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marksylvester @amercadabra reports that over 206 tweets on **#introchat** had a reach of nearly 400K twitter eyeballs - I bet **@radian6** gave that #. Wow -10:56 AM Feb 18th, 2010

gotowebinar @myrpro I believe Twitter has been discussed not sure about Google Wave though **#introchat** ^GD -10:42 AM Feb 18th, 2010

myrpro @AmberCadabra thx amber. good stuff as always! **#introchat** -10:30 AM Feb 18th, 2010

myrpro @gotowebinar do you have any plans, by chance, 2 embed platforms like tweetchat and googlewave in2 your platform 2 boost attntn? **#introchat** -10:29 AM Feb 18th, 2010

AmberCadabra RT **@marksylvester**: Slides from the **@amercadabra #introChat** are here **<http://short.to/17t0z>** a replay is available here **<http://bit.ly/9Iy2vB>** -10:29 AM Feb 18th, 2010

gotowebinar Very good tip! RT **@hansdekraker** moving between apps and screens during webinar changes the attention ratings in **@GoToWebinar #introchat** ^KS -10:23 AM Feb 18th, 2010

chicjules This may be a silly question, but does Amber have any books out on this subject? **#introchat** -10:23 AM Feb 18th, 2010

EmilyHaughey RT **@AmberCadabra**: If you missed **#introchat** today, replay up at intronetworks.com/webinar.aspx in about an hour. Thanks **@marksylvester** -10:19 AM Feb 18th, 2010

marksylvester To the many new followers from the **#introChat** today - welcome, sorry for the auto-DM you recv'd from me - it's to tame spam bots, Welcome -10:19 AM Feb 18th, 2010

marksylvester @JaneBozarth I love your word use of **#resistors** - can you site the Ertmer writing for us?
#introchat -10:13 AM Feb 18th, 2010

JaneBozarth @rdeis Real issue: Resistors always find one more excuse **#introchat** -10:10 AM Feb 18th, 2010

JaneBozarth @rdeis Ertmer wrote of first-order barriers --resistors always say \$, then time, then laundry list of other non-real reasons. **#introchat** -10:09 AM Feb 18th, 2010

rdeis @JaneBozarth Re: PPT Now they should take the time to read your book. **#introchat** -10:06 AM Feb 18th, 2010

AmberCadabra Gotta switch locations quick, but back with you in a bit, **#introchat** folks. Here and on the Wave... -10:06 AM Feb 18th, 2010

marksylvester Slides from the **@ambercadabra #introChat** are here <http://short.to/17t0z> a replay is available here <http://bit.ly/9Iy2vB> -10:04 AM Feb 18th, 2010

introNetworks Slides from the **@ambercadabra #introChat** are here <http://short.to/17t0z> a replay is available here <http://bit.ly/9Iy2vB> -10:04 AM Feb 18th, 2010

marksylvester The slides for the **@ambercadabra #introChat** are here <http://is.gd/8ENy6> -10:04 AM Feb 18th, 2010

introNetworks The slides for the **@ambercadabra #introChat** are here <http://is.gd/8ENy6> -10:04 AM Feb 18th, 2010

ellistweet @ambercadabra @marksylvester, thx for your time & info today re: Social Media Starter Kit **#introchat**. My time listening was time well spent. -10:03 AM Feb 18th, 2010

mobilia5 Very true, tho a bit painful. RT **@rdeis**: Excuse: Do not have the time. If you're serious about something, you will make the time. **#introchat** -10:03 AM Feb 18th, 2010

headmaverick RT **@AmberCadabra**: If you missed **#introchat** today, replay up at intronetworks.com/webinar.aspx in about an hour. Thanks **@marksylvester** -10:02 AM Feb 18th, 2010

chicjules Great way to make the best of my lunch hour!! **#introchat** -10:02 AM Feb 18th, 2010

AmberCadabra If you missed **#introchat** today, replay up at intronetworks.com/webinar.aspx in about an hour. Thanks **@marksylvester** -10:01 AM Feb 18th, 2010

hansdekraker Thanks **@ambercadabra** and **@marksylvester** for interesting event **#introchat** -10:01 AM Feb 18th, 2010

TBGoogleWave RT **@hansdekraker** On the **#introchat** webinar via GoToWebinar, Twitter, and Google Wave **@marksylvester @AmberCadabra <http://bit.ly> #introchat** -10:01 AM Feb 18th, 2010

marksylvester Thanks **@ambercadabra** for being amazing as always. We all learned a lot today. I too will start being a /constructive heretic/ **#introchat** -10:01 AM Feb 18th, 2010

chaff Start w/ an hour a day, 80% listening 20% digesting what you've learned **#introChat @ambercadabra** -10:01 AM Feb 18th, 2010

ellistweet Link for audio replay of **#SocialMediaStarterKit** from **#introchat** will be at www.intronetworks.com/webinar.aspx in about an hour. -10:01 AM Feb 18th, 2010

mobilia5 @myprpro Indeed. It's a work in progress! **#introchat** -10:01 AM Feb 18th, 2010

marshallpittman thanks to **@marksylvester** and **@ambercadabra** for all the great ideas about social media in business! great interaction. **#introchat** -10:00 AM Feb 18th, 2010

TPapi Thanks **@ambercadabra** and **@marksylvester** for a great webinar **#introchat** -10:00 AM Feb 18th, 2010

MidlandCollege Thanks **@ambercadabra** and **@marksylvester** for a great webinar! **#introChat** -10:00 AM Feb 18th,

2010

JaneBozarth @rdeis RE excuses. They said "I don't have the time" about learning PPT, too... **#introchat** -10:00 AM
Feb 18th, 2010

haveAwonderful i like that "get used to the temp of the pool: RT **@socialbird37**: I say, jump in the pool, get used to the temp of the pool... **#introchat** -10:00 AM Feb 18th, 2010

rdeis Excuse: Do not have the time. If you are serious about something, you will make the time. **#introchat** -9:59 AM Feb 18th, 2010

AmberCadabra Thanks to all for being on **#introchat** today. I'm here to answer some questions, continue the conversation. Love the interaction! -9:59 AM Feb 18th, 2010

InfoSara Great conversation, thanks **@ambercadabra** and **@marksylvester** ! **#introChat** -9:59 AM Feb 18th, 2010

headmaverick Great job (again), Mark! **#introchat @marksylvester** -9:59 AM Feb 18th, 2010

JaneBozarth RT **@headmaverick** Constructive heretics work whenever they need to to make change happen. **#introchat @ambercadabra** -9:59 AM Feb 18th, 2010

marshallpittman social media hour: spend 75% of time listening. 20% of time figuring out the reply. make time to do this! via **@ambercadabra #introchat** -9:59 AM Feb 18th, 2010

headmaverick Great job, Amber! THX **#introchat @ambercadabra** -9:58 AM Feb 18th, 2010

NYLibrarians Suggestion: multi-task less, plan more (so say the experts). **#introchat** -9:58 AM Feb 18th, 2010

diginomics RT **@christinelexa** Understanding measurement for insight from social media must be defined. **#introchat** -9:58 AM Feb 18th, 2010

Charlesbretz Budget time everyday for working with social media divided between (70%) listening, digesting and

responding. **#introchat @ambercadabra** -9:58 AM Feb 18th, 2010

JaneBozarth Amen to "You have to make the time." **#introchat** -9:58 AM Feb 18th, 2010

chicjules Looking forward to getting the recording of this webinar to "digest" ;) **#introchat** -9:58 AM Feb 18th, 2010

headmaverick Constructive heretics work whenever they need to to make change happen. **#introchat @ambercadabra** -9:58 AM Feb 18th, 2010

DaveBenjamin "Cut the chord on activities that are not working & producing for you" paraphrased from **@AmberCadabra #introchat** -9:58 AM Feb 18th, 2010

myprpro can you give bob's email address again? **#introchat** -9:58 AM Feb 18th, 2010

rdeis ROI is not the singular success metric of SM. Think about others awareness, reputation, knowledge gained, impact on business. **#introchat** -9:57 AM Feb 18th, 2010

hansdekraker @ambercadabra and **@marksylvester** moving between apps and screens during webinar changes the attention ratings in **@GoToWebinar #introchat** -9:57 AM Feb 18th, 2010

psychemath Excellent webinar today on **#introchat** with **@ambercadabra**. Great as always, thanks **@marksylvester**. -9:57 AM Feb 18th, 2010

headmaverick Budget time everyday for working with social media divided between (70%) listening, digesting and responding. **#introchat @ambercadabra** -9:57 AM Feb 18th, 2010

InfoSara Start w/ an hour a day, 80% listening 20% digesting what you've learned **#introChat** -9:56 AM Feb 18th, 2010

TPapi @marksylvester Ask some questions from the tweetstream, not just praise our activity **#introchat** -9:55 AM Feb 18th, 2010

ellistweet @marksylvester, would you post that link on Twitter for the audio playback of **#introchat**? Thanks!
-9:55 AM Feb 18th, 2010

ljansak Great discussion today about social media at **#introchat!** -9:54 AM Feb 18th, 2010

christinelexa Understanding measurement for insight from social media must be defined. **#introchat** -9:54 AM Feb 18th, 2010

socialbird37 What I am walking away from with this webinar w **@ambercadabra**? Please build a strategy for social media...please **#introchat @marksylvester** -9:53 AM Feb 18th, 2010

marshallpittman no tool for insight is better than the human brain! [the classic technology/human interface: data crunching pattern recognition] **#introchat** -9:53 AM Feb 18th, 2010

myprpro @mobilia5 yes i agree. and when it comes to metrics, that's when the listening platforms and CRM integration come into play **#introchat** -9:52 AM Feb 18th, 2010

mobilia5 RT **@MikeAtPCHelps**: RT **@TPapi**: ...don't get a prize for measuring/reporting on social media. The prize is awarded 4 acting on it. **#introchat** -9:52 AM Feb 18th, 2010

headmaverick Data and measurement are events in the past. Business success is "going where the money is" in the future. **#introchat @ambercadabra** -9:52 AM Feb 18th, 2010

hansdekraker interesting concept from **@ambercadabra**, got same from Commbank's **@ozdj** responding to social media is "answering the social phone" **#introchat** -9:51 AM Feb 18th, 2010

ellistweet Social Media ROI: \$ out vs. \$ in. Don't make decisions for bs social media endeavors based only on this one metric. **#introchat** -9:51 AM Feb 18th, 2010

headmaverick ROI is all well and good, but don't neglect critical things you can't exactly measure like customer loyalty. **#introchat** -9:51 AM Feb 18th, 2010

jonathak on ROI great parallels with trying to measure it for training too. There are lots of unmeasurable benefits.
#introchat -9:50 AM Feb 18th, 2010

mobilias @myrpro Absolutely need 2 start somewhere, but it's so tempting 2 use limited time 4 listening rather than metrics **@kikitalien #introchat** -9:50 AM Feb 18th, 2010

haveAwonderful "ROI is a single metric" yep again! **#introchat** -9:50 AM Feb 18th, 2010

J_Schulz I LOVE the report conversation going on at **#introchat!** No awards for pulling that report - must do hard work to find (and ACT ON) meaning. -9:50 AM Feb 18th, 2010

MikeAtPCHelps RT **@TPapi**: You don't get a prize for measuring and reporting on social media. The prize is awarded for acting on it. **#introchat** -9:49 AM Feb 18th, 2010

marianmangoubi 2 get comfortable w/ SM, take the 1st step - start sm. dedicated an hr to "listen" to the conversations happening around you. **#introchat** -9:49 AM Feb 18th, 2010

chaff RT **@TPapi**: You don't get a prize for measuring and reporting on social media. The prize is awarded for acting on it. **#introchat** -9:49 AM Feb 18th, 2010

alicia_anderson RT **@TPapi**: You don't get a prize for measuring and reporting on social media. The prize is awarded for acting on it. **#introchat** -9:49 AM Feb 18th, 2010

marianmangoubi talking about measuring/analyzing SM. ppl seeking complex metrics when often times 2 or 3 simple metrics can usually tell u alot. **#introchat** -9:49 AM Feb 18th, 2010

haveAwonderful people/orgs don't have to use twitter (or others) to talk. teach your client's how to be voyeurs. (@ least in the beginning) **#introchat** -9:49 AM Feb 18th, 2010

InfoSara RT **@TPapi**: You dont get a prize for measuring and reporting on social media. The prize is awarded for acting on it. **#introChat** -9:49 AM Feb 18th, 2010

jarirouas #introchat - don't just measure social media - someone must analyze it - make it actionable figure out what to turn the volume up/down on! -9:49 AM Feb 18th, 2010

ellistweet Measuring SoMed: The goal is to derive key takeaways for action, then ACT on the info. **#introchat** -9:48 AM Feb 18th, 2010

TPapi You don't get a prize for measuring and reporting on social media. The prize is awarded for acting on it. **#introchat** -9:48 AM Feb 18th, 2010

InfoSara RT **@myrpro**: i love the "new" notion of ROI ---> Return on Ignorance (whats the return on NOT engaging?) **#introChat** -9:48 AM Feb 18th, 2010

socialbird37 The obsession over metrics literally paralyzes you from moving forward...just keep swimming in the social media, it will be fine **#introchat** -9:48 AM Feb 18th, 2010

ebjune if you don't answer your social phone calls, you may find conversations happening without you **#introchat** -9:48 AM Feb 18th, 2010

headmaverick Regarding measuring SM impact, it has to be the same measures that drive the business success. Don't invent new metrics. **#introchat** -9:48 AM Feb 18th, 2010

JoeKikta Measurement nothing without analysis and action **#introchat** -9:47 AM Feb 18th, 2010

myrpro i love the "new" notion of ROI ---> Return on Ignorance (what's the return on NOT engaging?) **#introchat** -9:47 AM Feb 18th, 2010

megdavis00 RT **@AmberCadabra**: Here's the link I was talking about re: what I'd look for in hiring social media: **<http://bit.ly/cIN4fG>** **#introchat** -9:47 AM Feb 18th, 2010

hansdekraker interesting concept from **@amercadabr**, got same from Commbank's **@ozdj** responding to social media is "answering the social phone" **#introchat** -9:47 AM Feb 18th, 2010

headmaverick Do co's run a risk responding to the loudest 'social voice'? **#introchat** -9:46 AM Feb 18th, 2010

socialbird37 I say, jump in the pool, get used to the temp of the pool --> that is how u approach social media
@amercadabra #introchat @marksylvester -9:46 AM Feb 18th, 2010

jenika29 How many people are letting their "social phone calls" go to voicemail? **#introchat** Be there to listen, digest, analyze, strategize, action -9:46 AM Feb 18th, 2010

ellistweet The more you glean from SoMed, the more you can justify allocating/re-routing resources to further build co's listening device. **#introchat** -9:46 AM Feb 18th, 2010

TPapi The social media phone is ringing. Is your organization answering or letting it go to voicemail? **#introchat**
-9:46 AM Feb 18th, 2010

chicjules Data analysis is the most important part of social media. It leads you to best practices **#introchat** -9:46
AM Feb 18th, 2010

haveAWonderful "answering the social phone" another great one. i'm always surprised when companies don't take advantage... **#introchat** -9:46 AM Feb 18th, 2010

myprpro how about the notion of enterprise sales forces "pounding the pavement" online using social media. is sales catching on? **#introchat** -9:46 AM Feb 18th, 2010

chaff RT **@alicia_anderson**: Love this! "the blog posts about you are phone calls and you need to take them"
#introchat -9:46 AM Feb 18th, 2010

FlorentinaSS RT **@AmberCadabra**: Here's the link I was talking about re: what I'd look for in hiring social media:
http://bit.ly/cIN4fG #introchat -9:45 AM Feb 18th, 2010

mpalko Regarding social media, these r the same conversations that were happeing on the porch of the general store or in the marketplace **#introchat** -9:45 AM Feb 18th, 2010

myprpro @mobilia5 100% right. but as amber says, "start where you can." **#introchat** -9:45 AM Feb 18th, 2010

kikitalien Many execs underestimate time involved in listening, digesting info, & putting it into org context/formatting for use **#introchat** -9:45 AM Feb 18th, 2010

headmaverick Complaint via SM is worse than via 800 #, especially if you don't respond. Unhappy customers have huge escalation path on SM! **#introchat** -9:45 AM Feb 18th, 2010

haveAwonderful "start where you can" via **@ambercadabr** - yes! **#introchat** -9:44 AM Feb 18th, 2010

JoeKikta Staffing requirements for social media a big question. Not all people need to be "dedicated" but it does take resources. **#introchat** -9:44 AM Feb 18th, 2010

alicia_anderson Love this! "the blog posts about you are phone calls and you need to take them" **#introchat** -9:44 AM Feb 18th, 2010

kikitalien RT **@mobilia5**: Yes! Putting social media "listening" into organizational context and getting analysis from it is time consuming! **#introchat** -9:43 AM Feb 18th, 2010

jarirouas #introchat - SM is resource intensive, newbie - listening w/decent tools needs couple hrs a day track & share. 'answer social phone' -9:43 AM Feb 18th, 2010

marshallpittman social media: two hours day for some starting out. what is being said? what does it mean to our organization? **@AmberCadabra #introchat** -9:43 AM Feb 18th, 2010

mobilia5 Yes! Putting social media "listening" into organizational context and getting analysis from it is time consuming! **#introchat** -9:43 AM Feb 18th, 2010

Charlesbretz social media resource allocation. it takes more people and time than we are willing to admit. **@marksylvester #introchat** -9:43 AM Feb 18th, 2010

mpalko Like **@ambercadabra** said, connecting with customers is not a new idea, it's just easier now to listen and to converse **#introchat** -9:42 AM Feb 18th, 2010

myprpro i hear all the time: resource allocation. you mean human resource allocation. you mean you don't do all the work? :))) **#introchat** -9:42 AM Feb 18th, 2010

kikilitalien "Every business, if they are not ready to participate, needs to be listen to what is being said" (via **@socialbird37**) **#introchat** -9:42 AM Feb 18th, 2010

InfoSara Enterprise resource allocation : couple hours/day to digest/consume info out in social space, it's a full time position **#introChat** -9:42 AM Feb 18th, 2010

haveAWonderful yes, yes. listen first = save time, money and mistakes! but no one wants to pay for a listener. **#introchat** -9:42 AM Feb 18th, 2010

marshallpittman social media resource allocation. it takes more people and time than we are willing to admit. **@marksylvester #introchat** -9:42 AM Feb 18th, 2010

NYLibrarians Suggestion: Twitbiz for "serious business". No personal "noise" allowed. Unlimited lists a must! **#introchat** -9:41 AM Feb 18th, 2010

headmaverick Regarding costs, let's not forget the beneficial impact of intuitive techs like Twitter...no training, no travel, no hardware **#introchat** -9:41 AM Feb 18th, 2010

socialbird37 "Every business, if they are not ready to participate, needs to be listen to what is being said" **@marksylvester @ambercadabra #introchat** -9:40 AM Feb 18th, 2010

marshallpittman front **#1**: costumers, community. **#2**: industry buzz. **#3**: what is the competition doing. **#also**: Internal social media wiring. **#introchat** -9:40 AM Feb 18th, 2010

californiakara Love it! May steal, will cite ;) RT **@JaneBozarth**: I am changing my profile to include "constructive

heretic" **#introchat** -9:40 AM Feb 18th, 2010

cama_smd Talking about social media at **#introchat!** -9:40 AM Feb 18th, 2010

christinelexa Infrastructure and listening tools are key for getting businesses ready to engage with communities. **#introchat** -9:40 AM Feb 18th, 2010

NYLibrarians There are too many competing sites. Customers don't know where to begin either. More input needed needed from biz & IT/KM folks. **#introchat** -9:39 AM Feb 18th, 2010

haveAWonderful @InfoSara i see it happen all too often within multicultural markets. **#introchat** -9:39 AM Feb 18th, 2010

jarirouas #introchat, SM isn't new concept just clad in new technologies, customer got lost enterprises deconstructing processes 2 get in conversation -9:39 AM Feb 18th, 2010

ITChE @headmaverick Just sent it, but it can take a little while to go through (~1day). **#introchat** -9:39 AM Feb 18th, 2010

myprpro @headmaverick do you have a googlewave address? **#introchat** -9:39 AM Feb 18th, 2010

hansdekraker @headmaverick have sent GoogleWave invite, may take a while though **#introchat** -9:38 AM Feb 18th, 2010

marshallpittman listening to the stream: set up searches. put resources where your customers are involved. via **@AmberCadabra #introchat** -9:38 AM Feb 18th, 2010

ellistweet FRAMEWORKS Consider & engineer tools & infrastructure & resources required to wire social media into a CO. **#introchat** -9:38 AM Feb 18th, 2010

InfoSara Customer got forgotten in the shuffle cause organizations wants everything being measured **#introChat**

-9:38 AM Feb 18th, 2010

correlationist I love **@ambercadabra**. She brings it, everytime! Here's why: What I'd look for in hiring social media: <http://bit.ly/cIN4fG> **#introchat** -9:38 AM Feb 18th, 2010

jonathak not sure a good communicator is good in all media. I suspect any one of us is better using tool 'x' rather than tool 'y'. **#introchat** -9:38 AM Feb 18th, 2010

myprpro Radian6 has superb influencer analytics. Pls talk about how R6 helps determine key influencers. **#introchat** -9:37 AM Feb 18th, 2010

marshallpittman "community" is not a new idea, but an answer to the frustration caused by automation, involving new media. via **@AmberCadabra** **#introchat** -9:37 AM Feb 18th, 2010

haveAWonderful more thought needs to be given to finding someone who understands/identifies with their audience/customers. 2 diff people. **#introchat** -9:37 AM Feb 18th, 2010

alisaan Grt Post RT **@AmberCadabra**: Here's the link I was talking about re: what I'd look for in hiring social media: <http://bit.ly/cIN4fG> **#introchat** -9:37 AM Feb 18th, 2010

headmaverick Can someone please send me an invite to join Google Wave to todd**@maverickinstitute**.com ? Thx **#introchat** -9:37 AM Feb 18th, 2010

InfoSara Agree & it's wrong. RT **@haveAWonderful**: i think too many organization hire sm people based on "qualifications" and "experience". **#introChat** -9:36 AM Feb 18th, 2010

JoeKikta Customer forgotten in the shuffle amongst automation and over-engineering of organizations **#introchat** -9:36 AM Feb 18th, 2010

socialbird37 "The tech is new but the ideas behind all of this is not" - **@AmberNaslund** **@IntroNetworks** **#socialmediastarterkit** **#introchat** -9:36 AM Feb 18th, 2010

haveAWonderful i think too many organization hire sm people based on "qualifications" and "experience".
#introchat -9:35 AM Feb 18th, 2010

TPapi "Over-matracizing" forcing people into becoming matrons? Yike **#introchat** -9:35 AM Feb 18th, 2010

marshallpittman be careful what you call a "community" - "'community' implies a certain level of voluntary affinity." via **@AmberCadabra #introchat** -9:34 AM Feb 18th, 2010

headmaverick "Community" can't be created; it's a volunteer affiliation whose creation & growth can be facilitated by technology. **#introchat** -9:34 AM Feb 18th, 2010

TPapi Empower employees interested & active in social media then give them structure for reporting & action
#introchat -9:34 AM Feb 18th, 2010

marketingfltr RT **@AmberCadabra** Here's the link I was talking about re: what I'd look for in hiring social media:
<http://bit.ly/cIN4fG> #introchat -9:33 AM Feb 18th, 2010

socialmediafltr RT **@AmberCadabra** Here's the link I was talking about re: what I'd look for in hiring social media: **<http://bit.ly/cIN4fG> #introchat** -9:33 AM Feb 18th, 2010

mbetit @ellistweet #introchat Sometimes the limit is good so that you don't get caught up in reading and not listening. Good for multitasking -9:33 AM Feb 18th, 2010

MyConnecticut RT **@AmberCadabra**: Here's the link I was talking about re: what I'd look for in hiring social media: **<http://bit.ly/cIN4fG> #introchat** -9:33 AM Feb 18th, 2010

sharonmostyn RT **@JoeKikta**: Identify potential SM enthusiasts in your org by understanding attributes of your employees & SM ppl & matching **#introchat** -9:32 AM Feb 18th, 2010

AmberCadabra Here's the link I was talking about re: what I'd look for in hiring social media: **<http://bit.ly/cIN4fG> #introchat** -9:32 AM Feb 18th, 2010

kikilitalien Discussing Google Wave now. I'm not an early adopter, but still open to it. Hoping to get more value soon through conversations. **#introchat** -9:32 AM Feb 18th, 2010

christinelexa Do you think the 24/7 of social media scares good candidates or businesses? How much social time is too much? Can it only b 8-5? **#introchat** -9:32 AM Feb 18th, 2010

marshallpittman look at aptitudes, not just skills, for one to be involved in social media in your org, might defy job description. **@AmberCadabra #introchat** -9:32 AM Feb 18th, 2010

JoeKikta RT **@MicJohnson**: Hiring for Social Media, What Id Look for **@AmberCadabra #introchat** **<http://trunc.it/5o7md> #introchat** -9:32 AM Feb 18th, 2010

ellistweet Google Wave lets you communicate fluidly w/o 140 character limitations. **#introchat** -9:32 AM Feb 18th, 2010

jarirouas #introchat, altitudebranding.com - enterprise SM, find ppl internally who have passion, awareness, tech savvy & communicate well -9:31 AM Feb 18th, 2010

MicJohnson Hiring for Social Media, What I'd Look for **@AmberCadabra #introchat** **<http://trunc.it/5o7md>** -9:31 AM Feb 18th, 2010

JoeKikta Identify potential SM enthusiasts in your organization by understanding attributes of your employees & SM ppl & matching **#introchat** -9:31 AM Feb 18th, 2010

TPapi @PixieWiseman Heretics and curators may be the same person, but different interests/ skills for SM **#introchat** -9:30 AM Feb 18th, 2010

MikeAtPCHelps **<http://altitudebranding.com/2009/11/hiring-for-social-media-what-id-look-for/>** **#introchat** -9:30 AM Feb 18th, 2010

myprpro Social Media sort of "exposes" corporate culture. is corp culture being taken more seriously now? **#introchat** -9:30 AM Feb 18th, 2010

mobilias5 Agreed. RT **@alicia_anderson**: Absolutely..."give social media responsibility to those w/ aptitude, experience with/passion for it" **#introchat** -9:29 AM Feb 18th, 2010

InfoSara Attributes are more important than skills (not defined by job description) when hiring social media talents **#introChat** -9:29 AM Feb 18th, 2010

alicia_anderson RT **@MicJohnson**: Build it...AND USE IT...and they will come. **#introchat @ambercadabra** -9:29 AM Feb 18th, 2010

ellistweet Currently tweeting key takeaways from **#SocialMediaStarterKit** keynoter Amber Naslund. **#introchat** -9:29 AM Feb 18th, 2010

ebjune @mobilias5 bob@**knowledgeflows.org** for google wave (although I'm not sure he's checking) **#introchat** -9:29 AM Feb 18th, 2010

marshallpittman @haveAWonderful yes, an addition, not a replacement. old technologies don't die (look at vinyl records!) but ppl use what works. **#introchat** -9:28 AM Feb 18th, 2010

J_Schulz RT **@AmberCadabra**: Live with **@marksylvester** for **#introchat.**, talking SM integration for business. Not too late to join! **http://is.gd/7XXzF** -9:28 AM Feb 18th, 2010

PixieWiseman #introchat Are Constructive Heretics equal to Digital Curators? -9:28 AM Feb 18th, 2010

NYLibrarians see: **http://mashable.com/2010/02/17/social-media-attention/ #introchat** -9:28 AM Feb 18th, 2010

InfoSara Woohoo! RT **@kikilitalien: @NYLibrarians** Librarians rock! I love how libraries are getting more involved in social media! **#introChat** -9:27 AM Feb 18th, 2010

headmaverick Companies need to define what it means to be "human" there. **#introchat @ambercadabra** -9:27 AM Feb 18th, 2010

mobilia5 #introchat can anyone remind me who to email to get into the google wave portion of this? Is it too late for that? **@marksylvester** -9:27 AM Feb 18th, 2010

ellistweet Choose ppl w/ interest, passion, curiosity & current active use of social media to drive development of enterprise SoMed. **#introchat** -9:27 AM Feb 18th, 2010

InfoSara Yes ! RT **@myrpro**: do enterprises need a Chief Culture Officer? **#introChat** -9:27 AM Feb 18th, 2010

myrpro @davHwrd lol **#introchat** -9:27 AM Feb 18th, 2010

marshallpittman "we want sevice to be 'human' - we want humans to be 'human'." via **@AmberCadabra** on social media in business. **#introchat** -9:27 AM Feb 18th, 2010

MicJohnson Build it...AND USE IT...and they will come. **#introchat @ambercadabra** -9:27 AM Feb 18th, 2010

davHwrd RT **@JaneBozarth** I am changing my profile to include "constructive heretic" **#introchat** Love it! -9:26 AM Feb 18th, 2010

chicjules What kind of training do you suggest for the people implementing social media in the company? **#introchat** -9:26 AM Feb 18th, 2010

christinelexa Humans who step into or are placed into the role for social media should have community-driven characteristics. **#introchat** -9:26 AM Feb 18th, 2010

myrpro do enterprises need a Chief Culture Officer? **#introchat** -9:26 AM Feb 18th, 2010

alicia_anderson Absolutely... "give social media responsibility to those with aptitude and experience AND passion with/for it" **#introchat** -9:26 AM Feb 18th, 2010

smahaley Intrinsic characteristics of social media that are valuable to business - say more please! **#introChat @ambercadabra** -9:26 AM Feb 18th, 2010

marshallpittman #temperature: listening, documenting what is Interesting, like a bookmark, or metanote; less like taking notes, but for others. **#introchat** -9:26 AM Feb 18th, 2010

InfoSara Having the right people at the helm is the key for successful enterprise social media initiative **#introchat** -9:25 AM Feb 18th, 2010

kikilitalien @NYLibrarians Librarians rock! I love how libraries are getting more involved in social media! **#introchat** -9:25 AM Feb 18th, 2010

Tjreilly #introchat Constructive heretic is better than being ideologically promiscuous. -9:25 AM Feb 18th, 2010

Charlesbretz You NEED the right people at the helm of SM in the enterprise who have interest and passion for SM **#introchat** -9:25 AM Feb 18th, 2010

mpalko just joined Social Media Starter Kit **#introchat** -9:25 AM Feb 18th, 2010

headmaverick The start of Dilbert is misplaced assignment. **#introchat** -9:25 AM Feb 18th, 2010

kikilitalien Ha! **@amercadabra** posted about the quest for more "human" businesses a day or two ago on her blog. Excellent reading! :) **#introchat** -9:25 AM Feb 18th, 2010

NYLibrarians Librarians are trying to do just this: Be human and available without being intrusive. **#introchat** -9:24 AM Feb 18th, 2010

smahaley #IntroChat Very useful, and would like to hear more case examples. Thanks Marshallpittman for the example -9:24 AM Feb 18th, 2010

headmaverick Google..."Do no evil" ? **#introchat** -9:24 AM Feb 18th, 2010

haveAWonderful @marshallpittman very true but i don't feel it should be exclusive but an alternative. **#introchat** -9:24 AM Feb 18th, 2010

jonathak jonathak **#introchat** reading and listening both working fine. -9:24 AM Feb 18th, 2010

headmaverick "Hub" too formal to me. I agree there are areas of attraction that connect the right people, but they're informal and focused. **#introchat** -9:23 AM Feb 18th, 2010

marianmangoubi listening to Social Media Starter Kit - Enterprise Edition. Great discussion. **#introchat** -9:23 AM Feb 18th, 2010

mycrowdca RT **@jarirouas** - **#introchat**, amber nusland social media starter kit webinar - to justify, key to show reduction of cost in areas like C... -9:23 AM Feb 18th, 2010

ellistweet HUBS Find & define key focus areas in org. that need to touch soc media on front lines, behind scenes. **#SocialMediaStarterKit #introchat** -9:23 AM Feb 18th, 2010

TPapi Social media pairs well with heretics. **#introchat** -9:23 AM Feb 18th, 2010

chicjules The problem is getting employees interested in social media and better communication **#introchat** -9:23 AM Feb 18th, 2010

jarirouas **#introchat**, amber nusland social media starter kit webinar - to justify, key to show reduction of cost in areas like customer support -9:22 AM Feb 18th, 2010

marshallpittman tweets cheaper than call center calls for resolving customer service issues. via **@AmberCadabra #introchat** -9:22 AM Feb 18th, 2010

InfoSara RT **@kikilitalien**: Companies using hubs in various areas and in unexpected places. HR, Finance, and Business Development... **#introChat** -9:21 AM Feb 18th, 2010

TPapi **@PrenticeS17** Financial folks on Twitter getting a shout out from **@ambercadabra #introchat** -9:21 AM Feb 18th, 2010

PixieWiseman #introchat give us more specific examples of how businesses can use Twitter 'internally' -9:21 AM Feb 18th, 2010

leahray #introchat The financial team can be pivotal in terms of assessing the value of social media. Any good examples out there? -9:21 AM Feb 18th, 2010

headmaverick The people with problems to solve embrace new tech and involve the right people. **#introchat** -9:21 AM Feb 18th, 2010

kikitalien Companies using hubs in various areas and in unexpected places. HR, Finance, and Business Development... **#introchat** -9:21 AM Feb 18th, 2010

crozwell Great characterization from Amber Naslund **#introchat** -engage the 'constructive heretics' to make change happen -9:21 AM Feb 18th, 2010

JaneBozarth RT **@hansdekraker** On the **#introchat** webinar via GoToWebinar, Twitter, and Google Wave **@marksylvester @AmberCadabra <http://bit.ly> #introchat** -9:21 AM Feb 18th, 2010

JoeKikta A cheer you don't hear too often: Go Finance!... **#introchat** -9:21 AM Feb 18th, 2010

FourPointsBGR Participating in **#introchat** and learning a lot! -9:20 AM Feb 18th, 2010

JaneBozarth I am changing my profile to include "constructive heretic" **#introchat #introchat** -9:20 AM Feb 18th, 2010

hansdekraker On the **#introchat** webinar via GoToWebinar, Twitter, and Google Wave **@marksylvester @AmberCadabra <http://bit.ly/9soM5i>** -9:20 AM Feb 18th, 2010

christinelexa Find and define the hubs where social media is deployed and used. Cust Svce, Mktg, Biz Dev, Sales, HR are all examples **#introchat** -9:20 AM Feb 18th, 2010

DaveSummers #introchat, isn't this also a natural progression or evolution of "communities of practice"? at least

from a professional standpoint? -9:20 AM Feb 18th, 2010

ebjune For project management effectiveness it needs to be part of workflow **#introchat** -9:20 AM Feb 18th, 2010

marshallpittman "'constructive heretics' initiate change from the middle (or lower on the ladder)... [provide] renegade proof" via **@AmberCadabra #introchat** -9:19 AM Feb 18th, 2010

NYLibrarians Netiquette is also critical here. Staff must be trained. Discussion begun with email. Must be continued. **#introchat** -9:19 AM Feb 18th, 2010

TPapi "Constructive heretics" typically drive social media integration in a company not top down. **@amercadabra #introchat** -9:19 AM Feb 18th, 2010

NYLibrarians I see Twitter (or other) as a project management tool. Important to have goals when adopt social media. See Mashable posts re: **#introchat** -9:18 AM Feb 18th, 2010

headmaverick The 'top' can speed cultural change, but creating constructive change actually happens below. **#introchat** -9:18 AM Feb 18th, 2010

MediaRockets Why would enterprise want to open their internal comms to the outside world using Twitter, Yammer etc. ? **#introchat** -9:18 AM Feb 18th, 2010

alicia_anderson We have a lot of people using yammer but many who have joined don't quite understand how to use it and what's good/bad to share **#introchat** -9:18 AM Feb 18th, 2010

ellistweet Constructive heretics most often lead the charge to integrate social media into enterprises. **#SocialMediaStarterKit #introchat** -9:18 AM Feb 18th, 2010

christinelexa The culture can drive the social media communication more than the tools or technology. Tends to happen at the grassroot level **#introchat** -9:18 AM Feb 18th, 2010

myprpro "Most effectively and most often I tend to see [cultural change within Enterprises] at a grassroots level."

- Amber Naslund **#introchat** -9:18 AM Feb 18th, 2010

heza Reminds me of beginning of email. At first it wasn't expectation to communicate with email. Now, it is but not yet with Twitter. **#introchat** -9:18 AM Feb 18th, 2010

alicia_anderson Extra tools won't matter if you don't have a culture of internal communication. **#introchat** Need to think about how to change culture. -9:17 AM Feb 18th, 2010

techcatalyst passion and interest seem to be key for people to communicate - agree **#introchat** -9:17 AM Feb 18th, 2010

InfoSara @NYLibrarians Surprised, email for enterprise communication? **#introChat** -9:17 AM Feb 18th, 2010

kikilitalien @AmberCadabra and **@MarkSylvester** discussing culture change at grassroots level using social media **#introchat** -9:17 AM Feb 18th, 2010

haveAWonderful #introchat -9:16 AM Feb 18th, 2010

heza RT **@Charlesbretz**: Listening to **@AmberCadabra** & **@marksylvester** on Social Media starter kit for enterprises **#introchat** -9:16 AM Feb 18th, 2010

ermphd RT **@headmaverick**: Good communication is about motivation, not technology. **#introchat** but technology can facilitate it **#techcomm** -9:16 AM Feb 18th, 2010

NYLibrarians @InfoSara Email?? **#introchat** -9:16 AM Feb 18th, 2010

myprpro A+ point from Amber Naslund: "It's less @ the technology and more @ the discipline of getting people to talk with one another." **#introchat** -9:16 AM Feb 18th, 2010

InfoSara @NYLibrarians Interesting, what's popular there? **#introChat** -9:15 AM Feb 18th, 2010

DaveSummers Check out Social Media Starter Kit with Amber Nusland & Mark Sylvester at **#introchat** -9:15 AM Feb 18th, 2010

NYLibrarians Amen to more discipline vs. less technology! Just started using Yammer. Not very popular here. **#introchat** -9:15 AM Feb 18th, 2010

heza We used yammer for a few months, but then it died out. It was nice knowing what people were doing when we did use it. **#introchat** -9:14 AM Feb 18th, 2010

megbarbour listening to **@AmberCadabra** and **@MarkSylvester** about Enterprise Social Media **#introchat** -9:14 AM Feb 18th, 2010

InfoSara Discipline is more important than tools to get people to communicate **#introChat** -9:14 AM Feb 18th, 2010

mbetit #introchat Sometimes it feels like there are too many forms of social media to tap into them all. You end up spreading things too thin. -9:14 AM Feb 18th, 2010

headmaverick Good communication is about motivation, not technology. **#introchat** -9:14 AM Feb 18th, 2010

techcatalyst We have found yammer is not used here.. people tend to just use twitter what other tools are out there **#introchat** -9:13 AM Feb 18th, 2010

NYLibrarians RT **@jarirouas**: listening to amber nusland speak about social media - use of internal bridges - passing info to ppl that need it. **#introchat** -9:13 AM Feb 18th, 2010

mobilias5 Listening to **#introchat** w/ **@amercadabra** and **@marksylvester** --informational bridges r indeed important, but sometimes hard 2 build/maintain -9:13 AM Feb 18th, 2010

headmaverick #introchat -9:13 AM Feb 18th, 2010

techcatalyst is Yammer really being used? **#introchat** -9:12 AM Feb 18th, 2010

smahaley Wondering if the starting point with enterprise is on business needs addressed by social media - why care? **@ambercadabra #introChat** -9:12 AM Feb 18th, 2010

jarirouas listening to amber nusland speak about social media - use of internal bridges - passing info to ppl that need it. **#introchat** -9:12 AM Feb 18th, 2010

InfoSara Social Media:Bring information externally & make connections internally to optimize insights **#introChat** -9:12 AM Feb 18th, 2010

christinelexa Enterprise Social Media: Create information bridges to path and connect both internal and external communication. **#introchat** -9:12 AM Feb 18th, 2010

marshallpittman RT **@AmberCadabra**: Join **@marksylvester** and me [now] to talk building social media into business **<http://is.gd/7XXzF> #introchat #introchat** -9:11 AM Feb 18th, 2010

Charlesbretz Listening to **@AmberCadabra** & **@marksylvester** on Social Media starter kit for enterprises **#introchat** -9:11 AM Feb 18th, 2010

kbschisa listening to the Social Media Starter Kit webinar with Amber Naslund **#introchat** -9:11 AM Feb 18th, 2010

InfoSara Listening to **@ambercadabra** on **#introchat** Social media starter kit for enterprises! **#introChat** -9:09 AM Feb 18th, 2010

christinelexa Multi-tasking lunch, work and getting educated while listening to **@ambercadabra** on **#introchat**. Social media starter kit for enterprises! -9:07 AM Feb 18th, 2010

headmaverick Attending **#IntroNetworks** 'Social Media Starter Kit' webinar with Amber Naslund. Looking forward to some good dialogue **#introchat** -9:06 AM Feb 18th, 2010

rdeis RT **@AmberCadabra**: Live now with **@marksylvester** talking SM integration for business. Not too late to join! **<http://is.gd/7XXzF> #introchat** -9:05 AM Feb 18th, 2010

MikeAtPCHelps RT **@AmberCadabra**: Live now with **@marksylvester** for **#introchat.**, talking SM integration for business. Not too late to join! <http://is.gd/7XXzF> -9:04 AM Feb 18th, 2010

PixieWiseman **#introchat** participating in Amber Naslund's webinar -9:03 AM Feb 18th, 2010

myprpro RT **@AmberCadabra**: Live now with **@marksylvester** for **#introchat.**, talking SM integration for business. Not too late to join! <http://is.gd/7XXzF> -9:03 AM Feb 18th, 2010

parnellk63 On the **#introchat** webinar via GoToWebinar, Twitter, and Google Wave. Love this technology!! **#fb** **@marksylvester** **@AmberCadabra** -9:03 AM Feb 18th, 2010

AmberCadabra Live now with **@marksylvester** for **#introchat.**, talking SM integration for business. Not too late to join! <http://is.gd/7XXzF> -9:02 AM Feb 18th, 2010

jonathak **#introchat** -9:02 AM Feb 18th, 2010

alicia_anderson RT **@AmberCadabra**: Join **@marksylvester** and me in a few hrs to talk building social media into business <http://is.gd/7XXzF> **#introchat** -7:05 AM Feb 18th, 2010

kikitalien **@KyleeCoffman** Yup - I'll pick you up. Just send me the address & time. Also, theres a great SM webinar later. Look at **#introchat** for deets. -6:58 AM Feb 18th, 2010

TheCR RT **@AmberCadabra**: Join **@marksylvester** and me in a few hrs to talk building social media into business <http://is.gd/7XXzF> **#introchat** -6:23 AM Feb 18th, 2010

adam_dominguez RT **@AmberCadabra**: Join **@marksylvester** and me in a few hrs to talk building social media into business <http://is.gd/7XXzF> **#introchat** -6:03 AM Feb 18th, 2010

JoeKikta RT **@AmberCadabra**: Join **@marksylvester** and me in a few hrs to talk building social media into business <http://is.gd/7XXzF> **#introchat** -5:57 AM Feb 18th, 2010

myprpro 5 topics / 1 hr / i'm in! No 1 understands how business should listen online better than **@AmberCadabra** -> <http://is.gd/7XXzF> **#introchat** -5:55 AM Feb 18th, 2010

myprpro RT **@AmberCadabra**: Join **@marksylvester** and me in a few hrs to talk building social media into business <http://is.gd/7XXzF> **#introchat** -5:47 AM Feb 18th, 2010

jwill764 RT **@AmberCadabra**: Join **@marksylvester** and me in a few hrs to talk building social media into business <http://is.gd/7XXzF> **#introchat** -5:44 AM Feb 18th, 2010

mckra1g RT **@AmberCadabra**: Join **@marksylvester** & me in a few hrs to talk bldg social media into business <http://is.gd/7XXzF> **#introchat** **#sm** -5:40 AM Feb 18th, 2010

kenburbery RT **@AmberCadabra**: Join **@marksylvester** and me in a few hrs to talk building social media into business <http://is.gd/7XXzF> **#introchat** -5:39 AM Feb 18th, 2010

AmberCadabra Join **@marksylvester** and me in a few hrs to talk building social media into business <http://is.gd/7XXzF> **#introchat** -5:37 AM Feb 18th, 2010

kikilitalien RT **@marksylvester**: Looking fwd to **#introChat** - **@ambercadabra** & I talking abt Enterprise Soc Networking: <http://is.gd/7XXzF> **#introchat** -4:34 AM Feb 18th, 2010

marksylvester Looking fwd to this **#introChat** on Thurs - **@ambercadabra** and I talking about Enterprise Social Networking - Reg here: <http://is.gd/7XXzF> -9:05 AM Feb 17th, 2010

marksylvester Have you heard about **#introChat**? It's a great way to learn from masters. This month: **@ambercadabra** Sign up (free) <http://is.gd/7XXzF> -9:05 AM Feb 13th, 2010

introNetworks Have you heard about **#introChat**? It's a great way to learn from masters. This month: **@ambercadabra** Sign up (free) <http://is.gd/7XXzF> -9:05 AM Feb 13th, 2010

ad_web RT **@AmberCadabra**: Join me on **#introChat** on Feb 18th at 9 Pacific - The Social Media Starter Kit:

Enterprise Edition <http://is.gd/7XXzF> -9:28 AM Feb 9th, 2010

irinajordan RT **@AmberCadabra**: Join me on **#introChat** on Feb 18th at 9 Pacific - The Social Media Starter Kit: Enterprise Edition <http://is.gd/7XXzF> -9:22 AM Feb 9th, 2010

AmberCadabra Join me on **#introChat** on Feb 18th at 9 Pacific - The Social Media Starter Kit: Enterprise Edition <http://is.gd/7XXzF> -9:21 AM Feb 9th, 2010

introNetworks Join **@ambercadabra** on **#introChat** on Feb 18th at 9 Pacific - The Social Media Starter Kit: Enterprise Edition <http://is.gd/7XXzF> **#socialmedia** -9:06 AM Feb 9th, 2010