Social Media: Present and Future

Rich Maggiani
Solari Communication
How we used to communicate
5,000+ years old
How we communicate now
7 years old
The Trail Ahead

The State of Social Media
Understanding Social Media
The Rules of Social Media
How Communication Is Affected
The Future of Social Media
The Trail Ahead

*The State of Social Media*
Understanding Social Media
The Rules of Social Media
How Communication Is Affected
The Future of Social Media
Social media has become the most dominant means of communicating in history.
Email
39 years old
Generation Y and Z consider e-mail passé
Some universities have stopped distributing e-mail accounts
Instead they are distributing:
eReaders • iPads • Tablets
A Monumental Day Dawns for Technical Communicators: Certification!

May 7th, 2010

Dallas, Texas. The Society for Technical Communication (STC) announced today that certification for the technical communication field has been approved. Within the next year, technical communicators will be able to attain certification in their profession.

Certification creates two enormous benefits for our profession and for practitioners. First, certification establishes a solid foundation for the legitimacy and economic contribution of technical communication. Second, certified practitioners clearly demonstrate their expertise as technical communicators, greatly enhancing their value in the marketplace.

Practitioners become certified in six core competency areas:

- User analysis
- Document design
- Project management
- Authoring (content creation)
- Delivery
- Quality assurance

As a result, employers and clients alike will now have a concrete idea of the expertise, contribution, and value that technical communicators bring to the marketplace. STC is developing a page on its Web site dedicated to promoting certification and explaining the value of certified technical communicators.
There are over 200,000,000 Blogs
Wikis
Wiki is an Hawaiian term = Quick
Technical writer

A technical writer is a professional writer who designs, writes, creates, maintains, and updates technical documentation—including online help, user guides, white papers, design specifications, system manuals, and other documents. Engineers, scientists, and other professionals may also produce technical writing, usually handing their work to a professional technical writer for proofreading, editing, and formatting. A technical writer produces technical documentation for technical, business, and consumer audiences.

Skill set

Beyond solid research, language, and writing skills, a technical writer's skill set may include:

- Information design
- Information architecture
- Training material development
- Illustration
- Typography

Technical writing may be on any subject that requires explanation to a particular audience. A technical writer usually is not a Subject Matter Expert (SME), but possesses and applies expertise to interview SMEs and conduct research necessary to produce accurate, comprehensive documents. Companies, governments, and other institutions typically hire technical writers not for expertise in a particular subject, but for expertise in technical writing, i.e., their ability to gather information, analyze subject audience, and produce clear documentation.

A good technical writer creates documentation that is accurate, complete, unambiguous, and as concise as possible. Technical writers create documentation in many formats: printed, web-based or other electronic documentation, training materials, and industrial film scripts.

Qualifications

Technical writers work under many job titles, including Technical Communicator, Information Developer, Data Development Engineer, and Technical Documentation Specialist, in the United Kingdom and some other countries, a technical writer is often called a technical author or knowledge author.

Technical writers normally possess a mix of technical and language abilities. They may have a degree or certification in technical communications. Many technical writers switch from another technical field such as engineering or science, often after taking classes in technical communications.

A good technical writer has the ability to create, assimilate, and convey technical material in a concise and effective manner. A technical writer may specialize in a particular area. For example, API writers mostly work on API documents, while other technical writers specialize in electronic commerce, manufacturing, scientific, or medical material.

Methodology

To create a technical document, a technical writer gathers information by studying existing material and interviewing subject matter experts (SMEs). The technical writer also studies the audience to learn their needs and technical level.

Well-formed technical documents follow common publishing guidelines. Technical documentation comes in many styles and formats, depending on the medium. Printed documentation has different standards from online documentation. Usually, technical writers format documents described in a standard style guide. In the U.S., most technical writers use the Chicago Manual of Style (CMS). Many companies have their own corporate style guides, typically extensions of the CMS to cover specific corporate issues. The Microsoft Manual of Style for Technical Publications provides these.

Engineering projects, particularly defense or aerospace-related projects, often follow national and international documentation standards—such as ATA100 for civil aircraft, or S1000D for defense platforms. Technical writer gathers information by studying existing material & interviewing subject matter experts.
WIKIPEDIA has over 15 million articles
Wikipedia has over 15 million articles
Studies show it’s as accurate as Encyclopedia Britannica
Wikipedia has over 15 million articles. Studies show it’s as accurate as Encyclopedia Britannica. 78% of these articles are non-English.
Professional Networks
Hi, Rich

- Forward your profile to a connection
- Edit Contact Settings
- Create your profile in another language.

Rich Maggiani [Edit]
Corporate Communication Consultant (Writing, Speaking, Training) [Edit]

Rich Writing, writing about social media... Preparing for a presentation on social media to the STC Vermont chapter, 11 days ago [Edit]

Current
- STC Fellow at Society for Technical Communication [Edit]
- Board Director-at-Large at Society for Technical Communication [Edit]
- Communication Consultant at Solaris Communication [Edit]
- Add Current Position

Past
- Communication Consultant at Ascension Technology
- Presenter at WritersUA
- Communication Consultant at La Capra Associates

Education
- Saint Michael's College
- Bridgewater State College

Recommended
4 people have recommended you

Connections
500+ connections

Websites
- My Company [Edit]

Public Profile
http://www.linkedin.com/in/richmaggiani [Edit]
80% of companies use social media for recruitment

% of these using LinkedIn...95%
Social Networks
1. China
2. India
3. Facebook
4. United States
5. Indonesia
6. Brazil
7. Pakistan
8. Bangladesh

If Facebook were a country it would be the world’s 3rd largest
Content Communities
5 years old

Wild About My Loving
YouTube is the 2nd largest search engine in the world
Micro-Blogging
What's happening?

Speaking at the Future of Technical Communication Conference Saturday.

Home

DaniVallenar Show me a thoroughly satisfied man, and I will show you a failure.

RodHarlan You can see all of the videos from the Steve Jobs interview at the D8 conference here: http://bit.ly/dyvxeE


BuzzEdition ► Mariners manager says Ken Griffey Jr. is retiring - AP via @BreakingNews

GuyKawasaki How to debug solar panel design http://tinyurl.com/25msg2d

IdeaGenie Real Psychic Powers "Types of Psychic Abilities" http://su.pr/2nMWZn #psychic #telling #fortune telling #love #romance #tarot cards #1b #digg

Jesse "George W. Bush joins Facebook" – http://j.mp/cifL92

Jesse "LDS Church Page on Facebook" – http://j.mp/9zu1bd

IdeaGenie Real Psychic Powers: "Clairvoyance: Psychic Seeing": http://su.pr/1MlxWE #psychic powers #fortune telling #love #romance #tarot cards #1b
What’s happening?

Ashton Kutcher and Britney Spears have more Twitter followers than the entire populations of
Sweden
Israel
Switzerland
Ireland
Norway,
and
Panama
Some Perspective
Median ages:

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</tr>
<tr>
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Social Media Web Site Popularity

- LinkedIn: 38%
- Facebook: 69%
- MySpace: 20%
- Twitter: 47%
- Meetup.com: 20%
- Orkut: 17%
- LiveJournal: 5%
- Other: 3%

*Source: Canadian Social Media Survey, Q1 2009, Online Survey
Source: 65 Marketing
Years to reach 50 million users

RADIO
38 years
Years to reach 50 million users

TV: 13 years
Years to reach 50 million users

INTERNET
4 years
Years to reach 50 million users

iPOD
3 years
Facebook added over 200 million users in less than a year
iPod application downloads hit 1 billion in 9 months
Social Media has overtaken pornography as the #1 activity on the Web.
Social Media isn’t a fad, it’s a fundamental shift in the way we communicate.
The Trail Ahead
The State of Social Media
Understanding Social Media
The Rules of Social Media
How Communication Is Affected
The Future of Social Media
It’s all about…
Conversation.

Two-way, and often multidimensional.
Contribution.

Encourage interaction, positive and negative.
Collaboration.

Promote information exchange among all participants; quick and easy.
Connection.

Accessing information and people with a click.
Community.

A relationship with others sharing common attitudes, interests, and goals; through regular interaction.
Social Media, the definition:

Communication channels enabling authentic, personal engagement of one human to another.
The Trail Ahead
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*The Rules of Social Media*
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I want, I want ...
To have a say.
Meaningful dialogue.
To be engaged and involved in the process.
Personal interactions with others.
To be listened to.
To help shape what I find useful.
To connect with others engaged in similar activities.
Plain talk.
Communication to be genuine and relevant.
To conduct business with ethical companies who work transparently.
To be in partnership.
National Public Radio asked:

“Why use social media?”
“A method of communication.”
“You might as well have asked ‘why communicate at all?’”
“So I know I’m not alone.”
“It’s the new water cooler.”
“It’s a convincing illusion that I have an actual life.”
The Trail Ahead

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The Future of Social Media
Aviation Supplies & Academics

An internal wiki
Welcome to ASA: Training Starts Here

ASA has been committed to being a leader and innovator in aviation supplies and publications since 1947. We continually strive to bring the very best to our customers. The ASA philosophy is to surround ourselves with the best authors, software developers, product managers, and editors the world of aviation has to offer, and incorporate their experience and wisdom into the top quality products we provide. You can always count on ASA to be at the forefront of technology to bring you the best materials available.

This website is a way for us to make obtaining information about, and purchasing our products more convenient for you. We hope you enjoy the ease and convenience of our website, and be sure to check back often as many new and exciting products are on the horizon.

PRODUCT HIGHLIGHTS

- **COMPUTER-BASED TRAINING**
  - Visualization simulator and instrument procedures tutorial
    - The Instrument Procedures Tutorial is an innovative "visualization simulator" that graphically illustrates the practical application of instrument concepts. Its interactive graphical interface brings seemingly arcane instrument concepts to life! The tutorial is a complete how-to system on instrument flight, navigation, and more.
    - VIEW PRODUCT INFO

- **PILOT TRAINING**
  - Private Pilot DVD ground school: NOW IN HIGH-DEFINITION BLU-RAY!
    - With Virtual Test Prep, you can learn the material you need to ace the FAA Knowledge Exam and gain the information you need to be a safe, competent and confident pilot. This is not just another question and answer review. It's an in-depth, comprehensive ground school that will prepare you for the FAA Knowledge Exam and the cockpit.
    - VIEW PRODUCT INFO

- **FAA TEST PREPARATION**
  - 2009 books, software, and DVDs now shipping!
    - How do you like to study? Ace the FAA Knowledge Exam with Test Preps (books for pilots), Test Guides (books for mechanics), Prepware (software), and Virtual Test Prep (DVD ground school). Read and highlight, practice electronically, or watch and learn -- you pick the method, and ace the written with flying colors.
    - VIEW PRODUCT INFO
### Product Knowledgebase

**ASA Knowledgebase**
Training Starts Here

#### Product Library

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**Product Knowledgebase**
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Rudder Pedals (flight Controls)
The controls that allow the pilot to yaw the aircraft. In an airplane, the rudder pedals move the rudder.

Rudder (airplane Control Surface)
The movable control surface mounted on the trailing edge of the vertical fin of an airplane. The rudder controls the wind.

Coupled Ailerons And Rudder (airplane Flight Controls)
A control system in which the ailerons and rudder are coupled with interconnected springs. The coupling...

Water Rudder (seaplane Float Component)
Retractable control surfaces on the rear end of each float that can be extended downward into the water.

Ruddervator (airplane Controls)
Control surfaces on an airplane that combine the functions of the rudder and the elevators. Ruddervator...

Y-tail (aircraft Configuration)
The configuration of an aircraft empennage in which two surfaces are arranged in the form of the letter Y.

Control Surface (airplane Flight Controls)
Aerodynamic surfaces which can be moved from the cockpit of an airplane to cause the airplane to rotate.

Side Slip (airplane Flight Maneuver)
A flight maneuver in which the airplane is banked while the rudder keeps the airplane on a straight heading. This...

Pilot License
Succeed in professional aviation with ATP’s Airline Training Program. www.APTAirlineTraining.com

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Find out how you can qualify for a $10,000 Scholarship for training. www.bereaairpilots.com

Be a Professional Pilot
FastTrack Pilot Degrees/Training Guaranteed interviews for grads! www.directed aviation.com

Private Jets 24/7
Book Flights with 10 Hour Notice - Guaranteed Availability 365 Days. www.andreslist.com
Rudder Pedals (flight Controls)

The controls that allow the pilot to yaw the aircraft. In an airplane, the rudder pedals move the rudder and produce an aerodynamic force that causes the airplane to rotate about its vertical axis. In a helicopter, the rudder pedals, more accurately called the anti-torque pedals, control the pitch of the tail rotor to increase or decrease its thrust to rotate the helicopter about its vertical axis.

Related Results

Rudder (airplane Control Surface)
The movable control surface mounted on the trailing edge of the vertical fin of an airplane. The rudd...

Coupled Ailerons And Rudder (airplane Flight Controls)
A control system in which the ailerons and rudder are coupled with interconnect springs. The couplin...

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Retractable control surfaces on the rear end of each float that can be extended downward into the wa...

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Control surfaces on an airplane that combine the functions of the rudder and the elevators. Ruddervator...

V-tail (aircraft Configuration)
The configuration of an aircraft empennage in which two surfaces are arranged in the form of the let...
Motorola

An external wiki
Moto Q

The Moto Q: The First no-Compromises QWERTY

Today's users are looking for mobility to give them the best combination of style, voice, messaging and entertainment, and the Moto Q delivers. The world's thinnest QWERTY, the Moto Q changes the playing field for mobile devices by delivering a superior uncompromising mobile experience in an amazing ultra-thin package.

Ultra-thin Look & Feel

Fifteen percent thinner than its closest competitors, the Moto Q is also lightweight and features ergonomic-friendly keys, QWERTY keyboard, thumbwheel for single-handed control, and internal stroller. The Moto Q also provides users the opportunity to balance work and play through additional features such as a large, vibrant color screen, Web surfing capabilities, a 1.3 mega pixel camera with photo lighting, video and MP3 audio capabilities, and cool compatible Bluetooth-enabled accessories like the new RAZRwire Bluetooth eyewear.

The Ultimate Voice Experience

Motorola invented the mobile phone so you know we know voice! Leveraging Motorola’s expertise in RF technology, the new Q delivers the best phone experience you can get on a QWERTY. Featuring a high-quality speakerphone, voice-activated dialing and Bluetooth functionality, the Q enables hands-free multitasking for today’s busy work environment.

Your Office Space, Any Place

With the Moto Q, mobile professionals can be confident they can be productive by having a quality phone and email experience in an innovative and stylish form factor. The Moto Q leverages Microsoft’s familiar and trusted Windows Mobile software and is among the first devices to run on the new Windows Mobile 5.0 platform which delivers scalable and cost-effective mobile messaging, calendar with Exchange 2003 out of the box.

Summary of Key Features

• One of the first devices to run on Microsoft Windows Mobile 5.0. Optimized for Microsoft Exchange 2003 and a variety of IM and email email solutions that enable a broad set of corporate email capabilities.
• Thinnest QWERTY devices in the world – 11.5mm.
• Full, ergonomic QWERTY keyboard, 5-way navigation button and thumb wheel.
• Video clip capture and playback.
• Connectivity via Bluetooth, USB and mini-USB: compatible with Motorola HS800, HX820, H5, H600, H700 Bluetooth wireless headsets.
• Multi-Media Messaging (MMS)
• Quick, stereo-quality speaker
• Audio formats supported: .amr,.wma,.aac,.mp3,.m4a,.wav,.wma,.wax,.ocel,.celp
• Image formats supported: GIF89a,.gif,.gif,.jpeg,.jpg,.bmp,.png
• Video formats supported: .h263,.mp4,.mp4,.avi,.wmv,.rm,.wm
• Mini-SD removable memory card slot.
• Large, high-resolution display (520 x 240 pixels, 65k TFT)
• 1.3 mega pixel camera with photo lighting.
• PIM functionality with Picture Calendar ID.
• Advanced speech recognition and speakerphone.

For more information regarding pricing and product availability in your region, please check with your local Motorola representative or visit www.motorola.com/mjq.
Introduction

The MOTO Q is a Windows-based mobile phone and e-mail device that fits in your pocket. Fully tricked-out, it can duplicate many of the functions of a computer, including MS document processing, handling business and personal e-mail, accessing the Internet, playing music, movies, and more.

Because the possible applications for the MOTO Q will always expand, the "ideal" user guide would also be able to grow and change. This wiki is an attempt to do that. It's a place to capture and share the knowledge of the greater community of MOTO Q users. If, for example, you have added a new application to your MOTO Q, you could post instructions on how you did it here, for the benefit of all MOTO Q users.

This site has been established by Motorola for the use of MOTO Q users. It has been seeded with the contents of the included user guide. Additional content will be provided by MOTO Q users as they explore the MOTO Q's capabilities.

Please note:

- Content and instructions have not been verified by Motorola. Use all of the information here at your own risk.
- Wilks operate under "Linux law" (named for Linus Torvalds, the creator of Linux): "given enough eyeballs, all bugs are shallow."
  More formally: "Given a large enough beta-tester and co-developer base, almost every problem will be characterized quickly and the fix obvious to someone." In practice, that means that users like you can and should correct and expand the information found here. Over time, accurate instructions will emerge and mistakes and problems will be corrected.
- Motorola will review the site regularly for content that violates the intended spirit and House Rules of the wiki. You can find a list here, but there are three basic categories of no-nos. One is rude or uncivil postings, including profanity, hate speech or other offensive content. Another is off-topic posts or commentary or opinion posted in the "article" sections of the wiki. Commentary and opinion can be properly posted under the "discussion" tabs on the top of each page. The other category is hacking instructions or other illegal or inappropriate practices. These types of postings will be removed.

If you have questions that are not answered here, we recommend that you click over to the Q Support Forum where you can post questions. Additional information about the MOTO Q can be found here.

Getting Started

- To add or edit content, simply create an account and accept the site conditions and rules.
- For directions on the nuts and bolts of editing or adding to site content, click here.
- To learn more about this wiki, click here.

The Q Evolves
Welcome to everythingQ! This is a wiki- a free site that Motorola gurus build together. Click 'Join this wiki' to become a member!

Everything Q Wiki

> Back to Everything Q Home

Welcome to the Everything Q Wiki.

A completely interactive site for [Motorola Q](http://www.everythingq.com) owners to share information on their [Motorola Q smartphone](http://www.everythingq.com). You can browse just like a normal website, post comments, add pages, or edit what’s already there.

No registration. No login. Just click EasyEdit.

Visit a section, press EasyEdit to modify a section or and Add a sub-page to create a new page. Don't forget to create a link back from the main section. See how it's done in the [Tips and Tricks section](http://www.everythingq.com). You can even upload images. Changes appear instantly making it easy to share with the community. The only page that cannot be edited is the Home page.

How to use this wiki:

[Click here to take a quick tour](http://www.everythingq.com) on how to use this site.

Moto Q categories:

- [Motorola Q Smartphones](http://www.everythingq.com): Information on the Motorola Q smartphone
- [Getting Started With Your Q Smartphone](http://www.everythingq.com): Information for new Moto Q owners
- [Motorola Q Tips and Tricks](http://www.everythingq.com): Find cool things you can do with your Moto Q
- [Motorola Q Accessories](http://www.everythingq.com)
- [Motorola Q Software](http://www.everythingq.com)
- [Motorola Q FAQs](http://www.everythingq.com): Find answers to frequently asked questions about the Motorola Q
- [Wireless Carriers: Verizon and Sprint](http://www.everythingq.com)

Latest page update: made by [webpig](http://www.everythingq.com), Nov 20 2006, 1:48 PM EST (about this update - complete history)

Keyword tags: Accessories Cell Phone mobi Motorola motorola accessories Motorola Q Q smartphone software motorola software a Q and email raven Ringtone ringtones Smartphone software sprint tips and tricks Verizon

More info: links to this page

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Motorola Technology Blogs

Motorola scientists, engineers, researchers have big thoughts about technology trends that are changing our lives. Ask a question. Join a discussion. It’s easy. Learn more from the link below.

Broadband Insights

Home, work or on the road, new wireless broadband technologies open up opportunities for us to share, connect and communicate. Read what some of Motorola’s evangelists have to say about emerging wireless broadband services and share your comments.

IMPORTANT: Opinions expressed here and in any corresponding comments are the personal opinions of the original authors, and not necessarily that of Motorola. Such opinions and comments may not have been reviewed in advance by Motorola.
Motorola's Open Source Community Contributions

In addition to code and projects hosted on opensource.motorola.com, Motorola also participates actively in many projects within the Open Source community. Original code and projects from the company are hosted on this site, but when giving contributions back to the community for existing projects, code and documentation is placed in the existing project's site/repository. Below is a list of the sites containing Motorola's Open Source contributions:

- **Precision Process Accounting** - Improvements to the Linux kernel to enhance system capacity, security, availability and reliability. This project also enables faster root cause analysis of issues.
- **ARM Linux Kerberos Port** - A part of the Kerberos kernel debugging tools to the ARM Linux project.
- **WebKit Browser Engine Project** - Motorola is porting WebKit to our Linux-Java platform and will be making those changes available to the WebKit community.
- **QStreamer** - Motorola is contributing bug and performance fixes.
- **OpenSAF** - Open Source Service Availability Frameworks project comprised of Ericsson, HP, Motorola, and Nokia Siemens Networks. Motorola is contributing SAF code to this project.
- **InfDoK** - Integrated productivity tool set built atop XEmacs with an extended menu-based user interface.
- **QO-Browser** - Object-oriented class browser for Emacs with support for browsing C, C++, Common Lisp, Eiffel, Java, Objective-C, Python and Smalltalk.
- **Hyberola** - Open, efficient, programmable information management and hypertext system for any UNIX platform supported by Emacs.
- **VHDL Mode** - Emacs major mode for editing VHDL (Very High Speed Integrated Circuit Hardware Description Language) code.

Motorola's Open Source Standards Contributions

Motorola also participates in many Open Source standards efforts, which are listed below:

- **LIMO Foundation** - Founding Member
- **Consumer Embedded Linux Forum (CELF)** - Chair of the Board of Directors
- **Linux Foundation** - Chair of Technical Specifications Committee & Member of Core Virtualization Committee
- **Eclipse Foundation** - Project leaders for the **Teem** (Tools for Mobile Linux) and **MTJ** (Mobile Tools for Java) projects
- **Java Community Process (JCP)** - JCP member
- **PDAI Alliance** - Full Member
- **SCOPE Alliance** - Liaison between Linux Foundation and SCOPE
92% of employees at Motorola are engaged in social media
They post almost 100,000 documents daily.
Normal turnover rates for retail employees is 40–60%.
Turnover rates for those employees engaged on Blue Shirt Nation is only 8%.
**Analog Pass-Through Feature**

Posted on 3:36 pm by Kenny Altman | Permalink | Comments (0)

February 17th is quickly approaching and you may still not have purchased a digital converter box. If that's the case for you, I'm here to answer a common question I receive a lot as a home theater associate: “What is Analog pass-through?”

The simple answer is analog pass-through is a feature of digital converter boxes that simply allows an analog signal to be transmitted to your TV without being converted to a digital signal. You may be wondering why that is necessary because analog signals are supposed to stop being transmitted on February 17th. This question has been answered by clicking here.

To find out if your box or the one you plan on purchasing has this feature, you can check the list here: AvailableDigitalConverterBoxes and if it has an * by it, you're all set. Luckily, the digital converter boxes we carry at Best Buy have this feature, so you don't need to worry! If you have further questions about the benefits of having a converter box that features analog pass-through, please feel free to ask in the comments section below or even better head into a local Best Buy and ask a BlueShirt in person.

September 26, 2008

**DTV 101 - The Digital Television Basics: Terms You Need to Know:**
ContentNext.org

Social networking
"ContentNext’s flagship paidContent, founded in 2002, has quickly established itself as a must-read among executives in the media and digital media sector."

REUTERS

ContentNext Media is a media and information company owned by the Guardian News & Media Group. Based in Santa Monica, California and New York City, the company covers the business of digital media, operating paidContent.org, mocoNews.net, contentSutra.com and paidContent:UK.

Founded by journalist Rafat Ali in 2002, the company’s news sites chronicle the economic evolution of digital content that is shaping the future of the media, information and entertainment industries. Our belief is that in the near future, all media will be digital media, and we are helping define sustainable business models and innovation within this sector.

For upcoming and past company news, visit our press release center.

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PUBLICATIONS

paidContent.org is flagship of the ContentNext Media network, provides global coverage of the business of digital content.
mocoNews.net is a news site covering the business of mobile content.
contentSutra.com is a news site covering India’s digital content market.
paidContent:UK covers the business of digital media for the U.K. and European markets.
EconMusic Conference
THE ECONOMICS OF DIGITAL MUSIC
February 5, 2009 | Los Angeles Times Building

EconMusic is a half-day conference focusing on the key strategic issues surrounding the economics of the digital music industry. We held our first edition of this event in September 2008 in London. Our next edition will take place in Los Angeles in February 2009.

EconSports Conference
THE ECONOMICS OF DIGITAL SPORTS MEDIA
Oct. 29, 2008 | Edison Ballroom

EconSports is a half-day conference focused on the economics of online and mobile sports media and leagues' own efforts. We had our first edition on the morning of October 29 at the Edison Ballroom in New York City.

EconWomen Conference
THE ECONOMICS OF WOMEN-CENTRIC DIGITAL MEDIA
Oct. 29, 2008 | Edison Ballroom

EconWomen is a half-day conference focusing on the key strategic issues surrounding the economics of women-centric digital media. We had our first edition on the afternoon of October 29 at the Edison Ballroom in New York City.

Future of Business Media
Oct. 28, 2008 | Edison Ballroom

Future of Business Media is the first executive conference focused on the future of business and trade media industry, with all the changes brought along by digital media and consolidation activity in the industry. We had our second conference on October 28 at the Edison Ballroom.

CONTENTNEXT MIXERS
ContentNext has hosted more than 15 mixers in New York, London, Los Angeles, San Francisco, Seattle, Washington D.C., Boston, New Delhi and Mumbai. The mixers—typically each attended by 500+ senior executives—provide industry leaders with the opportunity to network with each other in a semi-casual and relaxed environment.

View ContentNext's full calendar of events »
Twitter

Micro-blogging at 140-characters
We're building a new and stronger foundation for economic growth and prosperity. Video: http://j.mp/7cOm.

It's up to each of you to make sure voters know the stakes in this year's elections—join a Vote 2010 event this Saturday. http://j.mp/7cOa

The time has come for this nation to fully embrace a clean energy future, and I will work with anyone from either party to get this done.

The other party has staked their claim on repealing health reform instead of making it work. They want to go back—I say we move forward.

America does not stand still. We move forward. That is why as we emerge from this recession, we cannot return to the pre-crisis status quo.

As we recognize the immeasurable contributions of LGBT Americans during Pride Month, we renew our commitment to equal rights for all.

On this day of remembrance, we honor the lives of our fallen heroes, the service they rendered, and the sacrifice they made for all of us.
wishnie


about 9 hours ago via twitterfeed


about 10 hours ago via twitterfeed


about 11 hours ago via twitterfeed


about 13 hours ago via twitterfeed


about 13 hours ago via twitterfeed

Nielsen Files for $1.75 Billion IPO [http://nyti.ms/9KiezM](http://nyti.ms/9KiezM)

about 14 hours ago via twitterfeed


about 14 hours ago via twitterfeed


about 23 hours ago via web

MrAkashSharma 40 Personal Branding Quotes [http://is.gd/czwW7](http://is.gd/czwW7) From | @danschawbel |
Twitter Use by Age Group

- 19-25: 63%
- 26-32: 56%
- 33-40: 61%
- 41-50: 47%
- 51-60: 36%
- 61+: 10%
@akolovos If you'd like to tell us more about it, email us through http://jetblue.com/speakup.
about 2 hours ago via CoTweet in reply to akolovos

@nkkippy have a great flight! (and get our take on what makes the LA Basin great here: http://bit.ly/d9BUAS)
about 2 hours ago via CoTweet in reply to nkkippy

@djsoulncy Sorry, no ABC on our @DIRECTV lineup. See a full guide for your flight at http://bit.ly/b6guide
about 2 hours ago via CoTweet in reply to djsoulncy

@rosa The larger issue is that many scanners don't handle the screen glare too well. Thankfully, we provide a number of options for check in
about 3 hours ago via CoTweet in reply to rosa

@Colorburned When weather/ATC cancels happen we offer refund/rebook early so customers can make arrangements before they're stuck in airport
about 4 hours ago via CoTweet in reply to Colorburned

@Colorburned While our Bill of Rights http://bit.ly/jbbor provides compensation for controllable delays, we have no control over ATC.
about 4 hours ago via CoTweet in reply to Colorburned

@Colorburned We may cancel ahead of forecasted weather or due to reduced arrival/departure rates into airports caused by surrounding weather
about 5 hours ago via CoTweet in reply to Colorburned

@maiarebecca Have you had a chance to try the Airtrain
Domino's Employee Video Taints Food and Brand
Domino's Pizza Responds to PR Nightmare When Gross Video of Employees Goes Viral

By RUSSELL GOLDMAN
April 16, 2009

When videos of employees violating a host of public health laws hit the Internet and went viral, Domino's Pizza knew it was facing a public relations crisis capable of damaging its well-known and well-regarded brand in a matter of days.

Through Twitter, blogs and YouTube, the videos had been viewed by millions of people, highlighting the power of social media to tarnish a 50-year-old brand virtually overnight.

Domino's was the latest company to be on the wrong end of a "Twitter storm," a spontaneously formed digital mob that rapidly shares information. The company's swift response to the employees and its wider customer base, using the same Web sites and media that spread the video, has been praised by observers who nevertheless wonder if the company can emerge unscathed.
Over one million views in two days

Kitchen Gross-Out at Domino's
Two fast food employees are fired after doing disgusting things in the kitchen.
04/16/2009
Domino’s Official Response
Disgusting Dominos People - Domino's Responds

Bibo212 8 videos  Subscribe
Never once during the two-minute video did Mr Doyle look into the camera.
Which in no small way made Domino’s completely change the recipe for its pizza.
Kitchen Gross-Out at Domino's
Two fast food employees are fired after doing disgusting things in the kitchen.
04/16/2009

Charged

Kristy Hammonds  Michael Setzer

Top Videos
- Eminem Is the Butt of a TV Joke
- Plane Disappears Off Radar

Entertainment News
- John Krasinski Outside 'The Office'
- Nia Vardalos on 'My Life in Ruins' Film

Wild and Wacky
- Auto Racing Goes Remote
- Deer's Amazing Leap From the Law
Finding the Time
Or…

“Is anyone really reading this stuff?”
Budget your time;
don’t keep it open all day long.
Create a networking schedule within your day.
Don’t get caught up in every conversation; choose them wisely.
“Un-follow” those who contribute to the noise.
Strategize your contributions to something specific or important.
Social Media Technical Communicator
Monday, 2:30 AM. I sit at my office desk on a lovely Vermont morning, preparing for my workday. Head down, focused, planning what lies ahead, tapping the phone with a string.

“I need a favor,” the voice begins, without preamble, standing that old word. Largely filled by the word “Oh, a favor.”

It’s Sallie, the trainer I had been contracted to work with over the past year. I make a mental list of things to check, but more to myself: “Please.”

“Sallie, I thought you were in California.” I add.

“I am. I’m pleased to be here, but quickly gather the attention.

“You are? What is it, 3:30 AM there? You’re not at the client’s site working? Are you?” I fire those questions off in rapid succession.

“Yes, I am of that,” there’s a pause. “That’s why I need the big favor.”

The favor was simple to explain, but certainly not simple to complete.

The Project

Before going to California, Sallie was creating new course descriptions and curating existing ones for a new client. That was the town I could complete this project for him.

I had recently created some of those course descriptions myself, so I understood the content. What I didn’t know, at least at this point, was that Sallie had heard the project. The course descriptions Sallie had already created needed to be changed, all the new course descriptions still needed to be revised. In other words, I was staring at a mountain.

I created about five dozen course descriptions, compiling them into a course catalogue, designed with a simple and functional format. The catalogue was then turned into both a printed version and an electronic PDF.

To create the course catalogue, I used a process that, for the sake of a label, I call transactional technical communication. I worked on this project over five years.
Traditional technical communicator
Interviewer, writer, designer.
Introvert: leave me alone so I can write.
Hidden in the company.
Virtually no feedback on user assistance.
Social media technical communicator
Interviewer, writer, designer.
Extrovert:
this is my opinion and
this is how you should do this.
Expert: content for collaboration.
Enabler:
soliciting, interacting, gathering comments and reactions.
Interactive, short feedback cycles and reaction times.
US Department of Education study revealed that online students outperformed those receiving face-to-face instruction...
Facebook
“You hereby grant Facebook an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to...
(a) use, copy, publish, stream, store, retain, publicly perform or display, transmit, scan, reformat, modify, edit, frame, translate, excerpt, adapt, create derivative works and distribute (through multiple tiers), any User Content you...
(i) Post on or in connection with the Facebook Service or the promotion thereof subject only to your privacy settings or (ii) enable a user to Post, including by offering a Share Link on your website and...
(b) to use your name, likeness and image for any purpose, including commercial or advertising, each of (a) and (b) on or in connection with the Facebook Service or the promotion thereof. ...
You may remove your User Content from the Site at any time. If you choose to remove your User Content, the license granted above will automatically expire, however you acknowledge that the Company may retain archived copies of your User Content.”
“The following sections will survive any termination of your use of the Facebook Service: Prohibited Conduct, User Content, Your Privacy Practices, Gift Credits, Ownership; Proprietary Rights, Licenses, Submissions, User Disputes;...
Complaints, Indemnity, General Disclaimers, Limitation on Liability, Termination and Changes to the Facebook Service, Arbitration, Governing Law; Venue and Jurisdiction and Other."
Trust
The changes in communication are profound.
Trust has shifted from leaders to peers.
From official messages to conversations.
The Trail Ahead
The State of Social Media
Understanding Social Media
The Rules of Social Media
How Communication Is Affected
The Future of Social Media
Deloitte Career Insights

Deloitte Career Video Insights bring you closer to careers at Deloitte than ever before. Get an inside look at life and work at Deloitte member firms. Simply choose a video from our careers media library that interests you.

People Profile: Audit and Enterprise Risk Services
Alexander Perez, Senior Auditor at Deloitte & Touche LLP in Miami, FL, talks about why he does what he does.

Launch Video  View Transcript

People Profile: Financial Advisory Services
Michele Cross, Manager at Deloitte Financial Advisory Services LLP in McLean, VA, talks about why she does what she does.

Launch Video  View Transcript

People Profile: Consulting Services
Jessica Keitz, Senior Consultant at Deloitte Consulting LLP in Boston, MA, talks about why she does what she does.

Launch Video  View Transcript

People Profile: Tax Services
Ivy Prince, Senior Tax Consultant at Deloitte Tax LLP in Los Angeles, CA, talks about why she does what she does.

Launch Video  View Transcript

Consulting Services
Doug Lattner, Chairman and Chief Executive Officer of Deloitte Consulting LLP, talks about the exciting opportunities open to the professionals of Deloitte Consulting.

Launch Video  View Transcript
Deloitte Leverages Employee-Generated YouTube Films To Recruit Gen Y

Deloitte & Touche USA LLP recently launched the first-ever Deloitte Film Festival. The employee-generated content that flowed from Festival was designed to bolster the accounting and consulting firm's Gen Y recruiting activities and drive workforce engagement.

What made this effort different from some of those by other firms?

- All of Deloitte's personnel were encouraged to participate. Over 370 short films were submitted by teams of Deloitte personnel with each team being made up of one to seven individuals.

- The videos were first posted on an internal YouTube-like intranet site where they were viewed and ranked by fellow Deloitte employees.

- The best will be integrated into their campus recruiting programs.

- Deloitte planned to buy production equipment for 250 teams but ended up buying it for 350 teams. The equipment will be donated to non-profit organizations, including FilmAid International.

- Most importantly, each video offers a candid and unfiltered view of Deloitte's culture of inclusion, leading edge talent and innovative workplace. Did someone say, "transparency"?

Posted by Steven Rothberg, CollegeRecruiter.com on September 21, 2007 2:36 PM | Permalink
It's not a setback. It's a test.
At a time when it's tougher than ever to be a Tiger, it's even more crucial to know what it takes.

Learn more.
Introducing:
A YouTube-like video library
A Facebook-like social network
Social bookmarking service
Knowledgebase wiki
3-D virtual world for training
What can your business learn from teenagers?

• Online applications teenagers use today will be in the enterprise tomorrow

• Someone stands to profit from making web 2.0 applications enterprise-ready

• Will it be you?
Only 18% of traditional TV campaigns generate a positive ROI

90% of people skip ads via TiVo/DVR
News
Where people get their news

37%  Online (up 6%)
29%  National TV (down 5%)
27%  Newspapers (down 5%)

Compared to two years ago
Many young adults under 25 get no news

25% in 2000

34% in 2009
24 of the 25 Largest Newspapers are Experiencing Record Declines in Circulation
Who Really Killed the *Rocky Mountain News*?

By BOB DIDDLEBOCK  Friday, Mar. 06, 2009

A copy of the Friday, Feb. 27, 2009, edition of the Denver *Post* documents the demise of the rival *Rocky Mountain News*

David Zalubowski / AP
Philadelphia Daily News filed for bankruptcy

Minneapolis Star Tribune filed for Chapter 11

Boston Globe losing $1 million a week
“Eight of the fifty largest daily newspapers in the United States could cease publication in the next eighteen months.”

*Wall Street Journal* (online)
Newspaper revenues drop, staffs are cut
Sections reduced and pages trimmed
Columnists, reviewers & cartoonists laid off
Features and visuals cut; more layoffs
Daily home delivery eliminated
A final thought to consider:
Social media is here to stay.

It’s the wave of the future.
We’ve Reached the Summit
The Trail Behind
The State of Social Media
Understanding Social Media
The Rules of Social Media
How Communication Is Affected
The Future of Social Media
Additional Resources
Social media has transformed the way we communicate. This column discusses the intricacies and ramifications that social media has on our everyday personal and professional lives. Suggestions for topics you'd like explored are welcome. Email me at rich.maggiani@solari.net.

On Twittering
BY RICH MAGGIANI, Fellow

Twitter is all about sending and receiving 140-character (or less) microblogs. In other words, short text messages. Twitter is based on a bird metaphor. So, in Twitter-speak, messages are called “tweets.” This appears to be the electronic equivalent of the phrase, “Oh, a little birdie told me,” which is what my mother used to tell me whenever I wanted to know the source of her knowledge about some transgression of mine that she gleefully related, with a laugh. But as one well-known wag put it, “Who cares what you’re doing right now, anyway?” I heartily concur. So if you’re not answering Twitter’s query, what do you tweet? You tweet anything that your followers will find worthwhile, and perhaps their followers as well, and their followers, and on and on. Why? Because tweets can be re-tweeted—in other words, sent along to other followers. Tweeting can quickly become viral. Whenever you send a tweet, Twitter increases your reply with @ followed immediately by the username of the tweeter, then write your reply. For example, “@richmaggiani What a great tweet!” To respond privately, begin your reply with the letter D, leave a space, add the username, then write your reply: “D @richmaggiani Hmmm, about that last tweet.”

Forwarding a tweet to your followers is called re-tweeting. A re-tweet contains four parts with a space between each one: the letters “RT,” an attribution to the original tweeter with @username, relevant text from the tweet (such as a link) or the entire tweet, and possibly your added comment. Why re-tweet? Reasons include forwarding tweets your followers would find interesting and spreading breaking news.

Get Followers by Following
Before you can follow and be followed, you must create an account and complete your Twitter profile. You might be tempted to skip or skimp on your profile; I suggest you don’t, since it’s your profile that gives others information about who you are. This can help you build a Twitter community that includes like-minded people. And be sure to include a photo or some other graphic image that indicates something about who you are. Many users simply do not follow others without profiles or photos, myself included. I like to know—and see—who I’m following (although I do make exceptions for organizations and people I know personally).
Position Papers: Social Media

Social media has redefined communication. Select a position paper to learn more.

- Effectively Managing Twitter (blog and pdf)
- How Useful Is Your Twitter Stream? (blog and pdf)
- Influence Your Community by Engaging Them (blog and pdf)
- Embrace Social Media: Blogging and Microblogging (blog and pdf)
- Cloud Computing Intersects with Social Media (pdf)
- The Generational Effect of Social Media (pdf)
- Social Media and Its Effect on Communication (pdf)

[All links open a new window or tab.]
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Thank you.
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www.solari.net/toward-humanity
Follow me on Twitter:
@richmaggiani
Invite me to connect:
www.linkedin.com/in/richmaggiani
On second thought...

Allow me to revise my previous statement:
Social media is not only here to stay.

It’s the tsunami of the present.
Blossoming Flowers