



# Social Media @ SXSW 2011

May 17, 2011

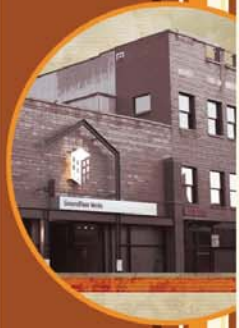




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## SXSW: A Quick Background

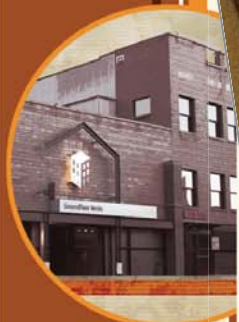
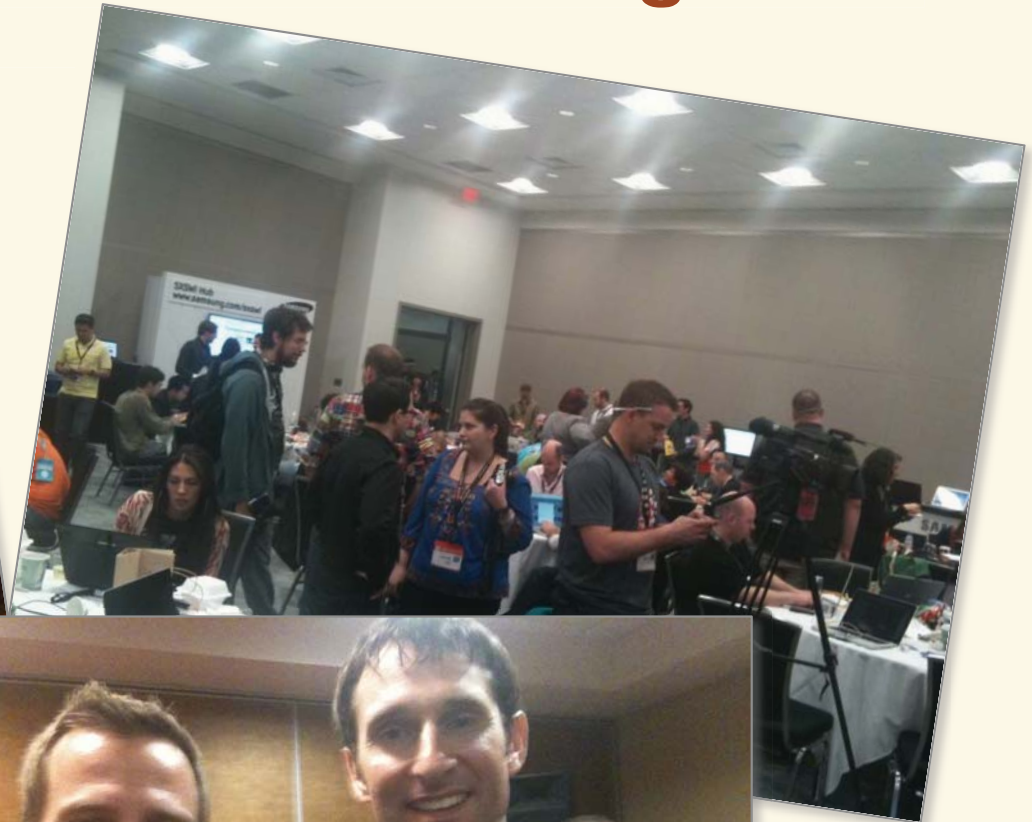
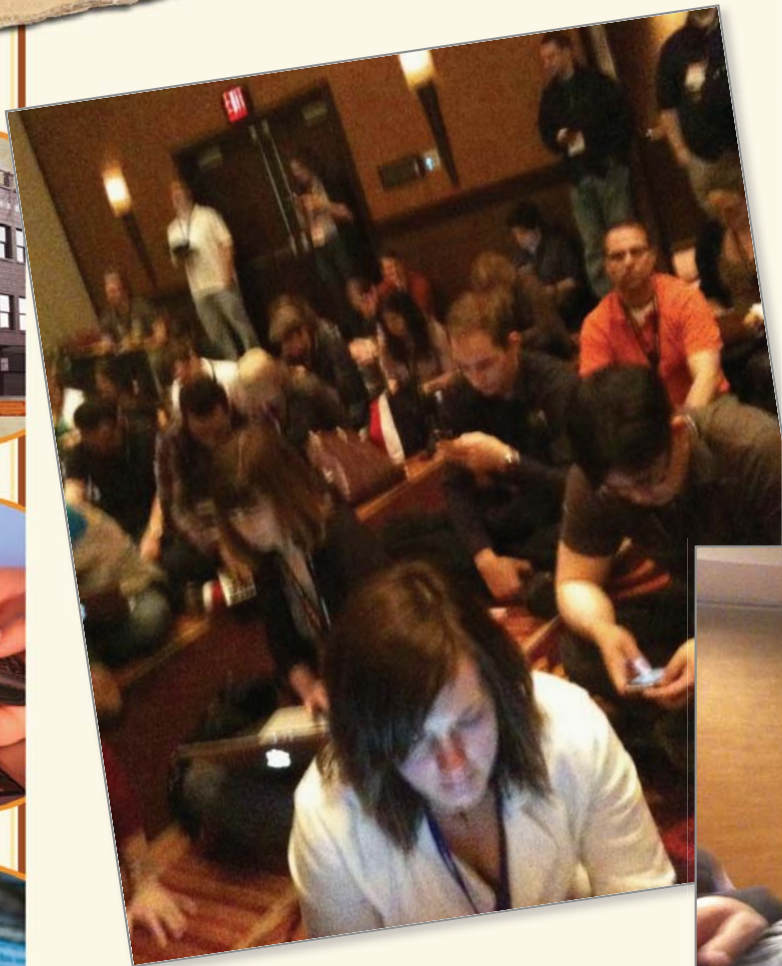
- Created as a music festival in 1987
- Added Film and “Multimedia” in 1995 (now “Interactive”)
- More than 30,000 attendees: programmers, start-ups, marketers, bloggers, social media, PR pros, venture capitalists, researchers
- More than 100 sessions in 6 separate venues
- 2006 – Jimmy Wales, Wikipedia; Craig Newmark, Craigslist
- 2007 – Twitter explosion
- 2008 – Mark Zuckerberg, Facebook





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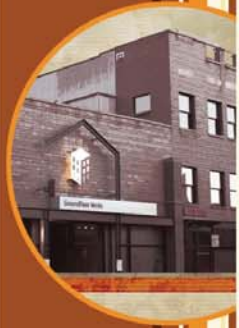




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## What's on the agenda?

- **General observations**
- **Mobile and location-based media**
- **Public relations**
- **Measurement**

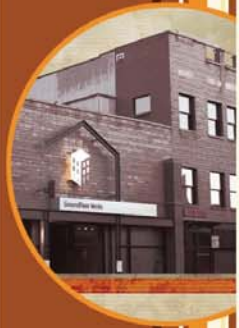




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## General Observations

- **No bright, shiny object this year**
  - Focus on maturing existing ideas and platforms
- **Be simple, concise and specific; be willing to go back to ideas that flop after studying them**
- **GroupMe – group text – “chat” functionality**
- **“Mom bloggers,” not “mommy bloggers”**
- **Ogilvy notes (ogilvynotes.com)**
- **Sharing information: clouds, crowdsourcing and community**
- **QR Codes – good uses/bad uses**
  - Marketing becoming more involved in digital space





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# Mobile/Location-Based Media



## Golden Ticket

"I found a Golden Ticket!" Pepsi MAX foursquare invite you to attend a MAX Big Boi concert on Monday night. Zero waste, so hustle over to the Pepsi MAX before 1PM today and show this badge up your ticket. 21+ and space is limited on it! #25797903



Unlocked by Jim L. on Sun Mar 13, 2011 at 2:05 PM at ACC - Ballroom D in Austin, TX.

RightNow @theGameSxSW  
theGameSxSW

Big congrats to all of our winners over the past 4 days: @ottyoemitro, @myerman, @DenverPRguy, @TheRecruiterGuy #theGame\_sxsw



## Rockin' It @ SXSW

Step 1: Check in at 5 SXSW events



You earned this pin on Mar 13, 2011 at 2:05 PM  
Google and the ACLUs of N C



## Panel Nerd

Looks like someone actually came down here to learn. Better ditch that iPad and hit some parties before you get stuffed in a locker.



Unlocked by Jim L. on Sun Mar 13, 2011 at 2:23 PM at ACC - Ballroom G in Austin, Texas.





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## Mobile/Location-Based Media

- **SCVNGR CEO Seth Preibsatsch: “Location based needs to be more game-like” – there are too many real-world incentives and not enough interaction with the brand**
- **“Offer incentives to build brand awareness, not sales”**

What can I build on SCVNGR?

- Challenges**  
Challenges are quick, fun things to do at places.
- Treks**  
Treks connect places and challenges.
- Rewards**  
Rewards are things players get for playing.  
[Get Started Now >](#)

Why should I build on SCVNGR?

- Attract**  
tons of people
- Engage**  
them with fun
- Reward**  
your growing community  
[Get Started Now >](#)

**Ready to go?** [Get Started!](#)

Small business? It's free! [Learn more](#)



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# Mobile/Location-Based Media

- FourSquare/Pepsi's Big Boi Concert



**Big Boi**  
Atlanta, GA

DAYS OUT

**117**

CHECK-INS

**194**



**foursquare with  
foursquare**

Yo dawg, we heard you liked foursquare so we thought you would like to play foursquare while you use foursquare at our foursquare court!



Unlocked by [Jim L.](#) on Sun Mar 13, 2011 at 3:14 PM at [foursquare court \(Pepsi MAX Lot\)](#) in Austin, TX.



## Golden Ticket

"I found a Golden Ticket!" Pepsi MAX and foursquare invite you to attend a MAXed out Big Boi concert on Monday night. Zero time to waste, so hustle over to the Pepsi MAX Lot before 1PM today and show this badge to pick up your ticket. 21+ and space is limited, so get on it! #25797903



Unlocked by [Jim L.](#) on Sun Mar 13, 2011 at 3:25 PM at [ACC - Ballroom D](#) in Austin, TX.







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# Mobile/Location-Based Media

- Rightnow.com's "The Game"



**theGameSxSW** theGameSxSW

Yo @DenverPRguy! You've definitely come to the right place

<http://j.mp/gN18ZA> #rightnow #sxsw

13 Mar ☆ Favorite ↻ Retweet ↶ Reply



**DenverPRguy** Jim Licko

#thegame\_SXSW Pic from the 12:30 crisis  
United Breaks Guitars! [yfrog.com/h2ykux](http://yfrog.com/h2ykux)

13 Mar



**theGameSxSW** theGameSxSW

@DenverPRguy CONGRATULATIONS! You have won today's  
PRIZE! #theGame\_SXSW, please DM us with your cell.

13 Mar ☆ Favorite ↻ Undo Retweet ↶ Reply

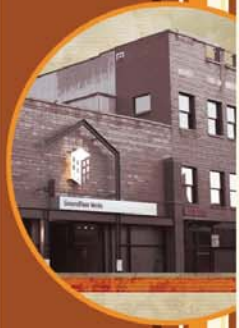




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## Public Relations' Role

- **PR drives the relationship side of social media**
  - Advertising pushes messages out
  - Marketing finds the right time and place to communicate
  - Public relations drives the two-way communication
- **Talk to the community like you're a member of the community – because you are**
- **Social media is less about targeting audiences and more about targeting topics**

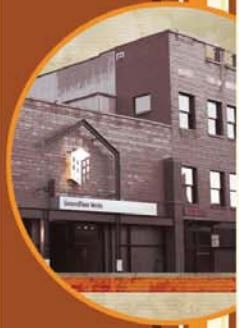




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## Public Relations' Role

- **Crisis Communication**
  - Create a policy, stick with it - transparency is key
  - Respond on platforms – don't take it offline immediately
    - Assess your situation – what are your pain points
    - Build a social mindset within your organization – active, transparent, community-minded
    - Know your consumer – how do they engage?
    - Form a crisis team
    - Implement your crisis plan

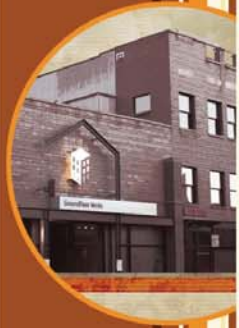




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## Measurement

- **Social is not a sales driver, but it does lead to “intent to purchase”**
- **Keep perspective – only 8% of adults are using Twitter**
- **Ask leadership what numbers they care about, then measure accordingly**
  - Reach – number of impressions
  - Discussion authority – exactly what they are talking about?
  - Relevance
  - Resonance
  - Community Rank – where are they?



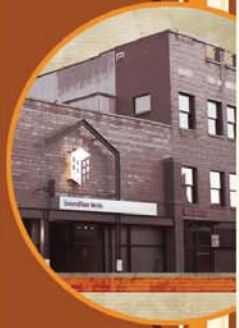


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## Measurement

- **6 Categories for social media**
  - Branding/Communication
  - Reputation Management
  - Customer Service
  - Research and Development
  - Sales and Leads
  - New Product Research

**“To derive value, you need to provide value.”**

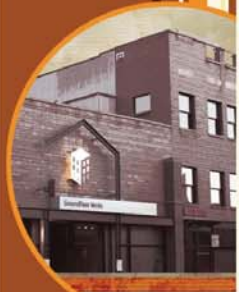




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- Crowdsourcing – [www.usahidi.com](http://www.usahidi.com)
- Community building – [www.4chan.org](http://www.4chan.org)
- Customer Management – [www.rightnow.com](http://www.rightnow.com)

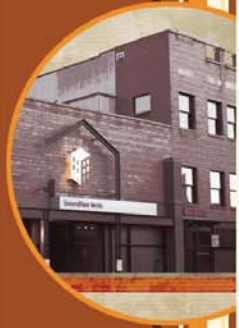




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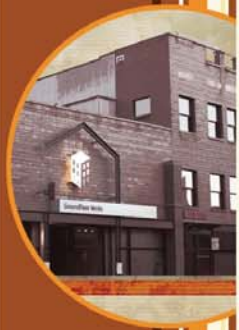
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# Q&A

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