

Social Media Today

these slides bit.ly/sreeslides

SREE SREENIVASAN

Chief Digital Officer, Columbia University

Professor, Columbia Journalism School

Social- & digital-media blogger, CNET News | bit.ly/sreetips

Twitter: @sree

sree@sree.net | www.sree.net

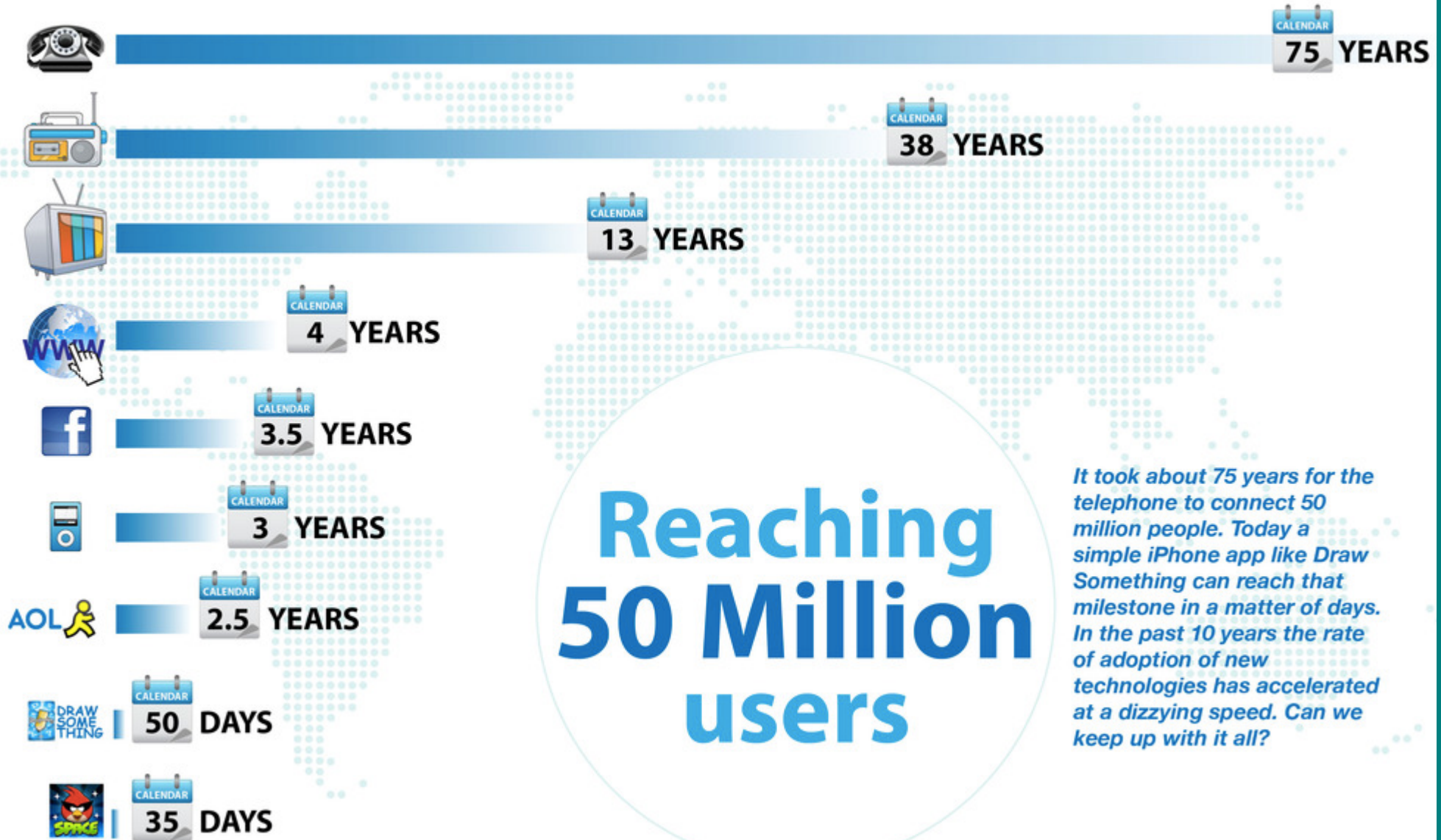
Facebook.com/sreetips | Facebook.com/sreenet

Social Media Guide: bit.ly/sreesoc

My profession,
education,
is one of many
being disrupted
right now. My
other profession,
journalism,
has been
disrupted for
a decade now.

[This is
@salkhanacademy]





Reaching 50 Million users

It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Draw Something can reach that milestone in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?

Graphic by @GKofiAnnan



Barack Obama @BarackObama

15h

Four more years. pic.twitter.com/bAJE6Vom

Promoted by Barack Obama

Hide photo Reply Retweet Favorite Storify



719,216 RETWEETS

248,619 FAVORITES



11:16 PM - 6 Nov 12 · Details

Flag media



Barack Obama @BarackObama

15h

We're all in this together. That's how we campaigned, and that's who we are. Thank you. -bo

Collapse Reply Retweet Favorite Storify

160,916 RETWEETS

54,366 FAVORITES



The Economist

NOVEMBER 30TH - 16TH 2012

Economist.com

Asia's great moderation

Google v newspapers

Making work a game

How technology can help India's poor

In praise of moons



Now, hug a Republican

Almost every word would confuse a journalist from 20 years ago



Sree Sreenivasan

@sree

Congrats to Evan Hansen, [@wired](#) EIC moving to [@ev's](#) [@obvious](#) to work on [@medium](#). His new handle: [@evanatmedium](#) #journalmoves

Reply Delete Favorite Storify More

3
RETWEETS

2
FAVORITES



11:08 PM - 8 Mar 13

Lots of Media Experimentation



Sree Sreenivasan

@sree

Sign of media times: "AP to broadcast live from red carpet on Xbox 360": bit.ly/YWAJsl
[#signofmediatimes](#) * via [@AP_CorpComm](#)
[#smwknd](#)

Reply Delete Favorite Storify More

10
RETWEETS



12:34 PM - 7 Feb 13

Lots of Media Experimentation

THE LATEST NEWS

Friday, December 21, 2012

PAGE ONE (AP) - NRA blames media for allowing violent culture into children's homes; says another shooter is in the wings; calls for armed police officer in every school .. Bells toll for victims.

PAGE TWO (AP) - Obama: 'ready and willing' to get package done to avert fiscal cliff .. Announces Kerry for secretary of state, says his 'life has prepared him for this role' .. Sen. Irouye 'hinted to me what might be possible in my own life'..

BUSINESS (AP) - Planned News Corp spin-off lost \$2B in fiscal 2012.

INTERNATIONAL (AP) - UN helicopter shot down in South Sudan, 4 crew on board have died .. 4 peacekeepers killed in Darfur.

SPORTS (AP) - Douglas voted female athlete of the Year; Phelps AP male athlete .. NHL cancels all games through Jan. 14; players vote in step toward dissolving union.

MARKETS (AP) - Dow closed down 120 pts to 13,191. S&P fell 13 to 1,430. Nasdaq down 29 to 3,021.

Chance showers, H 47. Mostly cldy tonight, L 34. Kindy tmw, H 45.

DOMTAR
Paper is Good. Pass It On.
www.paperbecause.com

OLD EBBITT GRILLE
EST. 1928

10997 Sam K

Tb: 201/1 Chk: 4045 Gst: 5
Dec21'12 05:23PM

1	Yuengling Pils	6.40
2	Beverage	6.00
2	DOZEN	51.90
24	Oysters	0.00
2		0.00
1	Calamari	10.50
12	Jumbo Shrimp	36.00
1	Small Caesar Sal	4.00
1	Autumn Platter	16.50
1	8oz Filet Mignon	19.95
1	Pumpkin Ravioli	16.95
1	8oz Filet Mignon	25.95
1	Seafood Salad	16.95
1	Bidy Maryland Absolut Pepper	13.00
Subtotal		224.10
Tax		22.41
07:05PM Total		246.51

New Year's Eve 2012
Join us for annual
all-inclusive Casino Royale
event. Tickets are \$125 until
11/30, then \$140 until 12/31.
Tickets at: www.ebbitt.com

Below: Ads in AP's Twitter feed; left: AP news printed on restaurant receipts

The Associated Press ✓

@AP

Following

SPONSORED TWEET: Stay up to date on what's trending live from CES 2013 at bit.ly/V4uqAo #SamsungCES

← Reply
↻ Retweet
★ Favorite
🌀 Storify

21

RETWEETS

15

FAVORITES

3:47 PM - 7 Jan 13 · Embed this Tweet

Reply to @AP

48 sati @satchgod

@AP u can't be serious bro

7 Jan

Details
← Reply
↻ Retweet
★ Favorite
🌀 Storify

Lots of
media
changes



The Dirty Secret of Social Media:

Almost everyone will miss
almost everything
you do on social media

@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

3
comments

f 231

t 666

in 71

+1 39

More +

5 social media lessons from Roger Ebert, @EbertChicago

Roger Ebert, who died last week at 70, wasn't only a successful film critic. He was also a successful user of social media. We can all still learn from him. **by @sree**



by Sree Sreenivasan | April 7, 2013 11:42 PM PDT

Follow



Roger Ebert ✓
@ebertchicago
Film critic since time immemorial. My blog: <http://j.mp/51Rkoe>
Chicago · <http://rogerebert.suntimes.com>

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@CNETnews:
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31,260
TWEETS

255
FOLLOWING

842,262
FOLLOWERS



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by Sree Sreenivasan | April 7, 2013 11:42 PM PDT

Follow

1. Be interesting in real life.



Roger Ebert ✓
@ebertchicago

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Chicago · <http://rogerebert.suntimes.com>

**read this on
@CNETnews:
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Follow

- 1. Be interesting in real life.
- 2. Great content gets you great followers.



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3 comments

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Follow

- 1. Be interesting in real life.
- 2. Great content gets you great followers.
- 3. Be humble.



Roger Ebert ✓
@ebertchicago

Film critic since time immemorial. My blog: <http://j.mp/51Rkoe>
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by Sree Sreenivasan | April 7, 2013 11:42 PM PDT

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1. Be interesting in real life.
2. Great content gets you great followers.
3. Be humble.
4. Engage w/ others.



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@ebertchicago

Film critic since time immemorial. My blog: <http://j.mp/51Rkoe>
Chicago · <http://rogerebert.suntimes.com>

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by Sree Sreenivasan | April 7, 2013 11:42 PM PDT

Follow

1. Be interesting in real life.
2. Great content gets you great followers.
3. Be humble.
4. Engage w/ others.
5. Social media has changed the role of expertise.



Roger Ebert
@ebertchicago

Film critic since time immemorial. My blog: <http://j.mp/51Rkoe>
Chicago · <http://rogerebert.suntimes.com>

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Following

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bit.ly/sreebert

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Mob
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Sree Sreenivasan

@sree

9 am, Oct 12, 2012

8 RTs

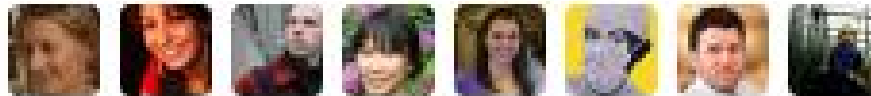
At last: 1 billion users on FB. Despite the other issues, that's an amazing milestone.

Zuck's post/vid: bit.ly/RfeOop #cjsm

Reply Delete Favorite

8

RETWEETS



9:17 AM - 4 Oct 12 · [Embed this Tweet](#)



Sree Sreenivasan 6 pm, Oct 12, 2012

@sree

1,000+ RTs

About a billion people go hungry every day. Wish as much attention would be paid to them as the billion milestone on Facebook.

Reply Delete Favorite

1,015
RETWEETS

108
FAVORITES



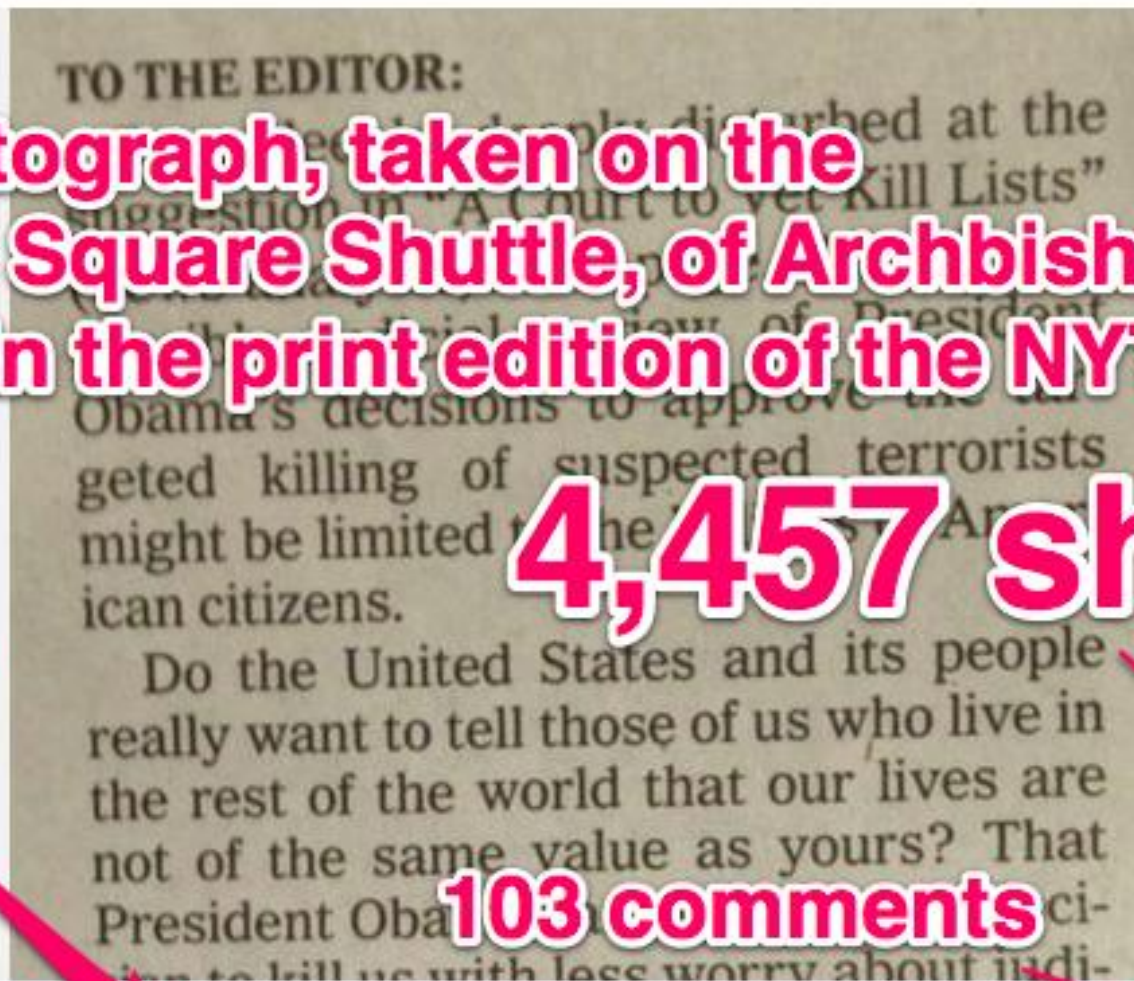
6:00 PM - 4 Oct 12 · Embed this Tweet

Because of RTs by @jack & @nickkristof



Sree Sreenivasan
February 13 near New York

You must read this short, beautiful letter to the editor in today's NYT by Archbishop Desmond Tutu. America, you are better than this.



A photograph, taken on the Times Square Shuttle, of Archbishop Tutu's letter in the print edition of the NYT

4,457 shares

935 likes

103 comments

Like · Comment · Promote · Share

Laura McCandlish, Bo Jin, Eddie Vega and 935 others like this.

View previous comments

4,457

4 of 103



Roopa Unnikrishnan

February 13

Thanks, Sree for sharing this thoughtful letter to the editor of NYT.

You must read this short, beautiful letter to the editor in today's NYT by Archbishop Desmond Tutu. America, you are better than this.

suggestion in A Court to Review (news analysis, front page, Feb. 9) that possible judicial review of President Obama's decisions to approve the targeted killing of suspected terrorists might be limited to the killings of American citizens.

Do the United States and its people really want to tell those of us who live in the rest of the world that our lives are not of the same value as yours? That President Obama can sign off on a decision to kill us without worry about judicial scrutiny than if the target is an American? Would your Supreme Court really want to tell humankind that we, like the slave Dred Scott in the 19th century, are not as human as you are? I

**@roopaonline's
99 shares**

Like · Comment · Share

99

Tech trends to keep an eye on in 2013:

- Social
- Mobile
- Video
- Geolocation/local

@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

What Social Media Can Do for Media Pros

- Find new ideas, trends, sources
- Connect with readers and viewers in new, deeper ways
- Bring eyeballs, traffic and attention to their work
- Help create, craft and enhance their brands

@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

SHARE THIS



or we'll shoot this dog.

Admit it, you've "liked" & "shared" more
ridiculous claims than this one.



James Stavridis

An extraordinary 24 hours in Libya. As SACEUR, I will be recommending conclusion of this mission to the North Atlantic Council of NATO in a few hours. A good day for NATO. A great day for the people of Libya.

Like · Comment · Share · Yesterday at 7:24am

 Jim MacMillan and 246 others like this.

 View all 31 comments

 View all 133 shares

[Facebook.com/james.stavridis](https://www.facebook.com/james.stavridis)

Admiral James Stavridis, commander of
NATO's operations in Libya

@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

Sign of
the times:
Is the
most
digital
cover
ever?



@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Sign of
the times:
Hashtags
on mag
covers



@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

SEPTEMBER 24, 2012

Newsweek

MUSLIM RAGE



**HOW I SURVIVED IT
HOW WE CAN END IT**
BY AYAAN HIRSI ALI



Newsweek @Newsweek

1h

Want to discuss our latest cover? Let's hear it with the hashtag: [#MuslimRage](#).

Expand



Newsweek @Newsweek

1h

COVER STORY: Ayaan Hirsi Ali on how she survived Muslim rage-- and how we can end it bit.ly/PK2qz0

View summary



Reading an issue of the @Newsweek and feeling dumber afterward. #MuslimRage



Amel A.

6 days ago



Omar

@AllWeAskFor



Shawarma with no garlic sauce? [#MuslimRage](#)

17 Sep 2012

 Reply  Retweet  Favorite


Hashtracking #smwknd


#smwknd

25 day Pro Report starting
10 PM Mon, Jan 16, 2012

Stats Snapshot

 12.2k Tweets

 45.4 mil Impressions

 1.9k Contributors

 8.4 mil Reach

bit.ly/smwkndht

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips



bit.ly/dnaegypt

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips



@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips



@TravelGov

Travel - State Dept

#Egypt: U.S. citizens wishing to depart #Egypt on USG flight should proceed to airport ASAP after the morning end of curfew.

8 hours ago via web ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by Mski21 and 88 others



@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

@Rep_Giffords: Two tweets



@Rep_Giffords

Gabrielle Giffords

My 1st Congress on Your Corner starts now. Please stop by to let me know what is on your mind or tweet me later.

3 hours ago via Twitter for iPad ☆ Favorite ↻ Retweet ↻ Reply

Retweeted by mharvey816 and 100 others



ABOVE: Jan 8, 2011 - minutes before she was shot.

BELOW: May 16, 2011 - two hours before her husband went into space



@Rep_Giffords

Gabrielle Giffords

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Another member of Congress tweets|



@RepWeiner

@GennetteNicole

<http://yfrog.com/h25m3luj>

7 hours, 13 minutes ago reply

What a difference a D makes (D for direct - private - message)! He meant to tweet "D GenntteNicole <http://yfrog.com/h25m3luj>"

@sree * [facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

Social Media Keeps Going Global



@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

10 Largest Countries

1.	United States	164,695,640
2.	Brazil	57,817,940
3.	India	54,755,360
4.	Indonesia	44,234,940
5.	Mexico	38,015,880
6.	United Kingdom	31,963,740
7.	Turkey	31,250,160
8.	Philippines	29,424,360
9.	France	24,914,940
10.	Germany	24,472,260

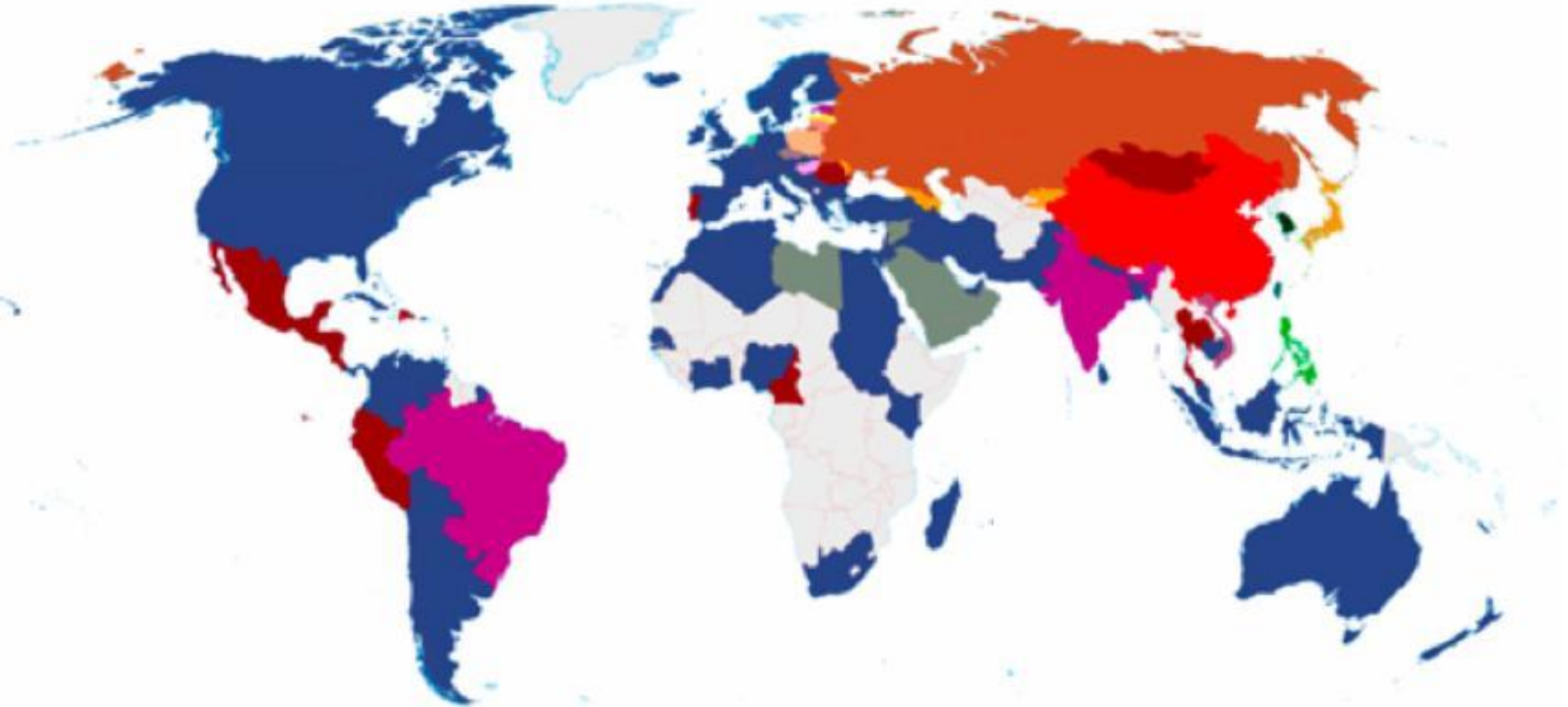
Source: CheckFacebook.com

10 Fastest Growing Over Past Week

1.	Saudi Arabia	6.1 %	253,360
2.	Bangladesh	4.81 %	91,780
3.	Japan	4.01 %	185,900
4.	Bahrain	3.48 %	10,080
5.	Trinidad and Tobago	3.3 %	14,360
6.	Egypt	2.79 %	238,320
7.	Paraguay	2.76 %	22,940
8.	Netherlands	2.6 %	129,880
9.	Luxembourg	2.44 %	4,340
10.	Sri Lanka	2.31 %	24,700

Source: CheckFacebook.com

June 2009



- | | | | | | | |
|------------|-------------|---------------|------|---------|------|------|
| Facebook | V Kontakte | Odnoklassniki | Lidè | Hyves | Zing | Hi5 |
| Orkut | Nasza-Klasa | QZone | Iwiw | Maktoob | One | Mixi |
| Friendster | Wretch | Cyworld | | | | |

credits: Vincenzo Cosenza www.uincos.it

license: CC-BY-NC

sources: Google Trends for Websites/Alexa

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

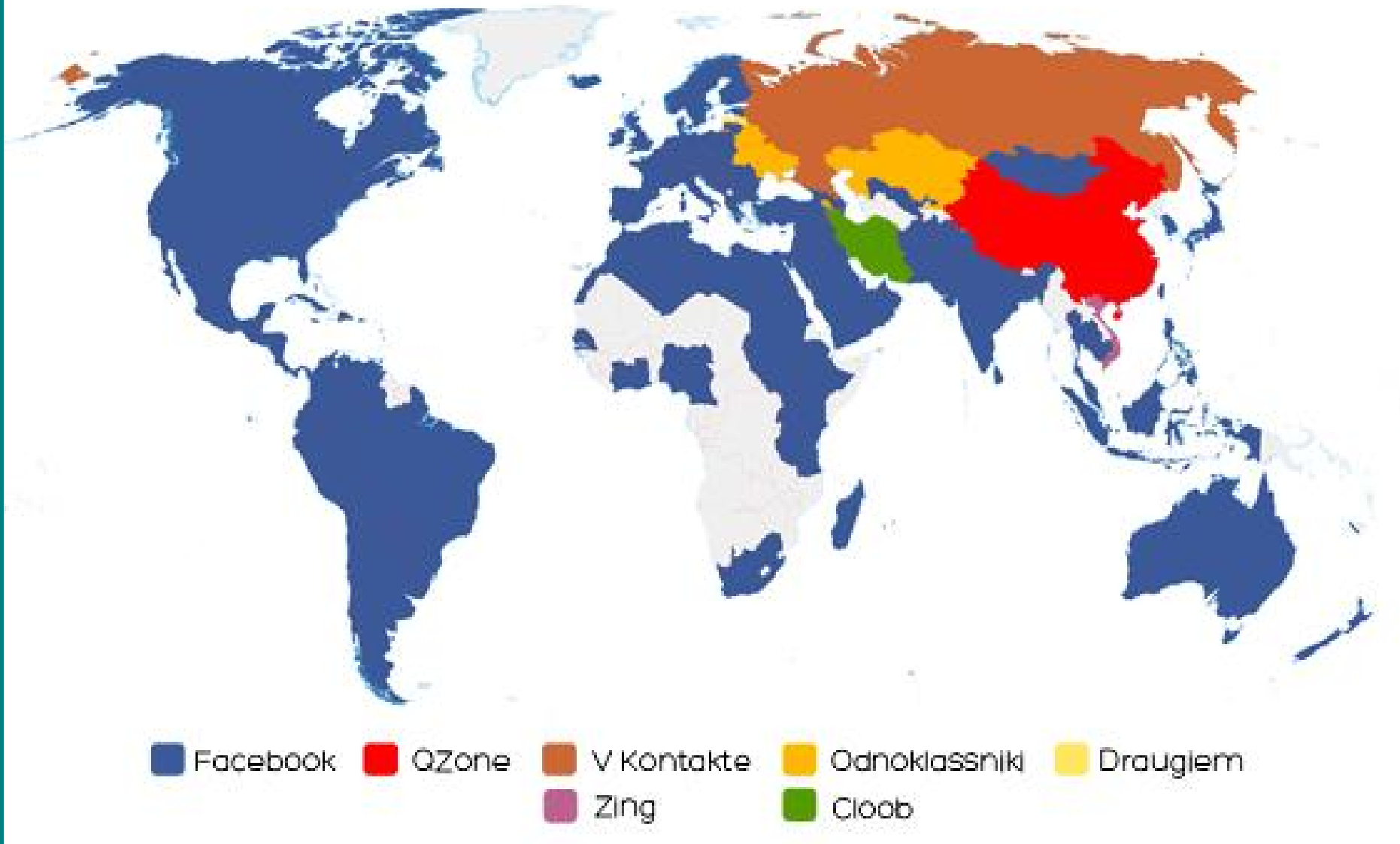
June 2011



vincos.it for this map

@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

June 2012



vincos.it for this map

@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

Hey, Are You Listening?




The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right, there is a navigation bar with links: Home, Profile, Find People, Settings, Help, and Sign out. The main content of the tweet is a complaint: "slowest service at standard grill tonight. takes the pleasure out of the dining experience #fail". The text is in a dark blue font, with "#fail" in red. Below the text, it says "11:22 PM May 4th via Twitter for BlackBerry®". To the right of the text are icons for "Reply" and "Retweet". Below the tweet is the user's profile information: a small profile picture of a woman, the username "vitags" in red, and the name "Marissa Vitagliano". At the bottom of the screenshot is a footer with copyright information and various links: © 2010 Twitter, About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, Privacy.

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Hey, Are You Listening?



@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Airtran??? I would rather be in a paper airplane on fire... 

12:11 PM Jun 11th via web

Retweeted by 5 people

 Reply  Retweet



RobertVerdi

Robert Verdi

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips



Scott Meyer
@Scottmeyer



@Delta: thanks for stepping up and helping me out. Frustrating but glad your **@deltassist** people can make things happen the phone rep cant't

7:30 AM - 29 Feb 12 via web · Embed this Tweet

Reply Retweet Favorite



Dave Lucky @davelux

Reply Retweet Favorite · [Open](#)

Even though my flight was delayed for over an hour due to weather, thank you to **@delta** and **@DeltaAssist** for getting me to Nashville safely!



Nathan Beethe @nbeethe

Reply Retweet Favorite · [Open](#)

Thank you to **@DeltaAssist** for offering some compensation to my mother-in-law after her terrible flight experiences the past two days.



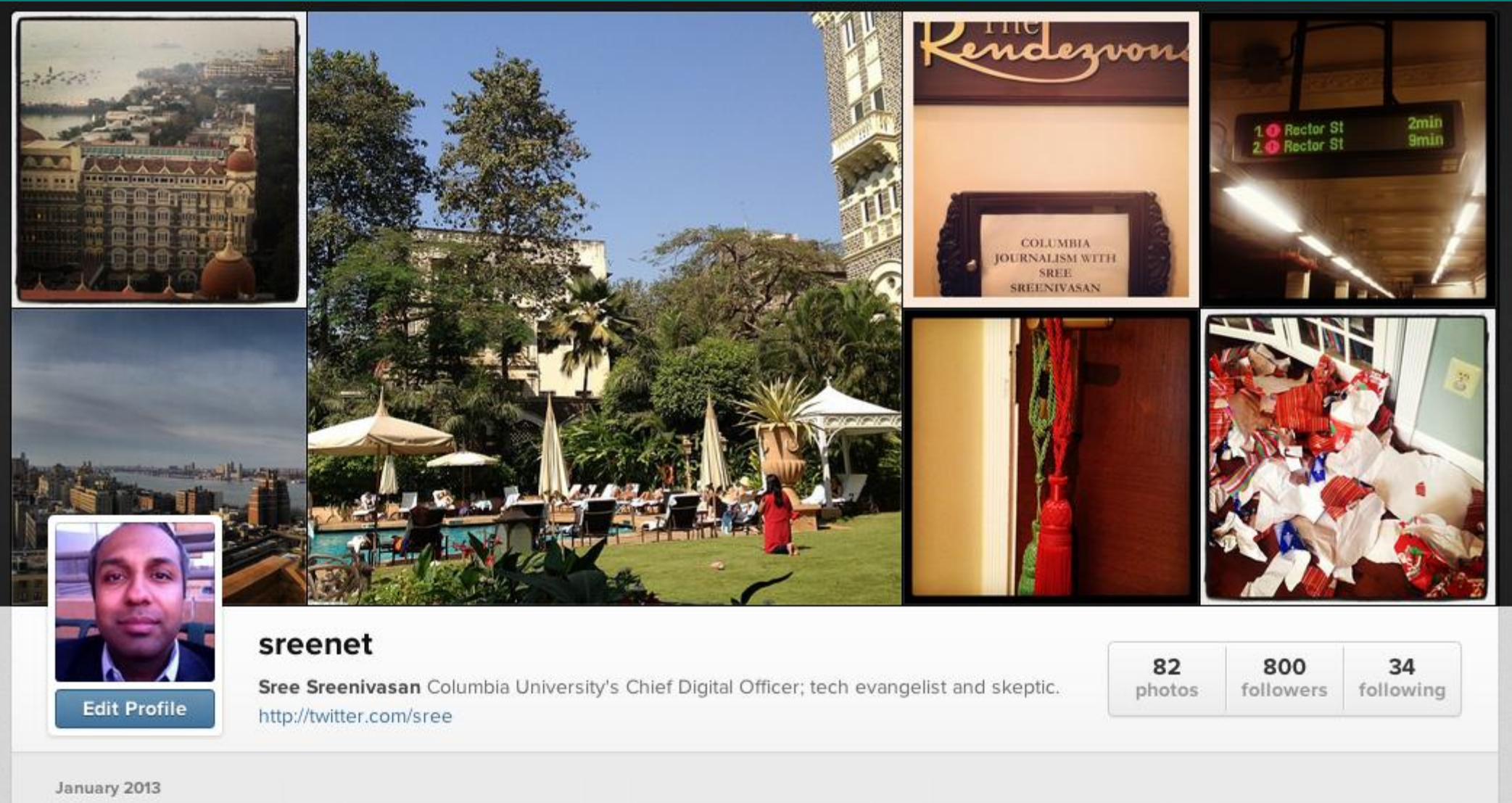
Derek Hoffer @derekhoffer

Reply Retweet Favorite · [Open](#)

A big thank you to ^KT from **@DeltaAssist** - prompt response and easy rebooking through ATL - fantastic customer service!

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

New Tools I'm Using Regularly: Instagram



The image shows an Instagram profile for 'sreenet'. The profile picture is a headshot of a man. The bio identifies him as Sree Sreenivasan, Columbia University's Chief Digital Officer, tech evangelist, and skeptic, with a link to his Twitter profile. The statistics show 82 photos, 800 followers, and 34 following. The grid of posts includes a historical building, a rooftop terrace, a subway station, a framed plaque, a subway sign, a red tassel, and wrapped gifts.

sreenet
Sree Sreenivasan Columbia University's Chief Digital Officer; tech evangelist and skeptic.
<http://twitter.com/sree>

82 photos 800 followers 34 following

January 2013

@sree * facebook.com/sreetips * bit.ly/soctravel * #sreetips

New Tools I'm Using Regularly: Tout

The image shows a screenshot of the Tout social media platform interface. At the top, there is a blue navigation bar with a '+ New Tout' button, a search bar labeled 'SEARCH TOUTS', the 'TOUT' logo, and a 'Login with Facebook' button. Below the navigation bar are three tabs: 'Explore Categories', 'Featured Touts', and 'Today's Touts'. The main content area is divided into three columns. The left column features the profile of 'sree sreenivasan' (@sree), including a profile picture of a man in a cage, a '+ Follow' button, and social media icons for Facebook and Twitter. Below the profile, it lists 'Columbia University's Chief Digital Officer; tech evangelist &...' with a 'Read More' link. A statistics table shows: Touts: 188, Followers: 157, and Following: 7. The middle column displays two posts by 'sree sreenivasan'. The top post, dated Jul 3, 2012, is a video titled '@[tout vid] Watching @NorahJones live at @SummerStage in C...' with a play button icon and 1 heart. The bottom post, dated Jun 30, 2012, is a photo titled '86 floors up at Empire State Building' showing a city skyline. The right column contains two sections: 'Top Channels' with logos for 'THE WALL STREET JOURNAL WSJ', 'L.A. TIMES', and 'WWE', and 'Top Users' with profiles for 'Robert Gilkes + Follow', 'LA Times Autos + Follow', and 'The Talk + Follow'.

@sree * facebook.com/sreetips * bit.ly/soctravel * #sreetips

New Tools I'm Using Regularly: SoundCloud

Stream Explore Search for music and audio Upload More

Sree Sreenivasan
New York, United States
30 38,695
Edit Share

@Sree Sreenivasan, tech evangelist/skeptic * Chief Digital Officer, Columbia University * sree@sree.net * sharing audio interviews with tech and media tips.

5xSREE: Sagi Schliesser of TabTale, an apps maker with 20 million downloads 1 month Interview
379 3 13 6

5xSREE: Natalia Gomez, @NataliaGoCa of Colombia's El Tiempo 2 months Interview
275 4 2

5xSREE: Greg Galant, @Gregory of MuckRack 27 days Interview
370 4 1 1 2 4

Tell us what you think of the new SoundCloud so we can make it even better.

Statistics View all
Plays today 0 Plays yesterday 28
9,384 plays in total
34 following View all
4 sets View all

Sree Sreenivasan India
Sree Sreenivasan Journalism
Sree Sreenivasan

@sree * facebook.com/sreetips * bit.ly/soctravel * #sreetips

New Tools I'm Using Regularly: RebelMouse



Sree Sreenivasan

+
Add post

⚙️
Dashboard

🚪
Log out

Chief Digital Officer, @Columbia *
@ColumbiaJourn prof * socmedia blogger,
@CNETNews: cnet.co/sreetips * tech
evangelist & skeptic * sree@sree.net

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Add a link, photo, video or blog post...

📄 Post

20 biggest tech innovations of my lifetime that I actually use - my CNET News post



Following on RebelMouse



View More...

Also on RebelMouse



Sree Sreenivasan
@sree

25 Smartest Pieces of Advice from Women Who Started Own Biz, collected by @Oprah Mag

🐦 5 Jun 2012



Advice From Women Who Have Built Their Dream Careers - Oprah.com

🌐 www.oprah.com



Sree Sreenivasan
@sree

2 views on Facebook search - @fmanjoo thinks it will change everything: *

@sree * facebook.com/sreetips * bit.ly/soctravel * #sreetips

Pinterest: Fastest growing independent social network * my take: bit.ly/sreepint

Six things I learned from six days on Pinterest

Since so many smart people I know (almost all of them women) are talking about Pinterest, it's time to see what the hype is all about.



by [Sree Sreenivasan](#) | March 15, 2012 1:36 PM PDT

Follow

comments 13

Like 313

Tweet 201

+1 16

Share 57

More +

Search

Add • About • Sree ▾

Sree Sreenivasan

63 followers, 18 following

7 Boards · 21 Pins · 1 Like

Rearrange Boards

Social Media Stuff



Learning to use Pinterest



Funny, random stuff



Words of Inspiration



*Not just
WHAT you
post, but
HOW you
post can
affect what
gets seen...*



Don Lemon

#stevejobs has died. #CNN #apple



Like · Comment · @donlemoncnn on Twitter · 20 hours ago via Twitter



28 people like this.



View all 28 comments



Virginia Mims So sad. Rip Steve..... God be with his family!!!

9 hours ago · Like



Debbie Durham @ Derrick, we lost a civil rights pioneer yesterday also. Mr. Fred Shuttlesworth and definately deserved yo be in the group you just mentioned. He was one of the first to go up against Bull Connor.

43 minutes ago · Like

Write a comment...

RECENT ACTIVITY



Don is now friends with Steven Leonard and 6 other people.



Don is now friends with Susan Lisovicz and 2 other people.



Don Lemon

Steve Jobs of Apple has died.

Like · Comment · Share · 20 hours ago near Atlanta, GA ·



311 people like this.



View all 414 comments



View all 63 shares

Write a comment...

New World of Hiring



@TomRaftery

Tom Raftery

Re my new RedMonk position. The formal job offer was made and accepted via Twitter!

23 May 08 via [twhirl](#) ☆ Favorite ↻ Retweet ↩ Reply

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Who would you say yes to?

The screenshot displays a LinkedIn inbox interface. On the left, there is a sidebar with a search bar for the inbox, a 'Compose Message' button, and a list of folders: 'Inbox', 'Sent', 'Archived', and 'Trash'. The main area shows a list of messages under the 'Messages' tab (847) and 'Invitations' tab (18). Each message includes a profile picture, the sender's name and title, a brief message, and buttons for 'Accept', 'Ignore', and 'Report Spam'. The messages are as follows:

- Liz Aiello** · Multi-media content executive
Liz has indicated you are a Colleague at WABC-TV
Buttons: Accept, Ignore, Report Spam
- Shankar Iyer** · CEO at VITEOS -A Hedge Fund Administrator
Hello Sree, Am a member of the US Group & looking forward to this evening. I'd like to add you to my professional network on LinkedIn. -... Show more
Buttons: Accept, Ignore, Report Spam
- Mary Ferreira** · TV Producer at United Nations
I'd like to add you to my professional network. - Mary Ferreira
Buttons: Accept, Ignore, Report Spam
- Robert Polkowski** · MBA, Knowledge Manager at MassMutual Financial Group
Buttons: Accept, Ignore, Report Spam
- Shashi Kumar** · Owner at My Own Business
Buttons: Accept, Ignore, Report Spam
- Nicholas Cicchetti, DPM** · Asst. Superintendent at Board of Water Supply City of Mt Vernon
Buttons: Accept, Ignore, Report Spam
- Obi Emekekwe** · Senior Press Officer at United Nations
Buttons: Accept, Ignore, Report Spam

On the right side of the inbox, there is a 'Social Media Dashboard' with a profile picture and a 'Learn More »' link. Below it is a section for 'Faculty Opportunites' with another 'Learn More »' link. At the bottom right, there is an advertisement titled 'Do you have what it takes to become a University of Phoenix faculty member?' with an 'Ads' label.

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Newish on LinkedIn: LinkedIn Today

FRONT PAGE BANKING PHARMACEUTIC... FINANCIAL... IT MANAGEMENT... COMPUTER... BROWSE ALL SAVED (0)

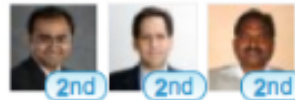
Selling Is Not About Relationships



blogs.hbr.org

Share Save

Business bloggers at Harvard Business Review discuss a variety of business topics including managing people, innovation, leadership, and more.



Search any topic

TOP SOURCES

- WSJ online.wsj.com » Follow
- CNN money.cnn.com » Follow
- NPR npr.org » Follow
- bloomberg.com » Follow
- hbr.org » Follow
- nytimes.com » Follow

See all »

Employment Situation Report
Sends Mortgage Rates



U.S. Consumer Credit
Decreased \$9.5B in August



Selling Is Not About
Relationships



New U.S. mortgage plan
seen in a few weeks

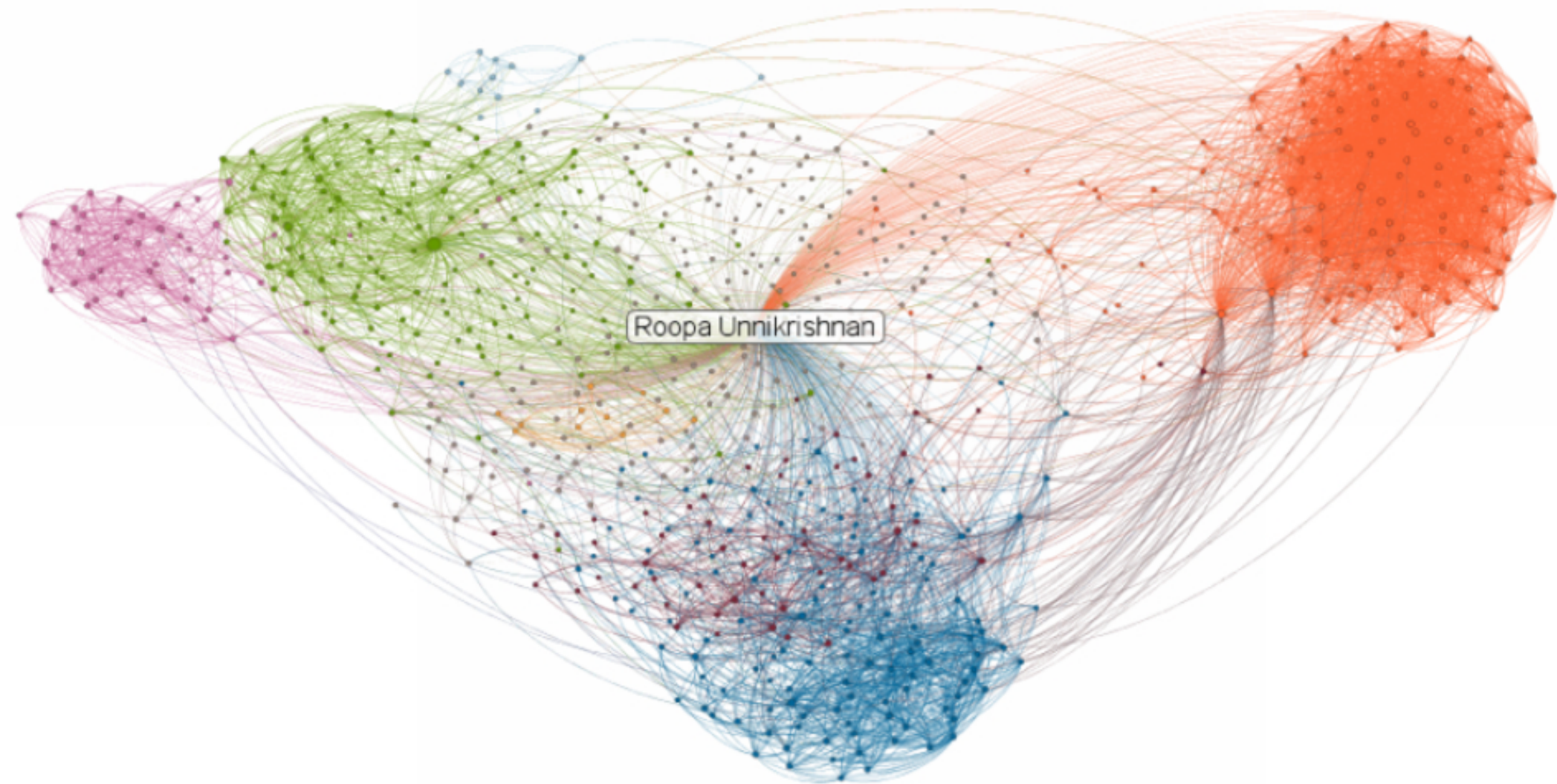


SUGGESTED INDUSTRIES

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

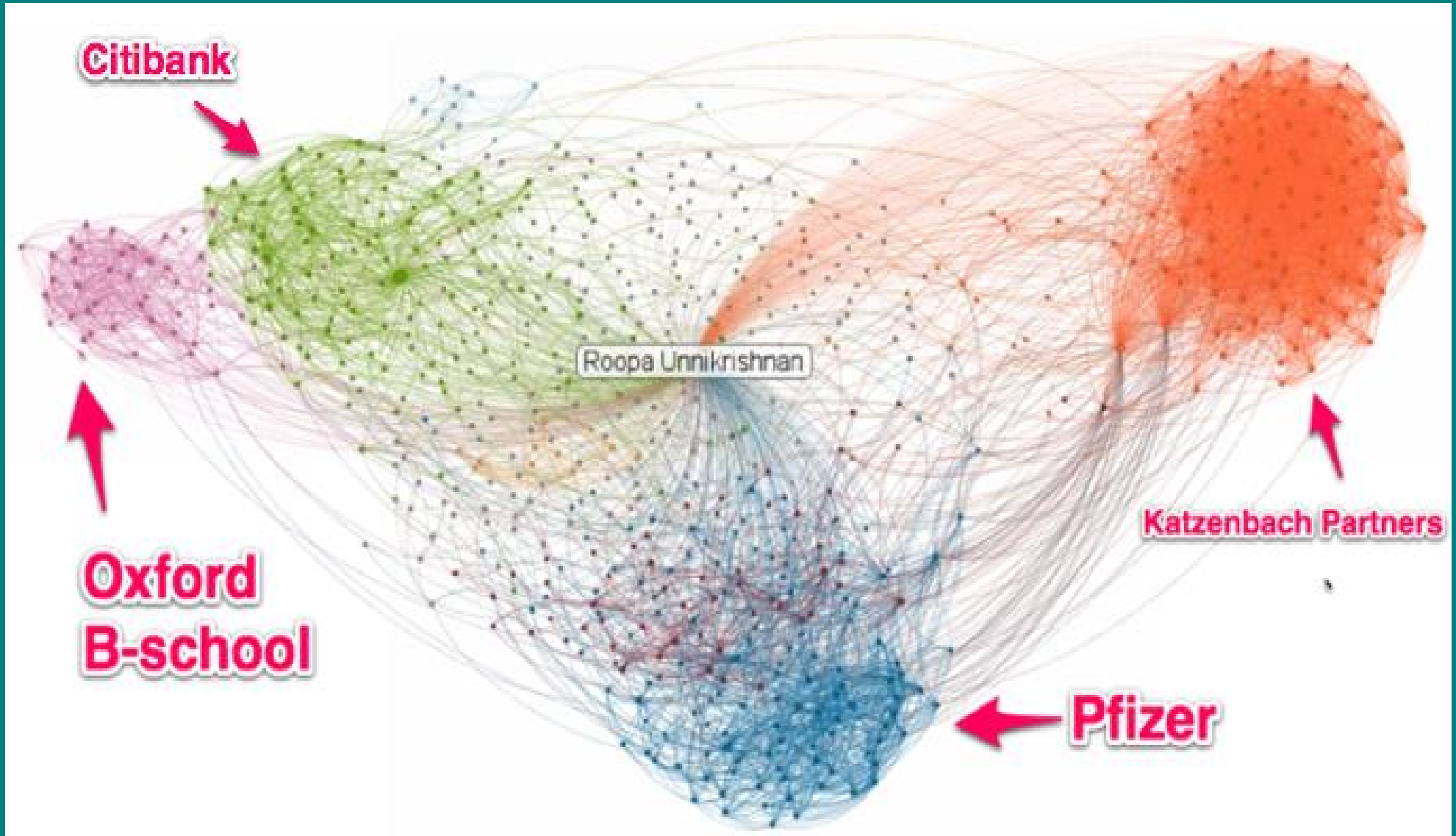
LinkedIn Maps

- LinkedInLabs.com



@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

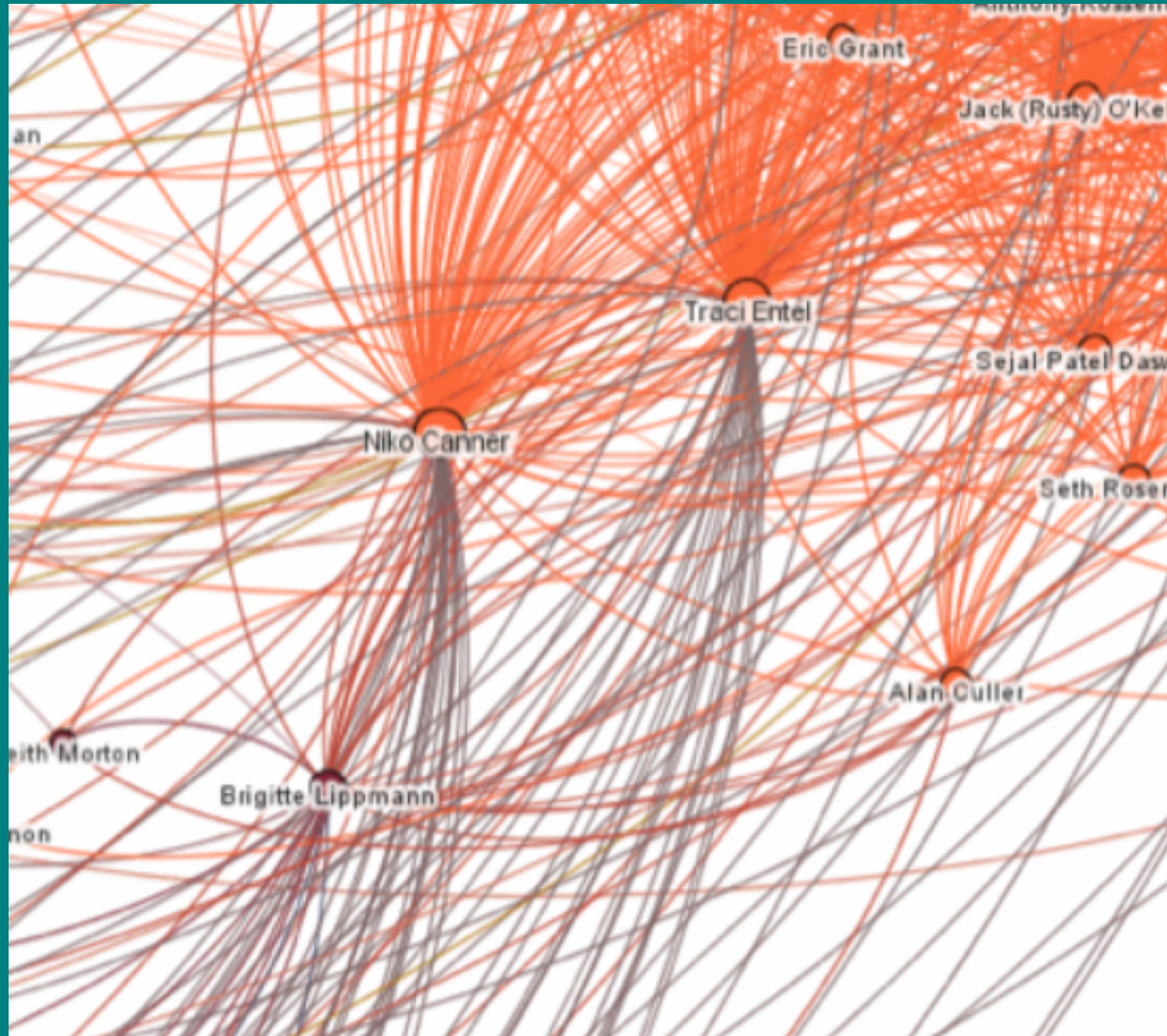
LinkedIn Maps - LinkedInLabs. com



@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

LinkedIn Maps

- LinkedInLabs.com



@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

New World of Hiring

RECOMMENDATIONS

colleague • business-partner • fellow student/advisor • service-provider

“

If you are looking to meet people in NY, this is the one person I'd recommend to you. Sree has a natural talent for bringing people together and creating life-long relationships without much effort. He is driven, sincere and dedicated. An outstanding professional as well as an ethical person, he is truly unique.

”

**Diana Rohini
LaVigne**
colleague

**Jacqueline
Dolly**
business-
partner

“

It is a pleasure to know & to have worked with Sree. Sree is deeply knowledgeable in his field of work and generously makes time to mentor, inspire and share his knowledge with others -- especially young people. He's a natural educator & communicator. Engaging, thoughtful and thorough - he demystifies technological innovation, making it accessible and exciting to the masses.

”

“

Just before I began my term as president of New York IABC, Sree participated in a panel we offered on new media. He was dynamic, knowledgeable and friendly and despite his busy schedule has stayed in touch. Great guy.

”

Peter Burger
business-
partner

Steve Buttry
business-
partner

“

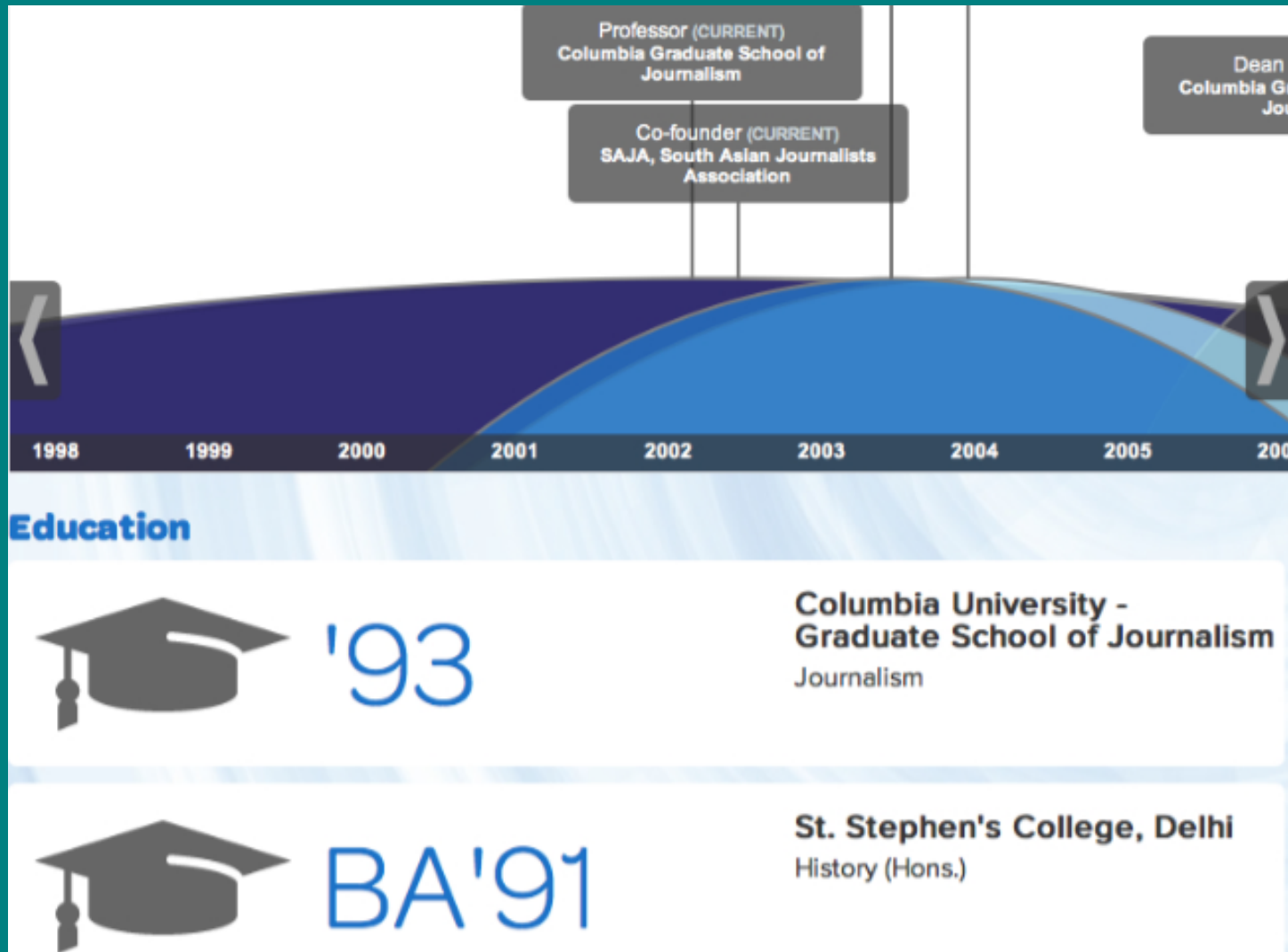
In writing and in speaking, Sree is great at helping journalists stay abreast with (or catch up to) the fast-moving digital world. I was a faithful reader of Web Tips long before I met Sree. When he came to speak at an API seminar, I stopped what I was doing to sit in on his session, so I could learn more. I have enjoyed going to SAJA conferences, where he's a rock star. The conferences are great -- and thoroughly wired, of course -- reflecting Sree's great leadership.

”

Vizualize.me

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

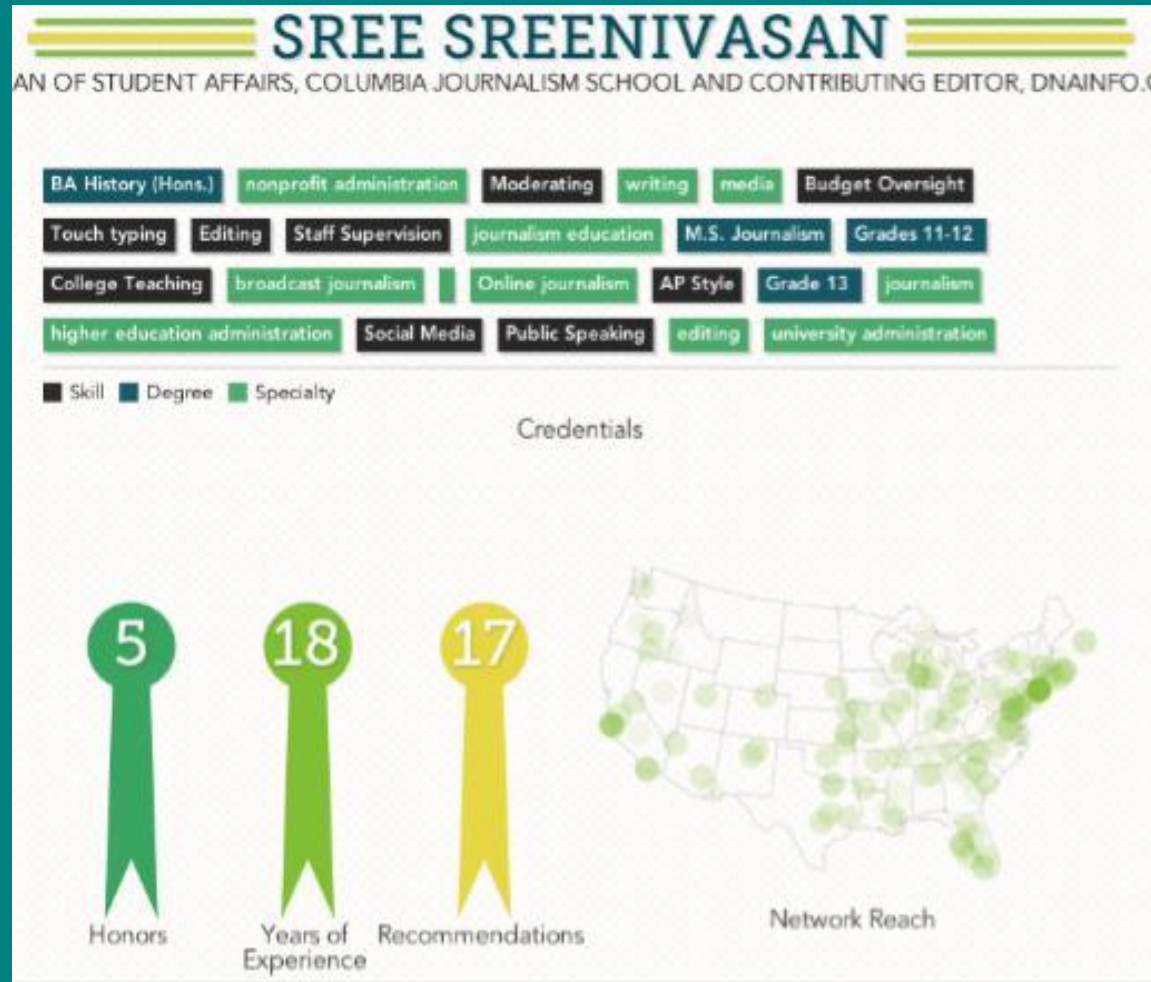
New World of Hiring



Re.vu

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

New World of Hiring



**Brazen Careerist
Facebook app**

@sree * facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Newish Facebook (again)

This time: Timeline, cover image, subscribers, smarter lists

Sree Sreenivasan Update Info Activity Log * ▾

CEO & Founder at SreeTips
Studied at Columbia Journalism School
Lives in New York, New York
Married to Roopa Unnikrishnan

About Friends 4,998 Photos 506 Map 209 Subscribers 41,952 ▾

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Newish Facebook (again)

Sree Sreenivasan Update Info Activity Log

CEO & Founder at SreeTips
Studied at Columbia Journalism School
Lives in New York, New York
Married to Roopa Unnikrishnan

White Plains
Teaneck Yonkers
Bronxville, New York

41,941 4

Wholesale jerseys online support
PAYPAL Discounts for three days, New York Giants jerseys buy now!

About Friends 4,998 Photos 506 Map 209 Subscribers

Status Photo Place Life Event

What's on your mind?

Sree Sreenivasan 3 hours ago
Caption contest, anyone?

Friends See All

Nicole Neroulias Gupte 84 mutual friends	Rohi Mirza Pandya 100 mutual friends
Liz Borod Wright 55 mutual friends	Sharavati Choksi 63 mutual friends
Melanie Huff 664 mutual friends	Linda Bernstein 29 mutual friends

Recent Activity

Now
February
2012
2011
2010
2009
2008
2007
2006
2001
2000
1999
1998

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Newish Facebook (again)

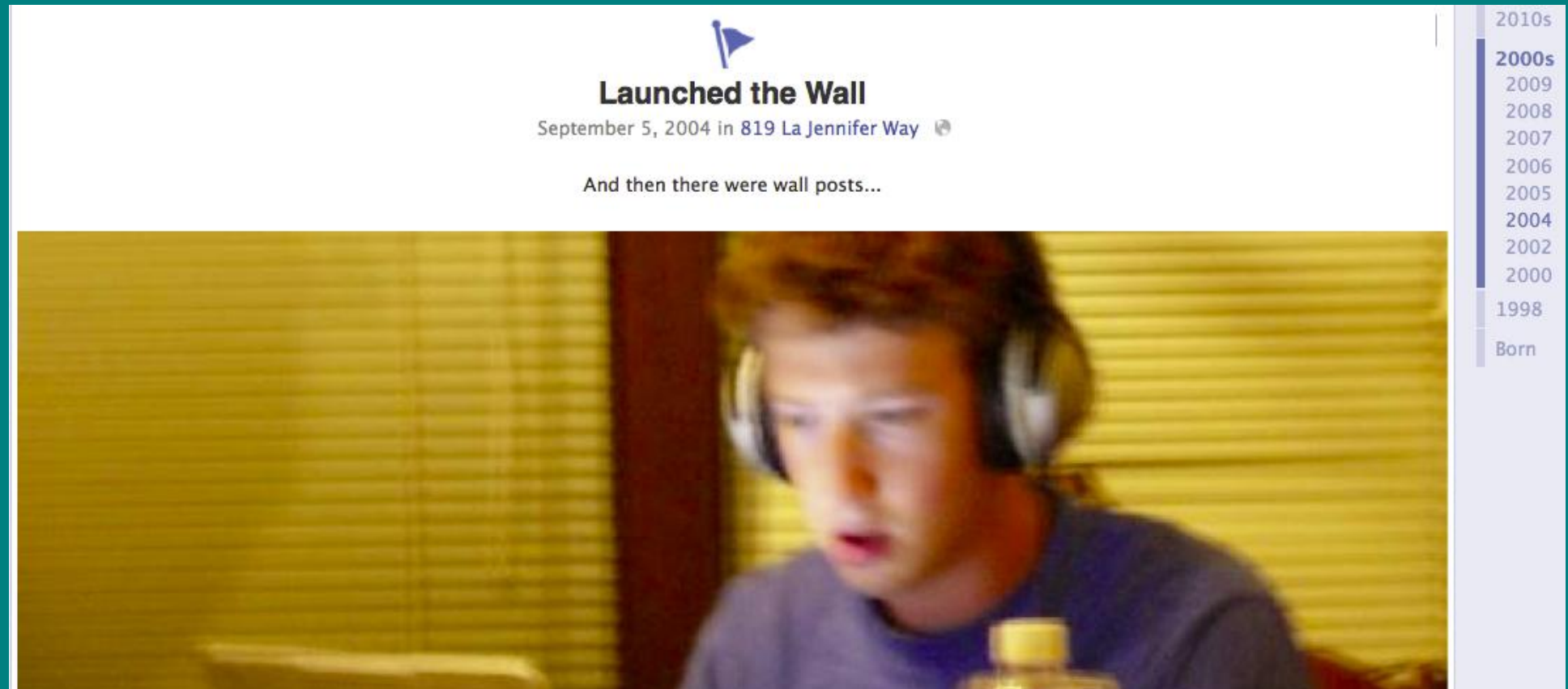
The screenshot shows Mark Zuckerberg's Facebook profile. At the top left is his profile picture. To the right of the picture is his name, "Mark Zuckerberg", and buttons for "Subscribed" and "Message". Below the name are several tabs: "About", "Friends" (with a "3 Mutual" badge), "Photos 1,188", "Map", and "Subscribers" (with a "11.8m" badge and a "2" dropdown). The "About" section lists: "Founder and CEO at Facebook", "Studied Computer Science at Harvard University", "Lives in Palo Alto, California", and "In a relationship with Priscilla Chan". Below this is a post by Rasmus Andersson with Mark Zuckerberg at Facebook HQ, dated February 28. To the right of the post is a "Mutual Friends" section listing Brandee Barker (32 mutual friends), Barry Schnitt (23 mutual friends), and Jaime Schopflin Hall (8 mutual friends). On the far right, there are two advertisements: one for "Crowdsourced Usability Testing" and another for "10% OFF DUCTLESS AC" from acwholesalers.com.

Facebook.com/zuck

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Newish Facebook (again)

Going back in Zuckerberg's Timeline



@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

Pinterest: Fastest growing independent social network * my take: bit.ly/sreepint

Six things I learned from six days on Pinterest

Since so many smart people I know (almost all of them women) are talking about Pinterest, it's time to see what the hype is all about.



by [Sree Sreenivasan](#) | March 15, 2012 1:36 PM PDT

Follow

comments

13



Like

313



Tweet

201



+1

16



Share

57

More +

Search



Pinterest

Add +

About ▾

Sree ▾

Sree
Sreenivasan

63 followers, 18 following

7 Boards · 21 Pins · 1 Like

Rearrange Boards

Social Media Stuff



Learning to use Pinterest



Funny, random stuff



Words of Inspiration



Change Your Media Diet

- Mashable
- ReadWriteWeb
- LifeHacker
- BusinessInsider
 - 10 Things You Need to Know This Morning
- CNET News & SreeTips Social-Media Blog: bit.ly/sreetips

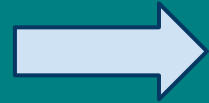
@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

Sustainable Social Media

- Use HootSuite or Tweetdeck to manage various accounts
- NutshellMail to get your social media alerts via email... also try Twilert
- BlissControl helps you keep up with changes

@sree * Facebook.com/sreetips * bit.ly/sreesoc * #sreetips

@Sree's Social Media Success Formula



*Your tweets,
Facebook
postings, etc,
should have
as many of
these
attributes
as possible...*

helpful
useful
timely
informative
relevant
practical
actionable
generous
credible
brief
entertaining
fun
occasionally funny

@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

@ nothing
#smwknd



life is **NOT** a tweet.

My 9yo daughter hand-made this badge critiquing the whole Social Media Weekend idea that "Life is tweet"... #smwknd



27



3



Social Media Today

SREE SREENIVASAN

Chief Digital Officer, Columbia University

Professor, Columbia Journalism School

Social- & digital-media blogger, CNET News | bit.ly/sreetips

Twitter: @sree

sree@sree.net

www.sree.net

Facebook.com/sreetips | Facebook.com/sreenet

Social Media Guide: bit.ly/sreesoc



SHORT TWEET GUIDE



@SREE | sree@sree.net

Sree Sreenivasan of @ColumbiaJourn

SreeTips blog on @CNETnews:

<http://cnet.co/sreetips>

SREE'S SOCIAL MEDIA GUIDE

bit.ly/sreesoc

SHRTN UR TWEETS!

RT	Retweet
MT	Modified tweet
REPOST	RTing yourself
HT	Hat tip (saying thanks)
OH	Overheard
LMK	Let me know
FTW	For the win
<3	I express my affection

TWITTER BASICS

@username message

public reply to a user

d username message

private direct message to a user—if he/she follows you

#yourtaghere

categorize your tweet with a hashtag

FOLLOW JOURNALISTS ON TWITTER

<http://muckrack.com>

TEXT UR TWEETS TO TWITTER

US: 40404 India: 53000 Canada: 21212

See bit.ly/twtcodes for more

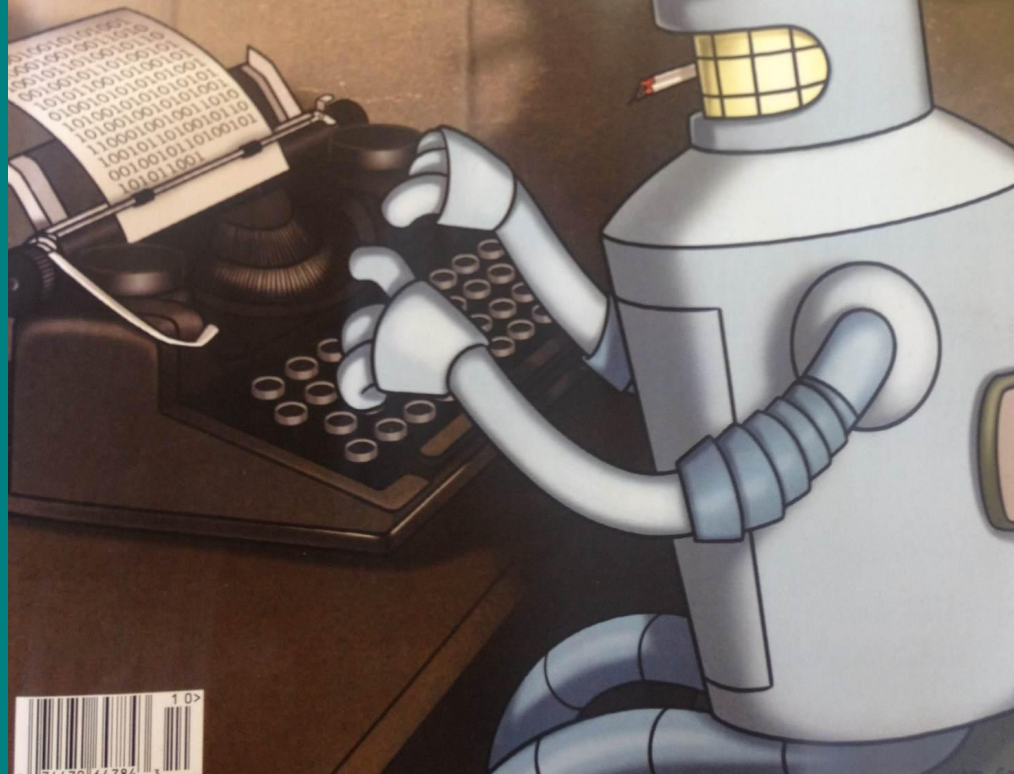
bit.ly/shortycards

@sree * [Facebook.com/sreetips](https://www.facebook.com/sreetips) * bit.ly/sreesoc * #sreetips

COLUMBIA JOURNALISM REVIEW

September / October 2012 • cjr.org

The future of media (this minute, at least)



Facebook

*STRIKING, MIRACULOUS
SOCIAL TEAM-UP!*



SHARE abundantly your photographs, experiences and stories with your friends and families. For leisure or labour, Facebook is the enchantment "next look" in social team-ups. Eloquent economical and modern examples of communication adequate for our times.

THE FACEBOOK COMPANY ©



Twitter

*The sublime, mighty
community with just 140 letters!*

A VIRTUAL locality with a wide assortment of people. That's Twitter! A notorious new mechanism that lets you maintain virtual contact with family and friends no matter where they are. By following or being followed, you will enjoy previously unimagined experiences like sharing incredible amounts of information including videos, photographs, etc. Twitter is a truly magnificent tool!



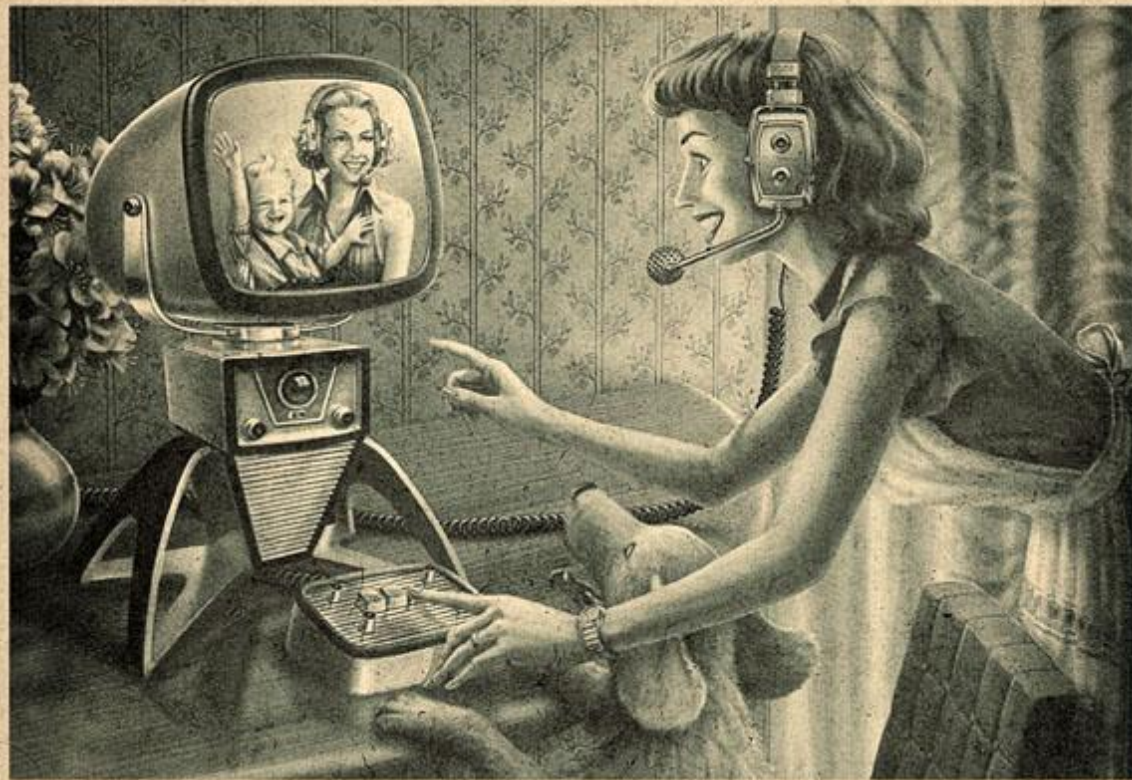
TWITTER®

YOUR FILMS WILL LAST FOREVER ON
YOUTUBE
THE CHAMPION ADDRESS ON INTERNET!



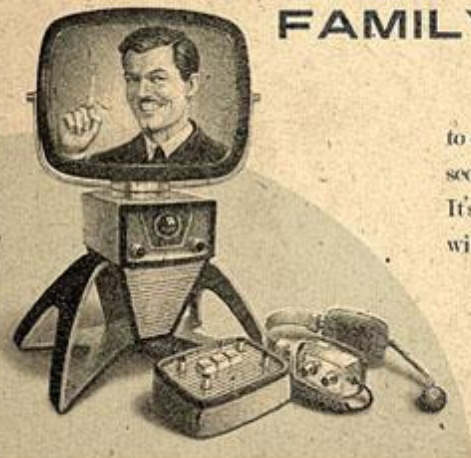
Send and watch splendid and captivating films, 24/7.
Sports, news, commercials and much more. The most charming
and magnificent way to entertain the whole family.

www.YOUTUBE.com



SKYPE®

**THE FABULOUS VOICE SYSTEM
ABLE TO PUT YOUR
FAMILY TOGETHER.**



Skype has the finest quality for you and your relatives to communicate via internet. The healthiest, most economical and secure way to keep vigorous family bonds miles away.

It's more than a telephone. It's a real audio-visual miracle that will put you in contact with a brand new world.

SKYPE
AND PARTNERS