



**Esri International User Conference | San Diego, CA**  
**Technical Workshops | July 12, 2011**

# **Pulling Social Media into Your Web Maps**

Jeff Archer – Senior Technical Engineer

# 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-pollination.**

## Fun fact that may interest only me

- Daniel Tosh has made a nice career out of this



# STOP!! Demo Time



# Internet Media

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- Henry Jenkins

**STOP!! Demo Time**  
(If I still have time)





# Gotchas

- So

- No



DeKalb County Board

Fulton County Dept. of Health and Wellness/District 3, Unit 2, 2011

# Thanks!!

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