

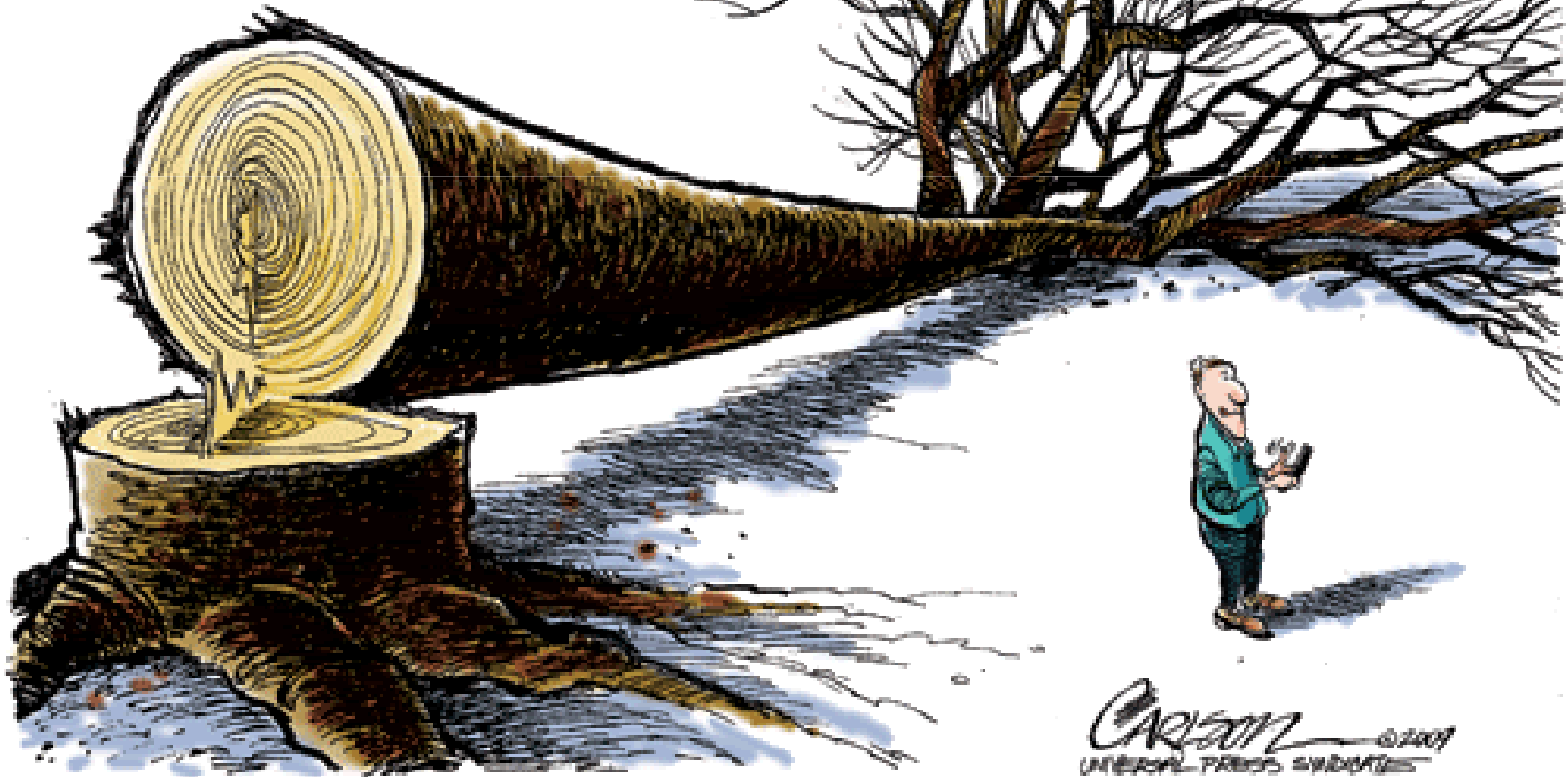


Solving the Social Media Puzzle

I

F A TREE FALLS IN THE WOODS
AND NO ONE IS THERE TO
TWITTER ABOUT IT....

...DOES IT MAKE
A SOUND?



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The image displays a grid of social media and digital marketing tools, organized into several categories:

- Social Marketing Management:** shoutlet, SYNCPARSE, vitrue, involucr, hootsuite, Spreadfast, awareness, tweet, tapfi, Flowtown, hearsay, MUTUALMIND, SPROUT SOCIAL, Socialware, offerpop, Social Promotion Platforms, Seismic, Strutta, votigo, Fanz/A, SocialAppsHQ, extole, CaunSea, Zuberance, BzzAgent, NORTH SOCIAL.
- Social Publishing Platforms:** Flowtown, Socialware.
- Social Advertising Platforms:** TBG, Lexity, spruceMEDIA, Acqptly, GRAPH EFFECT, twelfoldmedia, KENSHOO, Marin, EfficientFrontier, BLINQ MEDIA, epic social, SOCIALYZE, nanigans, Taykey, Ybrant, SAM, SocialVibe, mylikes, adly, local response, 140 Proof, DYNAMIC SIGNAL, sharethrough.
- Social Ad Networks:** OnePilot, rockyou, across, LIFESTREET, radium, XGRAPH, media6degrees.
- Social Intelligence:** PostRank, ATTERNTV, VISIBLE, Trendrr, actionly, wralheat, bottlenose, colligent, trackur, synthesio, systemos, brandprotect, radian, ALTERIAN, Netbase.
- Social Scoring:** KLOUT, empireavenue, PeerIndex.
- Social Business Software:** pasenger, lithium, jive, telligent, External (Customer) Facing: Satisfaction, LeverageSoftware, Pluck, TickApps, mzingo, Assistly, Internal (Employee) Facing: huddle, acquia, IGLOO, Watchtoo, yammer, cubetree, Socialtext, nmbie, SOCIALCAST.
- Blogging Platforms:** tumbler, posterous, Blogger, WORDPRESS, SQUARESPACE, Joomla!, JUX.
- URL Shorteners:** bitly, tiny arrows, TinyURL.com.
- Analytics:** awe.sm, bluefin, kontagent, Campalyst, mixpanel, OMNITURE, webtrends.
- Social Brand Engagement:** socialVibe, mylikes, adly, local response, 140 Proof, DYNAMIC SIGNAL, sharethrough.
- Stream Platforms:** UberMedia, TweetDeck, twhirl, Aol Lifestream.
- Content Curation:** hunch, BuzzFeed, SkyGrid, memotane, SUMMIFY, Storify.
- Social Commerce Platforms:** Payment, Moontoast, SHOP TAB, live gamer, dotbox, muncog, Moloko, trialpay, Storenvy, FLUID, shop igniter, VendorShop, ecwid, milyoni.
- Twitter Apps:** twitpic, tweetmeme, StockTwits, wefollow, Listorious, Cadmus, flixup!, twitvid.
- Facebook Apps:** LIKESTER, BranchOut, SNAP, badoo, smule, causes, booshaka.
- Facebook Gaming:** playfish, zynga, MetroGames, Playdom, socialpoint, DIGITAL, WildNeedleGames.
- Social Data:** GNP, DATASIFT, RapLeaf.
- Social Search & Browsing:** Topsy, Wink, Aardvark, StumbleUpon, greplin, spokeo, WIND TALKIN.
- Social TV:** PHILLO, clipsync, SnappyTV, INTO_NOW, tunerfish.
- Social Networks - Other:** LinkedIn, TAGGED, my, friendsore, goia, plaxo, Path, CLUB, Medart, HABBO, myYearbook, orkut, Google+, #hashable, renren, friend.ly.
- Social/Mobile Apps & Games:** foursquare, waze, iViz, foodspotting, pelago, playdams, footlan.
- Social Shopping:** Giantmerch, Zaarly, Zappli, Swipely, LOCKERZ, S V P P L Y, giftki, kaboodle.
- Content Sharing (Reviews/Q&A/Docs):** topix, foto:media, slideshare, DocShare, yelp, Angie's list, Quora, Scribd.
- Social Referral:** 500friends, Turnto, curebit, socialfeet.
- Photo Sharing:** SmugMug, fixable, klip, flickr, photobucket, ZangZing, Picasa, instagram.
- Community Platforms:** yku, GROU.PS, KickApps, mixxt, Groupsite.
- Plug-ins/Widgets:** tynt, Bazaarvoice, gigya, Badgeville, ShareThis, spinback, janrain, conduit, clearspring, meebp, PowerReviews, Mass Relevance, widgetbox, 3333factory, COVE IT LIVE.
- Traditional Publishers:** ABC, Daily Candy, CNN, The New York Times, Glam Media, THE WALL STREET JOURNAL, HEARST corporation, Aol, CONDÉ NAST.

Source: Luma Partners, Terry Kawaja

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Mayor of Calgary.
Calgary, Alberta · <http://www.calgarymayor.ca>

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973 FOLLOWING
59,367 FOLLOWERS

Tweet to Naheed Nenshi

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- Followers >
- Favorites >
- Lists >
- Recent images >



Tweets

- Naheed Nenshi** @nenshi 52m
@rx7_turbo2 no, all of those activities are illegal. Not following your logic at all. Don't want a fine? Don't break the law. Pretty simple.
View conversation
- Naheed Nenshi** @nenshi 1h
@rx7_turbo2 you can tint your front windows too, but you'll also be fined if caught.
View conversation
- Naheed Nenshi** @nenshi 4h
@krishekay yes. Just send to my office please.
View conversation
- Naheed Nenshi** @nenshi 4h
@ThePakman yes, call 311 and your alderman.
View conversation



Cory Booker

@CoryBooker

Mayor of Newark, New Jersey

Newark, NJ · <http://www.facebook.com/corybooker>

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59,782 FOLLOWING

1,152,567 FOLLOWERS

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 **The GI Go Fund** @GIGoFund 2h
 In honor of SSGT. Oliveira & Nwk's Fallen we stand with @CoryBooker & pledge to #GoSilent with @IAVA bit.ly/KOPFSy
 Retweeted by Cory Booker
 Expand

 **Cory Booker** @CoryBooker 2h
 That's a thought. RT @DanRiverz: @giantrangermet if the devils win get Conan back on the East Coast! #teamcoco!
 Expand

 **Cory Booker** @CoryBooker 2h
 Darn, and my granddad is from Louisiana RT @eastbayradical: That's JAMBALAYA. Sincerely, a disgruntled Louisianian.
 Expand

 **Cory Booker** @CoryBooker 3h
 Great idea. But does LA doesn't have ice cream that is even close. If not then not a fair bet. RT @giantrangermet: Nastos Ice Cream



Brad Woodside

@bradwoodside FOLLOWS YOU

Mayor of Fredericton, Doctor of laws STU, Love music, politics, travel, dolphins, Lennon, Laughter, and Peace. 3rd Vice President - F.C.M.

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Following

2,191 TWEETS

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10,856 FOLLOWERS

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Brad Woodside @bradwoodside 12h
Absolutely. B@InspGadget113: @bradwoodside Wouldn't you like to catch them in the act? mypict.me/n2gjC
Expand

Brad Woodside @bradwoodside 25 May
Tks Chris@WattsTrending:Thanks for sharing your vision at the N6B&B conference yesterday. You helped solidify what needs to happen in Aurora
Expand

FADSS @FADSS1 25 May
[@bradwoodside](#) Fredericton & Area Down Syndrome Society is having a Yard Sale Fundraiser on Saturday, June 2 at FHS. Pls RT, your worship
 Retweeted by Brad Woodside
Expand

Brad Woodside @bradwoodside 25 May



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Sandra MacArthur Great Website! Social Networking, the way of the futur... about 6 months ago



Brigitte Doerksen Association of Manitoba Municipalities (AMM) about 6 months ago

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9m

Tuesday, May 29 11:00 a.m. to 12:00 p.m. Plenary Session - Canada and the New Economy Paul Martin A veteran of... fb.me/1oqwYJ7EY

Expand



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17m

In beautiful #Saskatoon preparing to welcome #CAMA2012 delegates! Lots of live tweeting & updates once the conference starts. Stay tuned!

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16h

En route to Saskatoon! Looking forward to seeing everyone at #CAMA2012!

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25 May

Plenary Session: High Performance Government: Relationships between Governing Body and Staff with Dr. John...

If you are going to jump in...

1. Go with intention

2. Listen

3. Engage

4. Add value

5. Quality not quantity