Pulling Social Media into Your Web Maps

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Internet Media

- “I don’t have to control the conversation to benefit from their interest in my product. The key is to produce something that both pulls people together and gives them something to do.”

  - Henry Jenkins
The Internet

- Really only about 15 years old
- We’re still figuring it out.
- What does it mean for Social Media?

- **Social Media**
How does it affect my web maps?

• “Internet Eco-Systems” or “The Electronic Herd”
  - Twitter trending topics
  - Facebook “Likes”
  - Viral Videos
  - Social and Professional networks
    - Facebook
    - LinkedIn
  - Can be focused around an event or a specific subject
  - A lot of cross-pollenation.
Fun fact that may interest only me

- Daniel Tosh has made a nice career out of this
STOP!! Demo Time
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- Henry Jenkins
STOP!! Demo Time
(If I still have time)
Gotchas

- Social Media is hard to monetize
  - Just look at Twitter
- No such thing as a free lunch
  - "Enhance your calm"