

C O N T E N T S

| | |
|---|------------|
| List of Figures and Tables | ix |
| Acknowledgments | xxi |
| 1 Introduction | 1 |
| 2 How the Presentation World Has Changed | 11 |
| 3 Engaging with Social Media | 33 |
| 4 The New Tools of Engagement | 61 |
| 5 Major Social Networks: Twitter and Ning | 109 |
| 6 Crafting a Visual Message | 137 |
| 7 Meeting in Real Time: Using the Power of Now | 179 |
| 8 What Lies Ahead in Global Communication | 223 |
| Glossary | 243 |
| About the Author | 245 |
| Index | 247 |

LIST OF FIGURES AND TABLES

FIGURES

| | | |
|------------|---|----|
| Figure 2.1 | The Conversation Prism from social media and public relations professionals' blogs shows the wide array of communications channels, addressing personal and professional interests, to capture the attention of a potential audience. | 17 |
| Figure 3.1 | Google Alerts is a good starting point for staying informed about references to key terms or names in various parts of the Internet—particularly those relating to your profile. | 55 |
| Figure 3.2 | For immediate updates. Google Alerts can create an RSS feed that can be read in Google Reader. | 56 |
| Figure 3.3 | After selecting View in Google Reader, a new subscription is added in the Google Reader application from which you can monitor the feed online. | 56 |
| Figure 3.4 | If you've already set up RSS feeds in Outlook, you can subscribe to an individual Google Alert or all feeds in Google Reader to monitor results in RSS Feeds in your Outlook folders. | 56 |
| Figure 4.1 | The Comments feature of blogs is critical for creating a dialogue with readers. | 62 |
| Figure 4.2 | You can customize the appearance of your blog on Google using a Layout grid. | 62 |
| Figure 4.3 | You can add features and functions to your blog with gadgets or add-on programs. | 63 |

| | | |
|-------------|---|----|
| Figure 4.4 | The Posting tab of the blogging tool will have general text formatting tools, as well as tabs to paste or type text, and a separate tab for HTML. Note also the Labels field at the bottom where search tags (also known as meta-data or metatags) can be placed. | 63 |
| Figure 4.5 | The source code for any Web page in HTML places the elements of the page in their proper locations for the browser to display. The highlighted portion of code here references an image on a Web page. | 64 |
| Figure 4.6 | LinkedIn is a business (social) network that integrates with desktop applications like Microsoft Outlook to locate and organize contacts with specific attributes. | 69 |
| Figure 4.7 | LinkedIn has a Web tool that lets you locate people in your existing contact database who are already part of its network. | 69 |
| Figure 4.8 | The Advanced Search feature of LinkedIn lets you locate individuals with unique combinations of skill sets or very esoteric attributes through the combination of keywords and other parameters. | 70 |
| Figure 4.9 | Asking specific questions of your LinkedIn contacts or the community as a whole can generate discussion and connections that yield dividends in your ability to communicate with them, their companies or organizations, or others of like interest. | 71 |
| Figure 4.10 | You can categorize your query to a specific industry or level of profession to focus the results. | 71 |
| Figure 4.11 | As you establish a network that reflects your interests and expertise, browsing through questions and answers in your main Answers area of LinkedIn can provide new connections, research, and inspiration. | 72 |
| Figure 4.12 | The Delicious toolbar in your Web browser lets you add any Web location to your own account and share the tags with others. | 73 |
| Figure 4.13 | In your Delicious account, you can locate others with the same keywords as tags, add them to your network, or join one of their networks. | 74 |

| | | |
|-------------|---|----|
| Figure 4.14 | Other Delicious users who share their bookmarks can be located through their tags, added to a network in Delicious, and sometimes contacted through their profile information. | 75 |
| Figure 4.15 | Facebook provides an open platform for social and professional interaction that lets third-party developers create branded applications and members connect in groups and subnetworks. | 78 |
| Figure 4.16 | Snag-It's Capture program lets the user set up a series of profiles that can be used to save screens directly to a file or first annotate them in an Editor. | 83 |
| Figure 4.17 | Snag-It lets the user set the file output options for name, file type, and location. | 84 |
| Figure 4.18 | By right-clicking on a profile, a hotkey for automatic capture can be set up. | 84 |
| Figure 4.19 | By using Snag-It's Automatic Capture, Emily could quickly and efficiently compile a folder of screenshots. | 85 |
| Figure 4.20 | Snag-It's Editor gives the user the ability to annotate and change images before they are saved or after reopening them later on. | 85 |
| Figure 4.21 | PhotoBucket's batch upload feature lets the user add tags and descriptions to multiple images (to facilitate search) before they are saved and uploaded. | 86 |
| Figure 4.22 | Opening an image page lets you access the Link and Embed options in PhotoBucket to copy and paste the URL or embed code into a blog or other Web page. | 86 |
| Figure 4.23 | With an image hosted on PhotoBucket you can use the TwitGoo application to send it directly to Twitter. | 87 |
| Figure 4.24 | The Twitter post or "tweet" can let the user click the link to view a picture on PhotoBucket. | 87 |
| Figure 4.25 | An audio hosting site like Podbean.com can let you post MP3 audio files with descriptions and keywords as podcasts, which can be aggregated in an MP3 player (iTunes) and subscribed to as RSS feeds. | 96 |
| Figure 4.26 | An RSS feed can be managed from Microsoft Outlook or used to bring the content directly into an MP3 player. Use | 97 |

a link from the standard RSS symbol icon or use a Subscribe link to get the feed URL.

| | | |
|-------------|---|-----|
| Figure 4.27 | Users can subscribe to an RSS feed from Internet Explorer by clicking the RSS symbol, going to the feed page, and clicking Subscribe to this feed, giving them a subscribe dialogue box that lets them rename the feed and add it to their favorites (where Outlook or iTunes can access the subscription). | 97 |
| Figure 4.28 | A document repository like Scribd can host supporting reference material for linking and embedding and sustain an active community around your content. | 98 |
| Figure 4.29 | Picnik has the most common features of an image editor but lives entirely online, and it's free. | 99 |
| Figure 4.30 | Picnik lets you save the image file locally or send it directly to Twitter, Flickr, and other Web sites. | 100 |
| Figure 4.31 | With the image on Flickr, it can be shared in an e-mail by using its URL on the Flickr site or sent to a blog. | 100 |
| Figure 4.32 | In the Get the Button screen, you can choose a style of button, which services you wish to distribute content to, and whether you want code for any Web page or for one of three major blogging tools: WordPress, TypePad, and Blogger. | 102 |
| Figure 4.33 | In the Get the Code window, select the code and copy it to your clipboard. | 102 |
| Figure 4.34 | The ShareThis widget on a Web site or blog lets the visitor share your content, by e-mail, on popular sites and other blogs. | 103 |
| Figure 4.35 | This ShareBox lets the account holder track the sharing history of the widget she has created. (In this instance I shared my own blog to Delicious.com.) | 103 |
| Figure 4.36 | Widgetbox is an online tool for creating, distributing, and tracking widget applications. | 105 |
| Figure 4.37 | Widgetbox has a visual interface for creating a widget in a set size and generating code. | 106 |
| Figure 5.1 | Each Twitter post has options to reply to the post or mark it as a favorite. | 112 |
| Figure 5.2 | Clicking Direct Message in the right column gives you a chance to send a direct post to anyone following you, using a drop-down list or @ prefix. | 113 |

| | | |
|-------------|--|-----|
| Figure 5.3 | The Profile page shows how others see you and also shows your most recent posts. | 113 |
| Figure 5.4 | You can create your own background image for your Profile page on Twitter in any good image editor by saving it in a Web image format. A good procedure is to create a new image in the resolution you want and paste in your elements, saving it as a JPG file. | 114 |
| Figure 5.5 | Making your image wide and short lets it tile throughout the page and provides space in the middle for the Twitter content to scroll down. | 115 |
| Figure 5.6 | Seesmic Desktop lays out your Twitter or Facebook updates in a series of columns from which you can quickly respond, or follow or unfollow other users. | 116 |
| Figure 5.7 | Naming a userlist and then adding appropriate people lets you pay attention to their specific concerns and respond quickly and effectively. | 116 |
| Figure 5.8 | Whrrl creates a quick and easy slide show of uploaded pictures and text. | 118 |
| Figure 5.9 | The user simply drags and drops the uploaded pictures and creates text slides to construct a story. | 119 |
| Figure 5.10 | The final version is online with a Web link to post on Twitter, Facebook, or in any Web page or e-mail, along with a comment thread that can build viral interest. | 119 |
| Figure 5.11 | The configuration chosen in the layout is reflected in the Main Page that you see on your Ning social network. | 130 |
| Figure 5.12 | In the Manage window of your Ning network, you can open option windows for Network Information, Features, Appearance, and Tab Manager. | 131 |
| Figure 5.13 | Your new social network's Main Page can be configured with all of the features of popular social networks like Facebook, but it is entirely branded to you, with your own Web address, keywords, banner, and network information. | 132 |
| Figure 6.1 | Videos hosted on YouTube feature snippets of code that let the user embed the videos in any Web page. | 142 |
| Figure 6.2 | Copying and pasting the embed code from YouTube into the HTML tab of a blogging tool will make it appear in the Web page. | 143 |

| | | |
|-----------------------|---|-----|
| Figure 6.3 | The user can play the referenced video from directly within the Web page in the dimensions that the embed code generates in a Web browser. | 143 |
| Figure 6.4 | To create a branded template for a presentation, first establish the color values of the logo or collateral material. | 146 |
| Figure 6.5 | Modifying a presentation's Slide Master creates a consistent look that can represent the identity of an entity or organization. | 147 |
| Figure 6.6 | Colors chosen individually can be applied in a custom theme (in PowerPoint's Design tab) to create a consistent look throughout a slide show. | 147 |
| Figure 6.7 | Using Arrange All from the View tab in PowerPoint allows you to move slides between one presentation and another. | 148 |
| Figure 6.8 | You can download an Add-In for PowerPoint that lets you save and print your notes (or handouts or slides) in PDF format. | 150 |
| Figure 6.9 | Adding a Fade In Entrance Animation to AutoShapes can highlight parts of an image to let the presenter call attention to detail. | 150 |
| Figures 6.10 and 6.11 | Converting a set of bullets to SmartArt can make a significant difference in how your information is presented and absorbed. | 151 |
| Figure 6.12 | Converting a slide show to HTML format makes it available in a Web browser, but the presenter is not there to tell a story. | 156 |
| Figure 6.13 | Windows Media Recorder lets you set your options through a recording wizard; to capture PowerPoint and narration, use Screen Capture and enable your microphone to record simultaneously. | 158 |
| Figure 6.14 | Camtasia Studio can be set up and started from within the Add-In tab directly inside PowerPoint. | 159 |
| Figure 6.15 | The versatile Editing program in Camtasia Studio lets you revise the final video before saving it as a new file in the production stage. | 159 |
| Figure 6.16 | Camtasia Studio's Production Wizard lets you choose encoding options for your final output that balance quality with the size of the final file. | 160 |
| Figure 6.17 | The Video Upload lets you enter a full description and searchable tags. You can revise this information or add more search tags in YouTube by clicking on Edit. | 163 |

| | | |
|-------------------|--|-----|
| Figure 6.18 | Audacity is a free full-featured audio editor that can convert, import, and export MP3 files for podcasts or to be synchronized as slidecasts on SlideShare.com. | 164 |
| Figure 6.19 | Slidecasts on SlideShare.com are PowerPoint slides with audio narration and have many of the same properties as videos on YouTube, but they are hosted in a community dedicated to presentations. | 164 |
| Figure 6.20 | An MP3 file of the audio narration to a presentation (exported from Camtasia and converted in Audacity) can be linked to the slides in SlideShare to create a slidecast. | 164 |
| Figure 6.21 | You can use the Synchronization Workspace in SlideShare to create a slidecast. | 165 |
| Figure 6.22 | If you deselect Link narration in your PowerPoint slides, you can embed the audio to create a narrated presentation for AuthorSTREAM. | 165 |
| Figure 6.23 | Like YouTube and SlideShare, AuthorSTREAM has a form on the upload screen to include a searchable description and keyword tags. | 166 |
| Figure 6.24 | When uploaded to AuthorSTREAM, a presentation can be played with accompanying narration on the Web site or linked to or embedded just like a YouTube video. It can also be converted to video and sent to YouTube (for a small fee). | 166 |
| Figure 6.25 | Using an evocative symbol or metaphor can help communicate key concepts emotionally far more effectively than text or charts. | 167 |
| Figure 6.26 | Gargiulo's story-based communication skills model can be used as an assessment tool or for coaching and facilitation. | 170 |
| Figure 6.27 | Gargiulo's diagrammatic snapshot of today's learning options. | 172 |
| Figures 6.28–6.30 | Creative storytelling and PowerPoint animation can add impact to a visual metaphor. | 175 |
| Figure 7.1 | Many Web conferencing programs let you meet instantly by inviting other participants by phone or e-mail. | 185 |
| Figure 7.2 | Participants can join the meeting by entering information into their Web browser or clicking a link provided through e-mail or discussed by telephone. | 185 |

| | | |
|-------------|---|-----|
| Figure 7.3 | The presenter in a Web conference or webinar can share her desktop view or display any open program to the audience. | 186 |
| Figure 7.4 | The presenter can show a clear screen to the audience (instead of a cluttered desktop) and then click a program from the Task Bar to show it on a shared desktop. | 186 |
| Figure 7.5 | During a Web conference or webinar, opening the PowerPoint program will show the Editor to the audience. You can click the Full Screen view or press F5 to show your presentation. | 187 |
| Figure 7.6 | While online, the presenter can open a window to monitor the pace and see what the audience is seeing, handle Q&A, or present polling questions. | 188 |
| Figure 7.7 | To get feedback from the audience during a conference or webinar, you can ask a polling question and show the results during the presentation. | 191 |
| Figure 7.8 | The main program for the Web conference provider will let you begin or schedule a conference or webinar (GoToMeeting Corporate shown here). | 191 |
| Figure 7.9 | The Schedule window provides a form to describe the event, pick a date and time, and set up audio services (instead of limiting the audio to computer speakers and microphones). | 192 |
| Figure 7.10 | When setting up your own webinar, using your own branding in the invitation and waiting room, with a background and logo, adds consistency and professionalism. | 192 |
| Figure 7.11 | The Registration page can be set up to collect specific information in a form to add to a database for follow-up and research. You can mail a copy back to yourself for a preview or to copy and paste into other e-mail invitations. | 193 |
| Figure 7.12 | Webinar invites can be received and responded to with direct links to the Registration page from any e-mail program. | 193 |
| Figure 7.13 | The Registration Web page for attendees has fields in a form with a Register now (submit form) button. These are the fields chosen when the webinar is set up (as was shown in Figure 7.11). | 194 |

| | | |
|-----------------------|---|-----|
| Figure 7.14 | As the webinar begins, the presenter can see the attendee names as they enter, greet them, and make sure that the conference is being recorded for archived video. | 195 |
| Figure 7.15 | Before the webinar, the Tools submenu should be checked to make sure that all services are available and that Recording is enabled if the conference is to be archived as a video file. | 195 |
| Figure 7.16 | The webinar coordinator should check the Preferences window to make sure that audio is enabled and that the proper video output and folder locations are selected. | 196 |
| Figure 7.17 | To avoid heartache or heartburn, make sure that someone is responsible to begin recording just prior to the speaker introduction. | 196 |
| Figure 7.18 | If the service provider for the webinar has archived the video online, users should fill out a form to view the archived the file so that you can collect more information. | 197 |
| Figure 7.19 | To show the speaker on screen, you can move the preview panel for a webcam program into the viewable desktop area of the Web conference or webinar. | 200 |
| Figures 7.20 and 7.21 | Outlook's Contact database lets you add color-coded categories to sort through large numbers of individuals and companies. | 202 |
| Figure 7.22 | Copy2Contact is a utility that lets the user select a block of data and press a hotkey to place the information directly into the appropriate fields of the Contact database or Calendar. | 202 |
| Figure 7.23 | When you set up a scheduled DimDim conference, you can enter an Agenda that will be included in your e-mail invitations to others. | 204 |
| Figure 7.24 | A DimDim meeting has the standard Web conference features, including a video window for webcam views of speakers and a shared Whiteboard. | 204 |
| Figure 7.25 | You can invite additional participants from within a DimDim meeting so that you can start the meeting, set it up, and then have others join the event. | 205 |

| | | |
|-------------|--|-----|
| Figure 7.26 | By copying AutoShapes or Text Boxes to the Office Clipboard and then pasting them into Word, you can create a whiteboard-like brainstorming diagram that you can save in Word format. | 205 |
| Figure 7.27 | You can add an Event tab under your Profile in Facebook or click it directly if it's already been enabled. | 206 |
| Figure 7.28 | The Create Event window in Facebook is a great place to detail the particulars of a webinar or conference and then invite others within your Friends or any Groups or Networks to which you have access on Facebook. | 207 |
| Figure 7.29 | The Customize window lets you decide who can attend or be invited to the event and set it up for Facebook search. | 207 |
| Figure 7.30 | After saving your event, you have the option of publishing it to your Wall and to your Facebook Friends' home pages. | 208 |
| Figure 7.31 | The Event page lets you see who is registered and post a direct link to the registration page for a conference or webinar in the Links panel. | 208 |
| Figure 7.32 | OpenOffice's Impress presentation program has many of the standard slide show features of PowerPoint and lives online, letting the user present directly through the browser and access other resources from within the program. | 209 |
| Figure 7.33 | Zoho's Show online presentation tool also mimics PowerPoint, with many similar capabilities, and now works with SharePoint. | 209 |
| Figure 7.34 | SlideRocket's sharing capability extends its reach; users can send links in Twitter posts or embed presentations in other Web pages, such as blogs. | 210 |
| Figure 7.35 | SlideRocket's ability to import and export PowerPoint expands its versatility. | 211 |
| Figure 7.36 | For an online application, SlideRocket provides a full array of tools to create and present slide shows with graphics, video, and animation entirely through a Web browser. | 211 |
| Figure 7.37 | When you paste information from the Internet into a OneNote page, the URL from the original source is also included, making OneNote an excellent research tool. | 212 |

| | | |
|-------------|--|-----|
| Figure 7.38 | When you send a PowerPoint file to OneNote through the print feature, its slides become searchable and you can begin to add reference information in OneNote. | 213 |
| Figure 7.39 | A Live Sharing Session in OneNote lets all participants collaborate on a shared page in a section of OneNote (while speaking on the phone or conference line). Shown here is the IP address information screen from a previous task pane in the process to begin the Live Sharing Session. | 214 |
| Figure 7.40 | Microsoft Publisher has the ability to merge newsletter content with an e-mail list. | 216 |
| Figure 7.41 | Microsoft Publisher's E-mail Merge File Wizard task pane takes you through the process of connecting with a database or contact list in Outlook. | 217 |
| Figure 7.42 | E-mail Merge in Microsoft Publisher lets you place fields or containers for data into the document and preview how it will look when merged. | 218 |
| Figure 7.43 | When you click Merge to E-mail in Microsoft Publisher, you can confirm the address field and add a subject line. | 218 |
| Figure 7.44 | After generating an E-mail Merge in Microsoft Publisher, you can check the final results in your e-mail Outbox folder before sending. | 219 |
| Figure 8.1 | Enhancing the connection between the organization and its customers and thereby strengthening a brand or identity are the key perceived values of social technologies. | 224 |
| Figure 8.2 | Presenter Pro is a portable application for iPhone that provides tips, techniques, and planning features that can be accessed anywhere and any time. | 226 |
| Figure 8.3 | A twine is similar to a group on a social network, but soon content begins to accumulate through the connections to kindred twines. | 228 |
| Figure 8.4 | A twine evolves as other members contribute content that is related in meaning to your concept and content you have uploaded or linked to and the comments of members. | 229 |
| Figure 8.5 | The Explore area of Twine provides an overview of the most popular topics and members; drilling down locates more specific entries with member comments and interactivity. | 230 |

| | | |
|------------|--|-----|
| Figure 8.6 | Google Wave promises a new real-time communications platform for instant communication and collaboration among participants. | 231 |
| Figure 8.7 | IBM's Quantum Mirage uses the wave nature of electrons instead of wire to move information on a molecular scale. | 235 |

TABLES

| | | |
|-----------|--|-----|
| Table 4.1 | Capital Payroll Services Social Media Strategy Plan | 90 |
| Table 6.1 | Gargiulo's Three Dimensions and Nine Skills of Communication | 171 |