



### --Is Anybody There? Does Anybody Care? *How One Man's Tweet is Another Man's Treasure*

By Chris Lukach

**W**ho cares?"

It's the last thing you want to hear when you're giving a presentation. But, lately, I've heard it so often I've lost count.

In recent months, my colleague Michael Gross and I have had the pleasure of talking with a number of professional organizations about the benefits, mechanics and practical applications of social media. First, we talk in theory about the unique attributes of social media and then we showcase a number of real-world examples, many of which highlight the narrow, niche audience appeal of social media channels. Inevitably, in the latter part of our discussion, the question arises: "Who cares?"

A tweet...a blog post...a Facebook status—who cares? Who cares about what someone ate for dinner at their local restaurant? What movies they enjoy? What they're doing at any given moment? Invariably, the answer is "someone." Someone out there cares.

It's easy to be dismissive with social media; as professional communicators, social media work almost against our nature.

Having been reared in traditional media, we're bred to think in terms of broad-based appeal; we craft stories for mass consumption. If we can't make the case to a reporter that our story will appeal to a large percentage of their readers or viewers, then we won't succeed. But with social media and their sniper-rifle approach to reaching narrow, targeted audiences, the term "newsworthy" is totally redefined. Newsworthy no longer mean *of interest to the masses*, just *of interest to a specific audience*.

For example, one variation of the question we often hear is, "Who cares what people had for breakfast this morning?" Well, I don't particularly care.

But let's not discount the readers of the surprisingly popular breakfast-based blogs (of which *CerealBuzz* is one of our favorites where else can you read the headline, "Cocoa Puffs Up to Snuff?"). Or the *tens of thousands* of Facebook users who identify themselves as fans of one type of breakfast or another. Or the many, many Yahoo! and Google Group users who share tips about recipes, special diets or cooking for families.

The point is: In the world of social media, the question "who cares?" does not apply. If you,  
(continued on Page 20)



Chris Lukach is Vice President of Anne Klein Communications Group, LLC, a national full-service firm based in Mount Laurel, N.J., and the Philadelphia office of Pin-

nacle Worldwide. E-mail Chris at: [Chris@annekleincg.com](mailto:Chris@annekleincg.com)

### Is Anybody There? Does Anybody Care?

(continued from Page 11)

your organizations or your clients care enough to say it, someone cares enough to hear it.

#### Other Common Questions

The groups we've spoken with have diverse backgrounds and practice areas - from seasoned PR practitioners, to emergency planners, to entrepreneurs in holistic medicine. What we've found most interesting is that despite their unique backgrounds, they all pose similar questions:

*"There are so many social media outlets ...how do I know which ones to pay attention to?"*

What we have trouble with here is the concept that, to use social media effectively, you have to be social-media omnipresent. As communicators, do we have time to read every newspaper published? To watch every news broadcast?

Of course not. Instead, we've identified those most pertinent to what we do and developed processes for monitoring items that are important to us in other media. Social media are exactly the same. By digging in, you'll find the venues and channels that are important to your audiences, and you have monitoring tools such as Google Blogs, Twilert (for Twitter), and BuzzMetrics to scan

what you can't follow directly.

*"How much time do I need to spend on social media to see a benefit?"*

You are dealing with such a highly engaged audience that it's a challenge to wear out your welcome. Usually, devoting more time results in a higher level of engagement and a greater understanding of your audiences.

But, be realistic. Pace yourself. You'll need a sustained presence to be effective, so treat social media engagement like a marathon, not a sprint.

*"Should I focus solely on social media and forget about traditional media?"*

No. Traditional media continue to offer a level of validation and credibility that no social media channel alone can do ...yet. Just think of the number of social media channels that link to traditional media outlets when discussing a current event. From a communicator's perspective, because social and traditional media represent two completely different types of audience engagement, you should make the two work in tandem to achieve your PR goals. What better place to promote a traditional media success—a hit—than on a blog, message board or Facebook fan page where your most passionate audiences are likely to see it.

GREATER PHILADELPHIA'S MOST COMPREHENSIVE INDUSTRY NEWS SOURCE

# AD NEWS

SEPT/OCT 2009 \$6.00

A Philly Ad Club Publication

**Philly Ad Club:**  
**Building on a solid foundation**

**Digital Media Trends**  
**Agency: D&D Interactive**



**--Special Insert:**  
**Regional Media Directory**  
**Radio, TV,**  
**Newspapers,**  
**Magazines,**  
**Out-of-home,**  
**Online**

