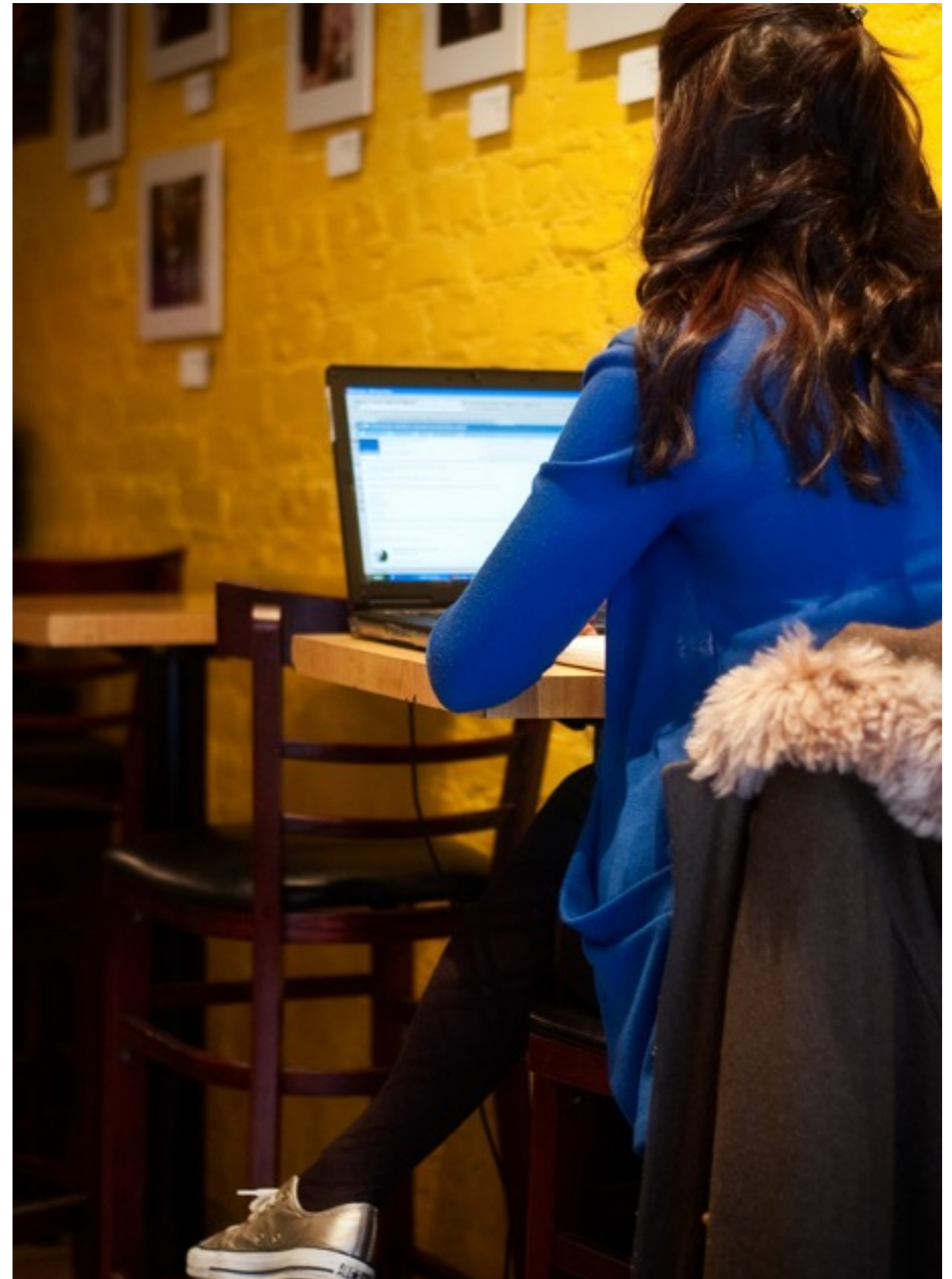


Harnessing the Power of Social Media



Chrys Wu | @MacDivaONA



What is Social Media?

The Web is Social

- Twitter
- Facebook
- Articles, blog posts and comments
- Photos and video (replies, notes and comments)
- Discussion groups
('cause email is still a powerful tool)

**So how do I
find this stuff?**



http://search ...

http://(example.url.com)/search

If You Can Type, You Can Find It

Creative Commons Search



Collecta



Pubsub



If You Can Type, You Can Find It

Creative Commons Search



Collecta



Pubsub



Twitter Advanced Search



Chirp City



Nearby Tweets



If You Can Type, You Can Find It

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Collecta



Pubsub



Twitter Advanced Search



Chirp City



Nearby Tweets



Facebook Search



Google Blog Search



Nielsen Blogpulse



Yahoo Groups



Google Groups



How do I keep tabs on
what's happening?





Google alerts
beta

Make RSS tools, real-time clients and email your friends.

I've found my sources.

I've produced my story.

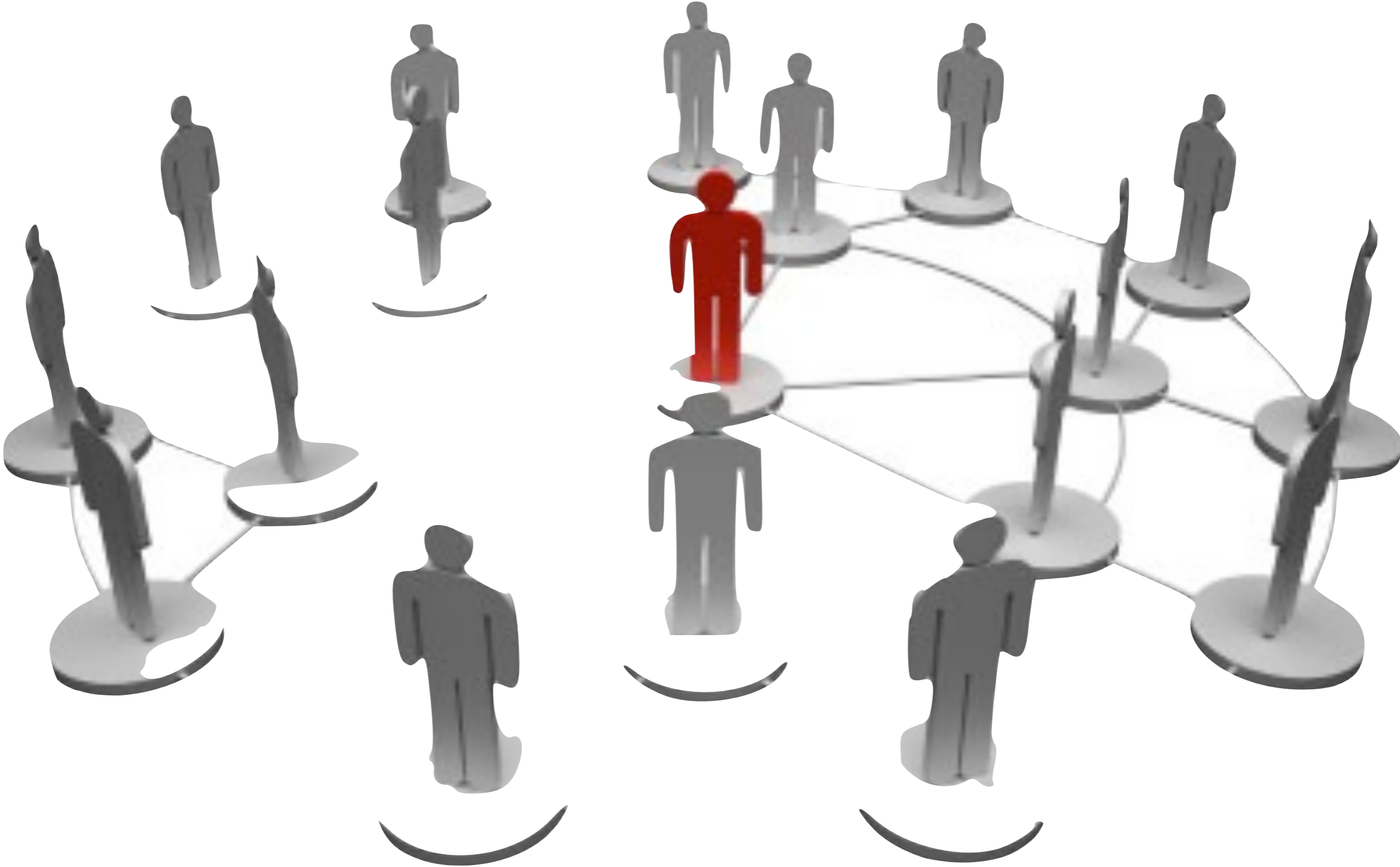
How do I get people's attention?



- Make your content findable. ([Google Insight](#), [Google Trends](#))
- Publish to networks and aggregators.



A Little About Interaction...



The Patriot-News

FRIDAY, FEBRUARY 19, 2010

FINAL EDITION • OVER 496,000 READERS WEEKLY IN PRINT AND ON PENNLIVE.COM • 75 CENTS

Teen riot started on social site, police say

Seven 14- to 16-year-old girls face felony charges for the riot at Central Dauphin East High School.

BY DANIEL VICTOR
dvictor@patriot-news.com

They can be used to start friendly snowball fights or violent fistfights.

As organizing tools, for better or worse, social media sites such as Facebook, MySpace and Twitter can create crowds in hours or minutes.

Central Dauphin East High School witnessed the downside to

District and webcam to say on students at home, sat says AD

with rioting was planned on a social networking site, police said.

Internet networking sites make phone trees and whispers after class seem small-paced.

"In the history of social interaction, usually we're bound by social groups and we're bound by who's around us," said Jeff Kirsch, an associate professor of English and digital communication at Lebanon Valley College. "Social media allows us to organize in ways that are vastly different than what they were before."

Please see **RIOT** on Back Page

State helps Harrisburg clear snow

It's uncertain who will pay for the equipment and workers PennDOT is providing at the city's request.

BY DAVID WENNER
dwenner@patriot-news.com

Harrisburg has turned to the state for help in clearing its streets of snow.

The Pennsylvania Department of Transportation is providing four loaders and three dump trucks, along with an operator for each.

The help arrived Wednesday and is expected to continue through today.

PennDOT is keeping track of the cost, but it's uncertain who will pay, said Greg Penny, a department spokesman.

Harrisburg officials didn't respond to questions as of late Thursday.

It's unusual for PennDOT to

Please see **SNOW** on Back Page

PLANE CRASHES INTO IRS BUILDING IN TEXAS

If you're reading this, you're no doubt asking yourself, "Why did this have to happen?" The simple truth is that it is complicated and has been coming for a long time.

THE OPENING OF THE MANIFESTO BY ANDREW KRUPA STACK, RIGHT, FORMERLY OF HARRISBURG



'I have had all I can stand'



Smoke billows from a seven-story building in Austin, Texas, after a man who once lived in Harrisburg crashed a plane into the structure, which houses an IRS office. **BELOW:** Firefighters work on the second floor. Remnants of the plane are at bottom.

At Milton Hershey, pilot was 'volatile' and 'distant'

BY DANIEL VICTOR
dvictor@patriot-news.com

Several years ago, trying to find lost graduates of the Milton Hershey School class of 1974, Mike Macchioni tracked down a man in Texas whom he hadn't seen in 35 years.

"He was polite, but very abrupt," Macchioni recalled. "He said he didn't want to have anything to do with anyone from the Milton Hershey School or the Milton Hershey School itself. He didn't give the reasons why, but he said, 'You know, it's nothing against you per-

Online

• To read Stack's manifesto, go to PennLive.com

sually. That's just the way it is."

Macchioni then asked if he could update the man's contact information in the school's directory.

"He said he didn't care one way or another," said Macchioni, a Hershey native. "He was always very short-tempered. He always

Please see **STACK** on Page A11

Attacker's screed blames government

BY JIM VERTUNO
The Associated Press

AUSTIN, Texas • A software engineer furious with the Internal Revenue Service launched a suicide attack on the agency Thursday by crashing his small plane into an office building containing nearly 200 IRS employees, setting off a raging fire that sent workers running for their lives.

Emergency crews recovered two bodies from the wreckage. The pilot was pronounced dead, and one worker in the building had been missing. Austin Fire Department Battalion Chief Palmer Buck would not discuss the identities of those found, but said Thursday night that se-



Remnants of the plane are at bottom.

Please see **CRASH** on Page A11



BROAD STREET MARKET | Changes have been made to correct health violations.

Shoppers and vendors welcome reopening

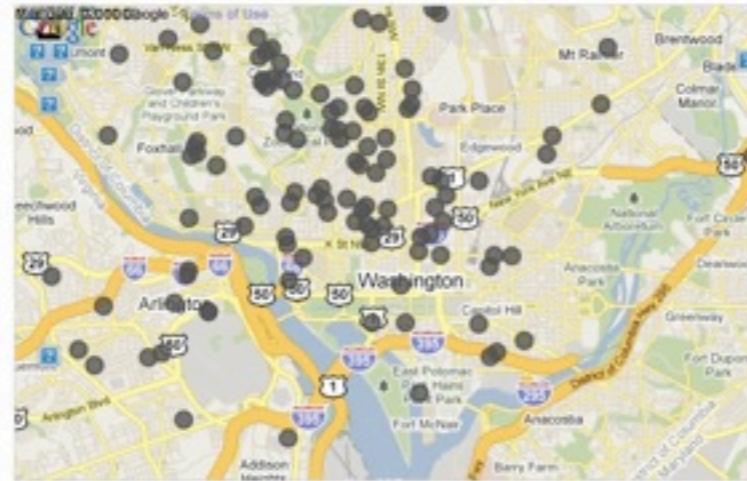
BY SUE GLEITER

"Too bad they got cllobbered. I'm glad they got it back on and they ad-

pairs were made to the women's

FILTERS + REPORTS NEWS PICTURES VIDEO ALL VIEWS + CLUSTERS TIME

CATEGORY FILTER



- PROBLEMS
 - DRIVEWAY PROBLEM
 - ROAD PROBLEM
 - SIDEWALK PROBLEM
 - CAR STUCK
 - POWER OUTAGE
 - PLOWS NEEDED
 - ELDERLY/DISABLED ASSISTANCE
 - POTHOLES
- SOLUTIONS
 - SNOWBLOWER AVAILABLE
 - PLOW AVAILABLE
 - SHOVEL TO SHARE
 - CLEANUP PARTY
- VICTORIES

3 Steps to Helping



1. Report a problem or solution.

2. Look for reports near you.

3. Use the report's comment section to connect with neighbors.

Organize a Cleanup Party

Help cleanup your local school / church / temple / community organization!

GET STARTED

facebook

MAG CLEAN Snowmageddon Clean Up on Facebook

Become a Fan

Snowmageddon Clean Up has 112 Fans

Disaster Cleanup
24 Hour Emergency Water Damage Service. IICRC Cert. Technicians.
www.steemerofsouthflorida.com

Emergency Flood Cleanup
Flood & Water Damage Restoration. Immediate Response Time. Call 24/7.
www.AllCleanUSA.com

AD Reporting & Management
Web Based Windows Active Directory Reports & User Management Software.
www.manageengine.com/admanagerplus

Ads by Google

Snowmageddon Cleanup Challenge

Washingtonians, the challenge has been laid. Go the extra mile to help your fellow neighbor dig us out of Snowmageddon. Dig out a car. Shovel a sidewalk. Salt a driveway. Whatever you do, track it here and show your Washington area pride.

Got a "project" you need help with? Willing to lend a hand? Post it up! Let's do this.

How to Report a Snowmageddon Cleanup Problem or Solution

1. By filling out this form that provides information about your Snowmageddon problem, or how you can help out a neighbor!
2. By calling 703-261-9366 and leaving us a detailed message about your Snowmageddon problem and your location. Calls after business hours will be logged the following day.

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qik

12seconds 

twitter

Login Join Twitter!

AA is back in **#Haiti**. First passenger flight since the earthquake touched down this a.m. We r pleased 2 B back.
<http://bit.ly/MIAPAP>

about 16 hours ago from web



AAirwaves
American Airlines

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Harkaway Wore red shirt this morning & now worried I look like Xmas elf.
2 months, 1 week ago from Twittelator



MacDivaONA @Harkaway On mention of red shirt, I was anticipating/hoping for a "Star Trek" reference. ;) #nerdshame
2 months, 1 week ago from dabr in reply to Harkaway



Harkaway @MacDivaONA Ohmigosh! Awesomely better paradigm! Can now treat family lunch as perilous Away Mission! THANK YOU!
2 months, 1 week ago from Twittelator in reply to MacDivaONA



2 months, 1 week ago from Twittelator in reply to MacDivaONA
 now treat family lunch as perilous Away Mission! THANK YOU!
Harkaway @MacDivaONA Ohmigosh! Awesomely better paradigm! Can

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Chrys Wu | @MacDivaONA