

**Steve Rubel**

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**Statement**

- Stopped blogging
- These days it is all about live streaming
  - We spend more time on
    - Social networks
    - Facebook
    - Twitter
    - Engage: Steveubelstream on facebook
  - People don't come to you... **you have to come to them**
  - It is about the Spoke... and not the hub
  - Spoke must come to people

**What is the next Facebook / Twitter?**

- That is the wrong question
- Technology = sexy
- A strategy is bigger than just being on
  - Facebook
  - Twitter
- Observe different kind of people
  - How do they use technologies
- Focus on trends
  - Not on hypes

**Real time engagement imperative**

- Facebook
- Twitter
- YouTube
- Consolidate info, such as
  - Faster
  - Wider
  - Deeper
- No more destination, webpage
  - Newsfeeds
  - Status updates
  - Rev
  - Etc

**Huge information overload (infinite)**

- But, human attention is finite, and
  - Attention is small
  - Interests are wide
- Hierarchy of digital distractions
- Build in ZEN moments
  - Make choices
  - Conscious decision

**Facts, based upon USA stats**

- 111 domains visited in a month
  - Pretty low number
  - People go to the same site
  - Over and over again
- 2,554 webpages visited a month
  - Follow the bell curve
  - Low number
- Is being communal like snacks
  - People don't have time
  - Visual info
  - Snacking info
  - Bitsize info
  - People need 3-5 times info for it stick in
  - You need to be in the stream
  - You get in touch with the info in the stream
  - That's more than a Facebook page
  - Win with outcome
  - Information
  - Entertain
  - Collaboration
- Overwre the 1 conversation is
  - Set up embassies
  - Higher need
  - Entertain
  - Collaboration
- 3 steps
  - Visual
  - Tutorial
  - Handcraft stories
  - What part is for each community ring
  - Break up the stories
  - Tell different stories on different venues
  - Create a service area
  - Create more ways for people to touch you
- Force: Social Networking
  - It's everywhere
  - 7 hrs a month on Facebook
  - 6 hrs on different sites
  - On screens
- Use the force, 3 don't fight it
  - Social Media at work
    - Build core skill
    - Create attention
    - Not a men's job
    - Should be 1% of a 100 men's job
    - Not a 100% of one men's job

**Digital trend of the new decade**

- 1. marketing in the age of streams
- 2. Googolization of media: build a digital visible business
  - 1 Search
    - Google makes sense of information
    - It is about Pull
    - You need to find the info
  - 2 sources
    - It is about Push
    - Info will find you
    - Create content
    - Helps to become digital more visible
    - Every company should be a media company
  - 3 Paid search
    - You pay for keywords
    - Example application
  - 4 steps
    - Optimized search
      - Fastest way to communicate in a crisis
      - Because people will search those words
      - Changing
      - Google is personalizing your search results
      - People don't see the same web
      - When they search for the same info
    - Reputational search
      - Generated content
      - Earned search
      - How to build your Reputation program for search
      - People search different
    - Social search
      - Comments
      - Embeds
      - Ratings
      - Drive the ability of a video, amount of
      - YouTube
      - Create quality Social Connected Content
      - Then it is visible

**Digital trend of the new decade**

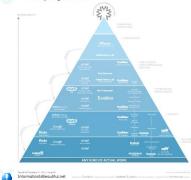
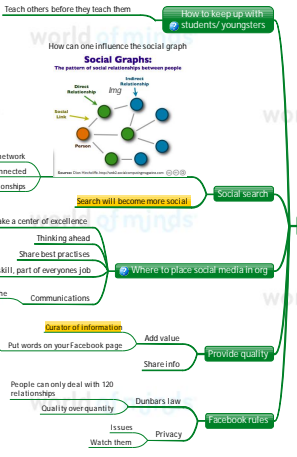
- 3. The Data decade
  - 1 Top
    - Find the free tool and become a datajunkie
    - How people search
    - What words do they use
    - Google insights
    - Look for unmet needs and use the data to plan products and campaigns
  - 2 audience youtube
    - Insights for
    - Map networks to understand how to use them
    - Efficiently
    - Standard for influence
    - Tool to measure influence
    - Effort
  - 3. The Data decade
    - Do It Yourself (DIY) insights & situational awareness
    - Machines make more decisions
    - "fight machine with machines"

**Questions**

- How to keep up with students/youngsters
- How can one influence the social graph
- Social Graphs: The pattern of social relationships between people
- Map the network
- How are people connected
- Make relationships
- Social search
  - Search will become more social
  - Make a center of excellence
  - Thinking ahead
  - Share best practices
  - It is a skill, part of everyone's job
  - Goals
  - Career
  - Who are the Communications
- Where to place social media in org
  - Duration of information
  - Put words on your Facebook page
  - Add value
  - Share info
  - Facebook rules
    - People can only deal with 120 relationships
    - Quality over quantity
    - Dunbars law
    - Isom
    - Privacy
    - Wash them

**COMMONLINE 2010**

Keynote Steve Rubel  
What's going on?  
An Online Wake-up call!



**Legenda**

- Read the mindmap clockwise
- Highlighted, important quote
- Important
- Question
- Important