the text "danone" and a "Rechercher" button. Below the search bar, it indicates "danone" résultats de la recherche de vidéos 1 - 20 sur environ 1140. The results are sorted by "Pertinence" and show a list of videos. Each video entry includes a thumbnail, title, channel name, upload date, view count, and rating. The first video is "Danone bebiş" by "miraculous81" with 597877 views. The second is "Metoda na Gloda - nieoficjalna reklama Danone" by "Edemetal" with 96565 views. The third is "Danone Reklamı-Claymation Commercial for Danone" by "ozgurcanpaz5" with 160070 views. The fourth is "Le yaourt qui rend beauuuuuu ! Essensis de Danone" by "angelou2" with 7212 views. On the right side, there are advertisements for "Hudba", "Latest Finance News", and "Stages Pilotage Groupes".

Slideshare

Размещайте презентации !

- Создавайте полезные презентации

The screenshot shows 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 links for 'Latest', 'Most Viewed', 'Most Embedded', 'Featured', 'Most Favorited', 'Most Downloaded', and 'Slidecasts'. The main content area features a presentation slide with a group of people and the title 'The Rise of Social Media & Recruitment' by Jason Goldberg, CEO of Jobster Inc. To the right of the slide, there is a section for 'Social Media & Recruiting -- ERE Expo Fall 2007' by Jason Goldberg, 6 months ago, with 3261 views, 0 comments, 26 favorites, 1232 downloads, and 5 embeds. Below this, there are options to share, flag as inappropriate, save to favorites, add to groups/events, and download the file. A 'Tags' section lists: recruiting, media, social, jobster, social media, web2.0, recruitment, job, social media, networking. There is also a 'Groups/Events' section for 'CEO presentations' and a 'Privacy info' section stating 'This slideshow is Public'. On the right side, there is a 'More by user' section and a 'Related slideshows' section with several thumbnails and titles like 'Social Media 73722 views', 'Social Media Is...', 'Social Media Strategies 5778 views', 'Social Media Measurement 13030 views', and 'Social Media'. At the bottom, there is a 'Comments' section with 'All Comments (0)' and 'Comments on Slide 1 (0)', and an 'Add a comment' button.

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, web 2.0 et amoureux du moment

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

Abonnez-vous gratuitement

Abonnez-vous via RSS

Recherche

Spartanfangas
Tardi: 1.99 €/min TTC
Accompagnateur
INDISPONIBLE

Abonnez-vous au podcast interview2.0

scribus

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 [Slate](#) (via [pavi2000](#)) (via [alexbalk](#)) (via [nickdouglas](#))

APR 07

INCORPORATED

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