



ReadyTalk



Social Media Communications Strategies and Applications



Scott King
Co-Founder and Vice President, Sales and Marketing
ReadyTalk
scott.king@readytalk.com

The Social Media Challenge for Corporations

Move from singularly produced content and managed distribution to many content authors delivering and engaging in “public conversations” on behalf of the company and ultimately impacting the corporate brand.

Social Media and Corporate Communication

- Every company *and* everyone has a “brand”

Social Media and Corporate Communication

- Social media is:
 - Transparent
 - Uncontrollable
 - A conversation
 - Here to stay
 - Viral

Social Media and Corporate Communication

Corporations need to:

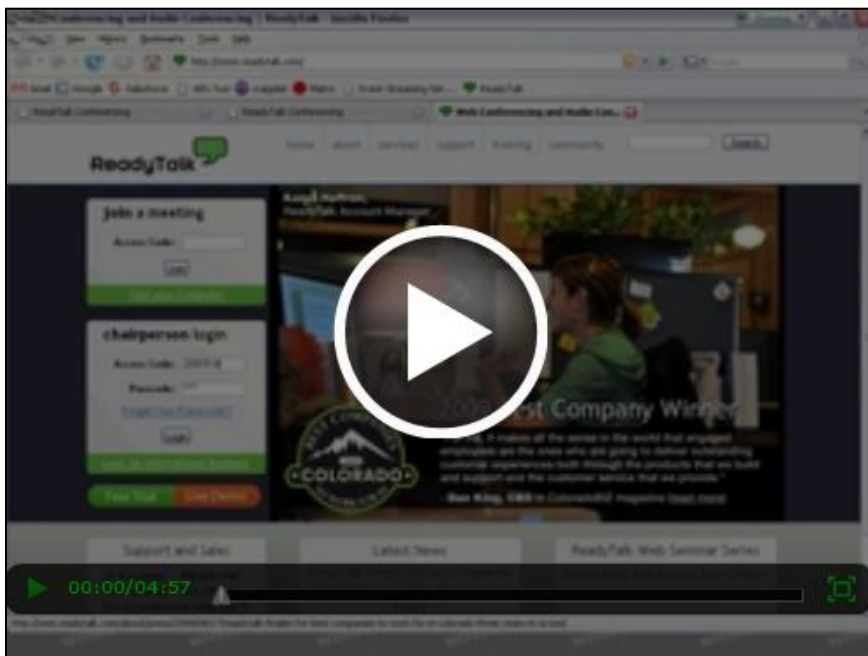
1. Listen to the “conversation” affecting their brand
2. Communicate through Social Media
3. Ultimately they need to “Join in the conversation”



New Tools for Social Media:

Media Players

- Record
- Edit
- Share



Synergy

Integration to Social Media Platforms

ReadyTalk Blog

Compelling Case for Conferencing

By Dan Cunningham on August 26, 2009 1:25 PM | [No Comments](#) | [No TrackBacks](#)

Great webinar by Shawn and Rachel!



ReadyTalk
Conferencing For Your Company
How to use this technology for maximum benefit.

00:00/39:48

ReadyTalk

Search

Recent Comments

Dan Cunningham: Movable Type also created a comment for me as well [read more](#)

Recent Entries

[Compelling Case for Conferencing](#)
[I just finished installing Movable Type 4!](#)

Find recent content on the [main index](#) or look in the [archives](#) to find all content.

Embed Into Website, Blog or Facebook page

Avoiding The Placement Crash

Date: 13-Aug-08

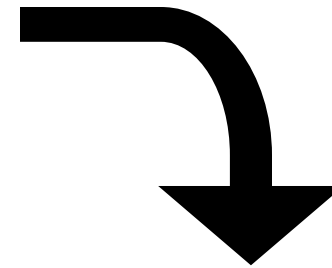
 [Play Recording](#)

Playback URL:

Movie Size:

Embed Code: 640x480 480x320 320x240

```
<object id="player" width="320" height="240"><param
name="movie" value="http://cc.readytalk.com/cc/download
/rss/godjcpw6/embed.swf"><param name="allowFullScreen"
value="true"><embed name="player" width="320" height="240"
src="http://cc.readytalk.com/cc/download/rss/god
/embed.swf" allowScriptAccess="sameDomain"
allowFullScreen="true" type="application/x-shock
```



The screenshot shows a WordPress blog post. At the top is a blue header with the text "ReadyTalk Blog" and "Just another WordPress weblog". Below the header is a search bar. The main content area features a post titled "Compelling Case for Conferencing" dated August 28th, 2009. The post text says "This is a great Recording by Shawn and Rachell". Below the text is a video player with a large play button. The video player has a dark background with a red curtain and a white play button. The video title is "Conferencing ReadyTalk" and the subtitle is "How to use this technology for maximum benefit". The video player shows a progress bar at the bottom with a time of 00:00:39:48. To the right of the video player is a sidebar with navigation links: Pages (About), Archives (August 2009), Categories (Uncategorized (2)), Blogroll (Development Blog, Documentation, Plugins, Suggest Ideas, Support Forum, Themes, WordPress Planet), and Meta (Log in, Valid XHTML, XFN, WordPress).

Copy Code

- Copy and paste
- No HTML knowledge required
- Customize URL and size



Add to My Page's Favorites
Suggest to Friends
Subscribe via SMS

The largest association of marketers in North America.

Information

Founded: 1937

Fans

6 of 3,085 fans See All

Félix Garcia Alicia Faye Mundy Juhi Singh

ReadyTalk
Conferencing Web Seminars

Zarina Urunova Joel Ellazar

American Marketing Association

Wall Info Photos Discussions Events

Write something...
Attach: **Share**

Filters

Kenny Grindall Twitter question: Anyone know fo a hashtag already in use to discuss the current poll on marketingpower.com? Followers are asking, so if I can't find one this afternoon, I will set one up and tweet it out. Thanks!
Fri at 12:03pm · [Comment](#) · [Like](#) · [Report](#)

Maggie Kennedy Would like to know if the Symposium for Marketing Higher Ed. site has been chosen yet.
November 19 at 11:23am · [Comment](#) · [Like](#) · [Report](#)

Kimberly Hardy I'm a marketing professional positioning myself in the booming Green Industry. Are there others out there? And if so, how are you reaching out?
November 19 at 10:50am · [Comment](#) · [Like](#) · [Report](#)

American Marketing Association

Virgin America: Social Media at 35,000 Feet
American Marketing Association's ReadyTalk Recorded Meeting
Virgin America CMO Porter Gale talks about their use of Social Media to promote the airline and engage consumers. Link Directly to the Recording: <https://cc.readytalk.com/play?id=3we65m>
Source: ReadyTalk Meetings
Full Version: [Virgin America: Social Media at 35,000 Feet](#)

November 18 at 12:40pm via ReadyTalk Meetings · [Comment](#) · [Like](#)

[6 people like this.](#)

Create an Ad

Learn To Trade Stocks x

Learn to trade better, safer and smarter. Free Rich Dad Stock Success workshops coming to the Denver area: Dec. 1st - 3rd.
[Like](#)

theKbuzz | Social Media and Word... x

Become a Fan

Call Dave now at 617.905.3283 for a free consultation about how you as a Vice President can better use social media and this site.
[Become a Fan](#)

6 of 3,085 fans See All



Photos

2 fan photos See All



Kimberly Hardy I'm a marketing professional positioning myself in the booming Green Industry. Are there others out there? And if so, how are you reaching out? November 19 at 10:50am · Comment · Like · Report



American Marketing Association

Social Media in the Mix



Virgin America: Social Media at 35,000 Feet

American Marketing Association's ReadyTalk Recorded Meeting
Virgin America CMO Porter Gale talks about their use of Social Media to promote the airline and engage consumers. Link Directly to the Recording: <https://cc.readytalk.com/play?id=3we65m>
Source: ReadyTalk Meetings
Full Version: Virgin America: Social Media at 35,000 Feet

November 18 at 12:40pm via ReadyTalk Meetings · Comment · Like

6 people like this.

Write a comment...

Charles DeNicolo Local AMA Chapter for Fairfield County and Southern CT - www.amafairfieldcounty.org

theKbuzz | Social Media and Word...

Become a Fan



theKbuzz | Social Media and Word...
theKbuzz

Call Dave now at 617.905.3283 for a free consultation about how you as a Vice President can better use social media and this site.

Become a Fan

Earn an Education Degree



Remember the impact your favorite teacher had on you? Ever wanted to repay the favor? Get started at Argosy University Denver.

Like

More Ads

Embedded playback in Facebook

Create a Page for My Business

Report Page

Share +