

UTAH TOURISM CONFERENCE 2009

SOCIAL WEB: using new technologies to listen in and join the conversation.

We are living in **exponential times**

DID YOU KNOW VIDEO

http://www.youtube.com/watch?v=TXxI_6T09jM

**GOOGLE
FOUNDED
BY 2
STANFORD
GRAD
STUDENTS
SEP 1998**

PRETTY MUCH NOTHING INTERESTING HAPPENED

**ONLINE
VIDEO
AUDIENCE
SURPASSES
EMAIL
AUDIENCE
NOV 2007**

**APPLE
LAUNCHES
iPHONE
JUN 2007**

**APPLE SELLS
17
MILLIONTH
iPHONE
DEC 2008**

**SOCIAL
NETWORK
AUDIENCE
SURPASSES
EMAIL
AUDIENCE
FEB 2009**

**FACEBOOK
EXCEEDS 200
MILLION
UNIQUE
USERS
APRIL 2009**

**UNIQUE
VISITS TO
TWITTER
SURPASSES
BOTH NYT &
WSJ APRIL
2009**

**OPRAH
JOINS
TWITTER
APR 2009**

A COMPRESSED HISTORY OF THE WEB

RECENT GROWTH IN SOCIAL WEB IS AN EXPLOSION

WHERE THERE IS SMOKE THERE IS FIRE. WHERE THERE IS AN EXPLOSION, THERE IS A CRATER.

- The Mainstream media we grew up with is not dying, it's in the crater.
- Warren Buffett reads 5 newspapers a day, but wouldn't invest in any of them for any price. (paidcontent.org, May 09).
- In 2008, the internet surpassed newspapers as mainstream America's top source for news (Gallup, Dec. 08)
- Billionaire David Geffen wants to buy NYTIMES and run as a not for profit. Translation: business model not sustainable!

SOCIAL WEB TECHNOLOGIES ARE THE TOOLS, NOT THE SHED

- The Web connects people. That's what it does. Movements take connected people and make change (Seth Godin, Tribes). Get connected, and start a movement for your destination.
- The tools will change, but you can't wait any longer to see if Twitter will fizzle out. Evolve your tactics as the tools change.
- Start building the shed! Have an over-arching listening/connecting strategy and using current tools, and look for new ones to emerge.

TACTICS FOR TOURISM: TWITTER

- Listen. Realtime search: monitor what people are saying about you. Respond to actual realtime feedback. Share content.
- Use it as an outpost for content distribution: new photos? Tweet it. New blog post? Tweet it. New event? Tweet it.
- Twitter is not a strategy. It's a tool and a tactic. Use it to support broader Content-building, PR, and Listening strategies.
- Get familiar with Twitter.com, then move to a desktop client for easier monitoring, searching, managing multi accounts.

TACTICS FOR TOURISM: BLOGS

- A blog is simply a web publishing platform allowing easy content creation.
- 28 million people have blogs they update at least once a month (about 14% of U.S. population).
- 97 million people read blogs at least once a month (about 48% of U.S. population)
- Blogs are now considered mainstream media
- Search Engines (Google) love blogs: recency of content

TACTICS FOR TOURISM: IPHONE AND MOBILE

- We're not talking about phones, we're talking about the mobile web.
- There are 40,000 iPhone Apps available for download. TRAVEL is the #6 category in iTunes App Store, yet it makes up less than 6% of all Apps. Create something useful. Clearly there is space.
- The chokepoint for mobile web was the bandwidth, not the device. WiFi and 3G have opened up the pipes.

RESOURCES

- <http://www.newspaperdeathwatch.com>
- <http://twitter.com/themediaisdying>
- Some of our favorite desktop clients: [Destroy Twitter](#), [Seismic Desktop](#) (still in Beta), [Tweetdeck](#). Try [Tweetie](#) For the iPhone. If you use iGoogle as your homepage, try a nice little gadget called [TwitterGadget](#).
- Free whitepaper on iPhone usage and iPhone apps:
<http://welikebig.com/static/downloads/Whitepaper iPhone Apps.pdf>
- Follow [@Motorad666](#), [@eric_hoffman](#), [@pcski](#) on Twitter
- Use the Twitter hashtag [#UTC09](#) to go back and review the timeline of tweets about this conference.