

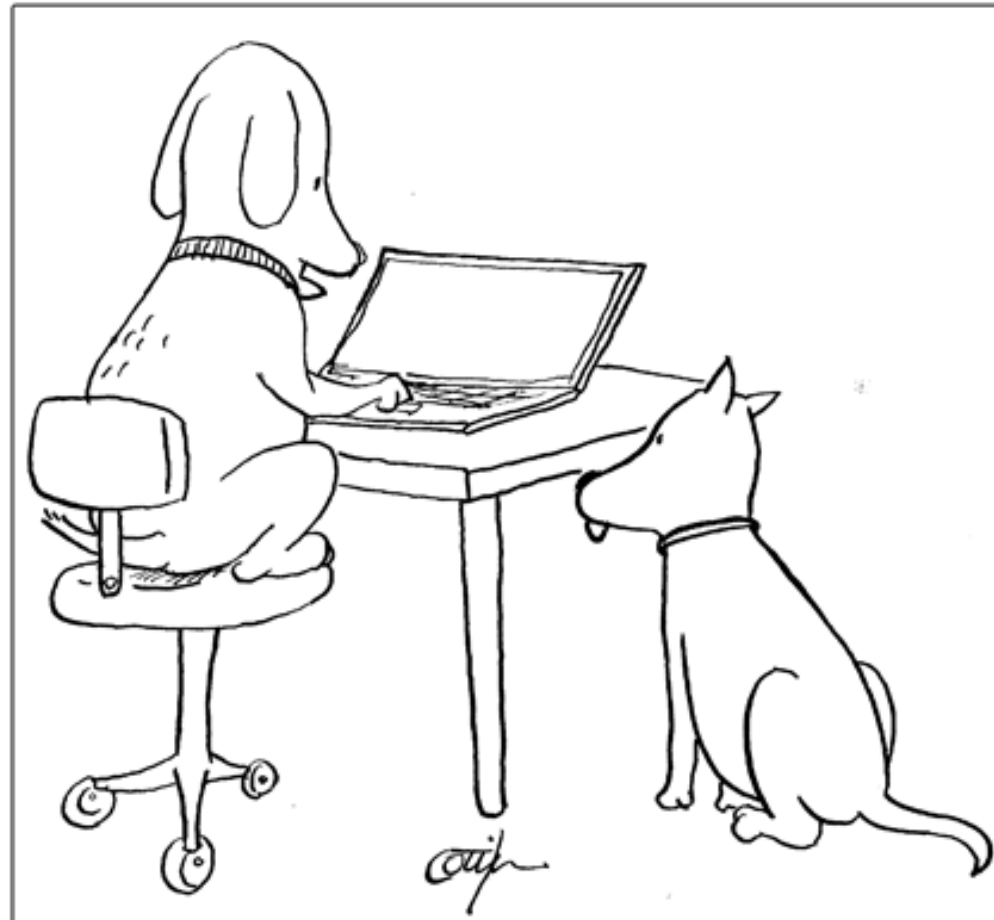
Social Media and All That Jazz

By Timothy O'Neil-Dunne

aka

 PROFESSOR SABENA





On the Internet, nobody knows you're a dog. But they can smell a marketer from a mile away.



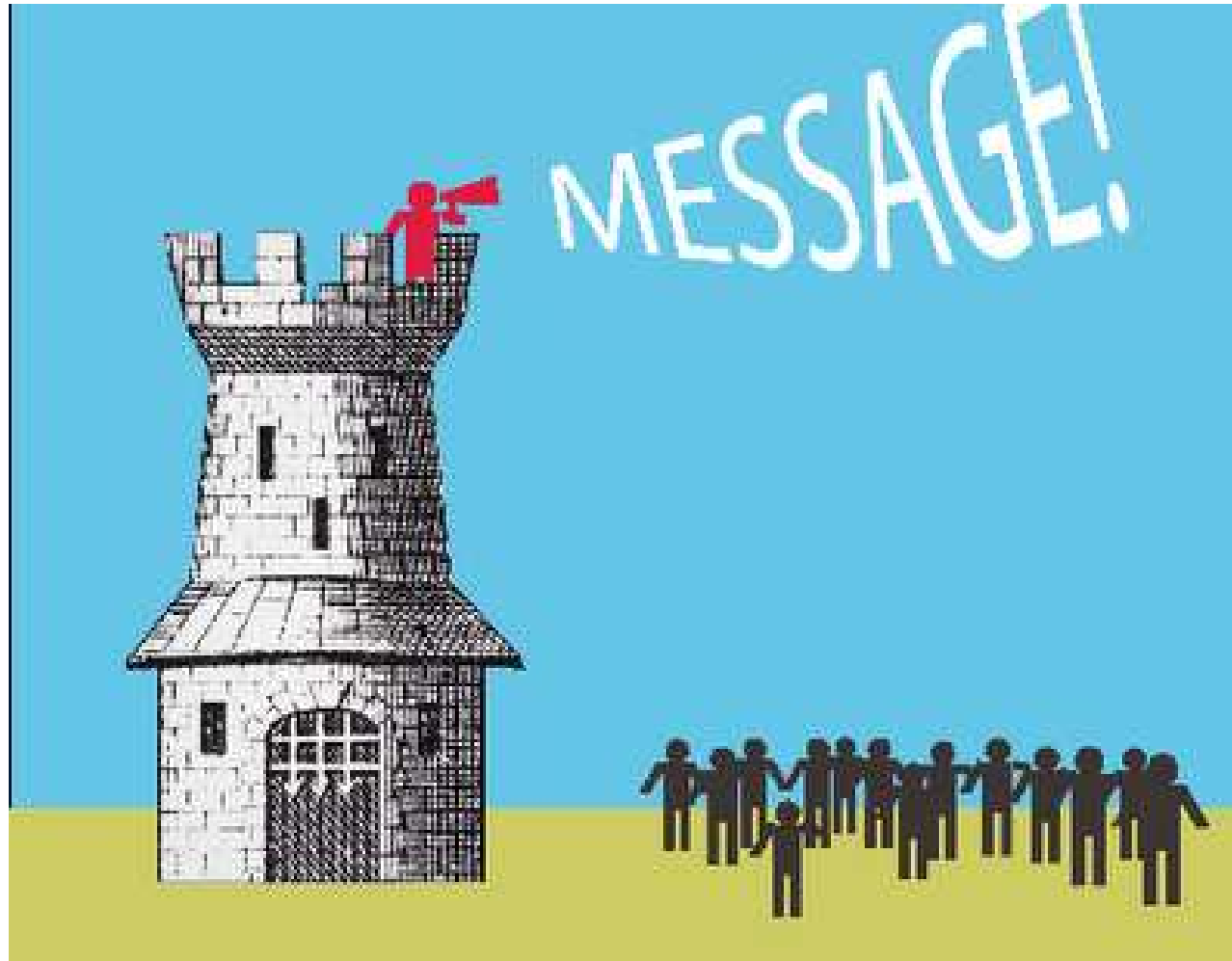
THE OLD WAY

Word of mouth



THE OLD WAY

Advertising



CASE STUDIES

Individual issues

“ Great lobby-awful, cramped, noisy room and was overcharged. ”



tiddlpoo 1 contribution
uk

Save Review

14 Feb 2010 | Trip type: Business, Solo travel

They spent all the money on the reception area, rather than the rooms. Have stayed 6 nights there this year. Rooms cramped & often noisy. Service very patchy. Worst recent experience- I used the room phone to call a FREEPHONE conference line with work (the hotel line is not charged for these calls) I was then presented with a £80 bill for...
[more](#)

Management response from
Guoman_Management, Manager

Thank you for your recent feedback regarding your stay with us at the Cumberland. Firstly I am sorry you felt the room was small and noisy, and the service you received was not up to your expectations, it is not the experience we want our guests to receive. Regarding the telephone bill, I can assure you that all of your...



THE NEW WAY

Ranting/Issues

Professor Sabena's Blog

The Professor's wisdom and insight

29 April 2011

Mobile Trust and Privacy - Now A Major Motion Picture



ORIGINAL MOTION PICTURE SOUNDTRACK
THE TOWERING INFERNO
FSM SILVER AGE CLASSICS

Starring Steve Jobs and Larry Page as the evil villains. With Cameo roles by just about everybody.

This major disaster movie should rival epic disaster movies such as [The Towering Inferno](#).

OK so enough of the fun - let's get down to the serious issues. As users and developers rush into mobile and the desktop starts to be less and less sexy to developers - the process of development has fallen into two camps. Lazy coders and evil coders.

One would be tempted to assume that no one does things for overtly evil reasons. But they do. In the case of mobile the number of pigs snouts in the trough is actually increased. Everyone wants to be like Apple - gouging

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Will DL's Adoption of Direct Connect be a game changer

Yes

No

[Change your vote](#)

Votes so far: 8
Days left to vote: 1

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- Oh Dear - Another A320 Nosewheel Incident



CASE STUDIES

Direct Customer Service

Delta Assist

@DeltaAssist

We're listening around the clock, 7 days a week. We try to answer all tweets but if you require a response pls visit www.delta.com/talktous or call 800-221-1212 <http://www.delta.com/>

25,312 Tweets 8,397 Following 21,060 Followers 675 Listed

Connections

Also followed by @askairasia, @AirlinesAssn, @Fidget02, and more.

You both follow @AirlineReporter, @crankyflter, @flyingwithfish, and more.

Following 8,397

Similar to @DeltaAssist · view all

- DeltaNewsroom** · Follow
Delta Air Lines News
- mrskutcher** · Follow
Demi Moore
- mcuban** · Follow
Mark Cuban
- charliesheen** · Follow
Charlie Sheen

About Help Blog Mobile Status Jobs Terms Privacy Shortcuts Advertisers
Businesses Media Developers Resources © 2011 Twitter

Timeline Favorites Following Followers Lists

DeltaAssist Delta Assist
@jcufaude I'm sorry to hear this. Pls check with our virtual (online) experts at 1-888-750-3284 ^JH
11 minutes ago

DeltaAssist Delta Assist
@dsellers22 I'm sorry to hear about the suit. You can call the Silver medallion desk to inquire if there are any options. ^JH
55 minutes ago

DeltaAssist Delta Assist
@stephenjudd Thx, I'm sure that person will appreciate your honest. Was it Seattle's Best or Starbucks? :-) ^JH
58 minutes ago

DeltaAssist Delta Assist
@Idahowifey...all bags, # of passengers & amount of fuel for a smooth, safe & ontime flight. I hope that better explains the cut off. ^JH
1 hour ago

CASE STUDIES

- You can let it get a head of you or get out in front of it.
- In these cases the airlines turned it to their advantage.
- Contrast this with...

Alaska Airlines Group United Airlines



CASE STUDIES

jetBlue
Ryanair



GUIDELINES

Check List

1 – Awareness



2 – Decision Making



3 – Reacting



4 – Engaging



5 – Monitoring



6 – Focus



BUT WHAT NEXT?

Social graph

Angkor Wat

TripAdvisor Traveler Rating:



[Write a review](#)

TripAdvisor Popularity Index:



[Read 233 reviews for this attraction »](#)

Traveler Description:

Angkor Wat, in its beauty and state of preservation, is unrivaled. Its mightiness and magnificence bespeak a pomp and a luxury surpassing that of a..... [more »](#)



World Heritage Site

Familiar with Angkor Wat? Write your own description and share what you know with other travelers.

Attraction type: Ancient ruins, Historic site, Religious site, Architectural building, Monument

Activities: Biking

Address: Siem Reap
Cambodia

Best deals: Angkor Wat

- [Siem Reap Hotels](#)
Agoda.co.uk/Siem_Reap Amazing Deals - Hotels in Siem Reap up to 75% off. Book Now!
- [Siem Reap: Save up to 75% on Hotels with Expedia](#)
Expedia.co.uk Create your perfect trip! Save with Expedia.co.uk

Get travel advice from your friends

Ask Friends

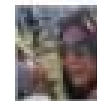
Replies



Luke Fredberg

Been to Siem Reap

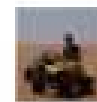
[Ask Luke](#)



Nishma Yadave

Been to Siem Reap

[Ask Nishma](#)



Richard Abbott

Been to Siem Reap

[Ask Richard](#)



Ryan Levitt

Been to Siem Reap

[Ask Ryan](#)



Salim Mitha

Been to Siem Reap

Post to your Wall or send a message.



[Ask a question](#)

How does TripAdvisor know this?

BUT WHAT NEXT?

Social opportunities

KLOUT *the Standard for Influence* [sign up](#) | [sign in](#)

Klout Summary for professorsabena [Score Analysis](#)

professorsabena
The Professor's Wisdom
The Ether [Follow](#)

Klout Score *Measurement of your overall online influence [Learn more](#)*

Score Summary [Tweet](#) [Share](#)

37 klout score { **70** true reach · **15** amplification · **51** network }

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

Roll over the achievement to share it.

25
UNIQUE RETWEETERS

Influence Matrix *Influence style and network [Learn more](#)*

Klout Classification [Tweet](#) [Share](#)

	SHARING	CREATING	
PARTICIPATING	High	Low	Low
LISTENING	Low	High	High

professorsabena is an Explorer

You actively engage in the social web, constantly trying out new ways to interact and network. You're exploring the ecosystem and making it work for you. Your level of activity and engagement shows that you "get it", we predict you'll be moving up.



BUT WHAT NEXT?

Gaming



BUT WHAT NEXT?

All about mobile



GUIDELINES

Check List

1 – Understand the graph(s)



2 – Use Facebook



3 – Make products social



4 – Take a few risks



5 – Get a mobile strategy



Social Commerce

- *....is a subset of electronic commerce that involves using social media, online media that supports social interaction and user contributions, to assist in the online buying and selling of products and services. More succinctly, social commerce is the use of social network(s) in the context of e-commerce*





Thank you!

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www.tnooz.com

www.feelair.com

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#t1mothyo

Coming Soon: #FareSkunk

