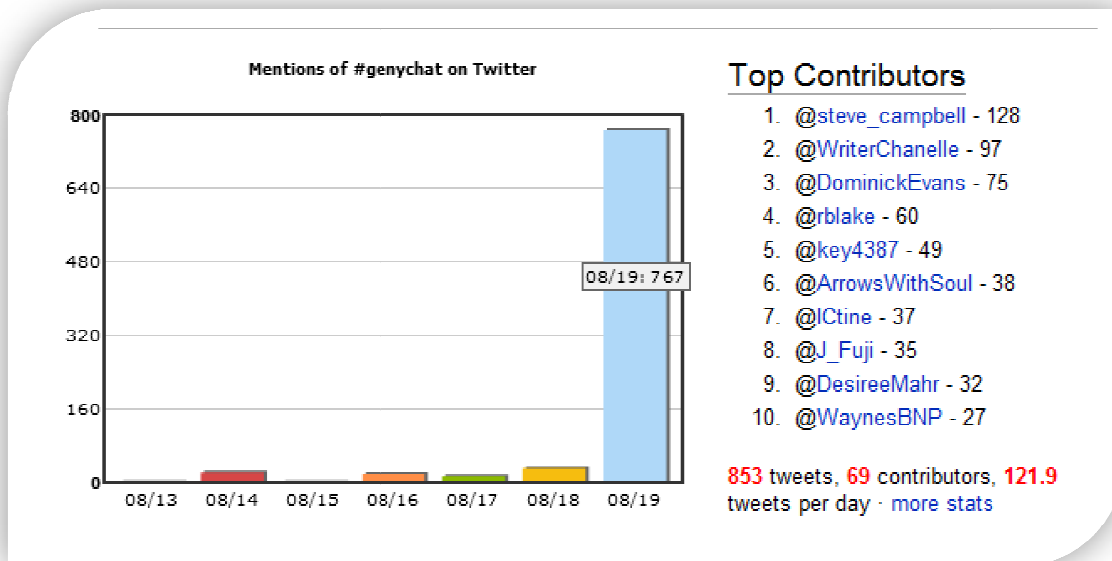


#GENYCHAT AUGUST 18, 2010



WriterChanelle: Hey all those at #genychat If you're here, let us know!

GenyChat: Hey all those at #genychat If you're here, let us know!

steve_campbell: @ICtine Yes! #genychat

rblake: Getting pumped for the chat! If you aren't here, you are missing out! @steve_campbell is co-hosting! Be excited! Social Media!! #genychat

BLKMGK01: Quick pop into #GenYChat to say hello to some cool young people. How you guys goin?

B2CMKTGInsider: @Steve_Campbell What do you think of it so far? I have it on the shelf for a later date - love the concept of inbound marketing #GenYChat

steve_campbell: I'm Steve, founder of Social Branding Blog, soon to be intern @VaynerMedia. Let's talk some social media! #genychat

rblake: @BLKMGK01 Going well! Welcome! #genychat

WriterChanelle: Hey! How are you? @BLKMGK01 #GenYChat

steve_campbell: @rblake Thanks, Blake. Good to see you my man #genychat

J_Fuji: Howdy! :) RT @WriterChanelle: Hey all those at #genychat If youre here, let us know! #genychat

KristySeymone: It's time for the #genychat. I've never participated in one.

steve_campbell: @KristySeymone Welcome! I think you'll like it here ;) #genychat

rblake: RT @KristySeymone: Its time for the #genychat. Ive never participated in one. #genychat

WriterChanelle: Hello hello! Welcome!! @J_Fuji @KristySeymone #genychat

DominickEvans: I am new to #genychat

rblake: We are more than happy to have you @KristySeymone! I hope you enjoy the next hour of fun! #genychat

DesireeMahr: Hey all, I'm Desiree! A senior at the University of Alabama and PR intern at its campuswide media relations office. #genychat

steve_campbell: Love seeing new faces! #genychat

KristySeymone: Thank you! Nice to meet you all! #genychat

WriterChanelle: Welcome! Glad you decided to join in!! RT @DominickEvans: I am new to #genychat

rblake: More new people! Welcome @DominickEvans! I'm so happy you are here! Have fun chatting about Social Media with us! :) #genychat

B2CMKTGInsider: Hello #GenYChat - I'm Brian, Online Marketing Manager - blogging here <http://bit.ly/bcdvdh> on marketing & social media.

BLKMGK01: @rblake# Thanks Man, looking forward to it. #genychat

ICTine: I'm finishing up internship w a large well-known digital/promo mktg agency, interning w @collegelifestyl and @spcaoftc this fall! #genychat

CassonBlitz: Oregon State writer guy #genychat

BLKMGK01: #genychat @steve_campbell Steve my man! What's goin down? Congrats on the internship eh!

DesireeMahr: Hey, @rblake and @WriterChanelle! Great to chat with you again tonight. #genychat

steve_campbell: @ICTine Awesome! It's good to get your name out there (and stay busy!) #genychat

KristySeymore: Well, my name is Kristy and I'm a sophomore at the University of Georgia, majoring in PR and psychology! #genychat

DominickEvans: @DesireeMahr thanks! #genychat

MichaelBittner: @genychat Hi, I'm Mike, also new to #genychat

J_Fuji: MBA student, social psych background, writer, blogger, looking to start a social media career soon = me. :) #genychat

DominickEvans: @rblake thanks for the welcome! #genychat!

RobertCinnes: Robert here #genychat

DesireeMahr: Hey, @MichaelBittner! Nice to see you for #genychat.

rblake: Ditto! Glad to see you! RT @DesireeMahr: Hey, @rblake and @WriterChanelle! Great to chat with you again tonight. #genychat

GenyChat: Great!! Welcome to the chat RT @MichaelBittner: @genychat Hi, I'm Mike, also new to #genychat

HeyDivo: @WriterChanelle I'm half asleep -- but I'll try and chime in #GenY #GenYChat

juliacantor: @J_Fuji Hello! What an interesting background! #genychat

GenyChat: RT @ICTine: #GenyChat I'm here! majoring in integrated mktg comm, specializing in advertising/experiential mktg + obsessed w social media!

WriterChanelle: RT @DesireeMahr Hey all, I'm Desiree! A senior at the University of Alabama and PR intern at its campuswide media relations office #genychat

WriterChanelle: @DesireeMahr Hey there, lady! How are you? #genychat

J_Fuji: @juliacantor Hi! Haha, it's fun but probably less exciting than it sounds :) #genychat

steve_campbell: @BLKMGK01 Thanks buddy! Really pumped about talking some social media! #genychat

WriterChanelle: Hey! RT @J_Fuji: MBA student, social psych background, writer, blogger, looking to start a social media career soon = me. :) #genychat

WaynesBNP: What's this #genychat about?

WriterChanelle: You'd better WAKE UUUUUPPPPPPP RT @HeyDivo: @WriterChanelle I'm half asleep -- but I'll try and chime in #GenY #GenYChat

DominickEvans: I'm Dominick. I'm a blogger. I blog a lot about video games - being in a wheelchair - reviewing - social media #genychat!

DesireeMahr: @WriterChanelle I'm doing just fine! Survived my first day of class/internship & I can see that the semester is going to be great. #genychat

steve_campbell: @WaynesBNP We're talkin' social media today! #genychat

ICTine: @KristySeymone I almost went to UGA for ad! Such great programs #genychat

WriterChanelle: Check out the info <http://bit.ly/c2dJkv> RT @WaynesBNP: What's this #genychat about?

DominickEvans: I'm about to be a film student at Wright State and worked as a writer/editor for businesses for years #genychat!

RobertCInnis: Im on a Mobile Marketing tour, but Im trying to maintain my blog also. #kindahard #genychat

juliacantor: @DominickEvans awesome! #genychat

cloudspark: @j_fuji social media is shared content + conversations through online channels. #genychat

beckyraeparker: Hi all! Sorry I'm late! I'm excited to be a part of #genychat for my first time

CassonBlitz: How does this #genychat work? First time here.

SocialMediaXprt: RT @J_Fuji: An interesting Q always is: how do you define social media at all? How do you conceptualize it? #genychat <http://bit.ly/bIU83n>

steve_campbell: @beckyraeparker Good to have you! #genychat

WaynesBNP: Oh, chat for non-grads eh? Guess I don't qualify. I'm working on my MBA LOL #genychat

ICTine: @beckyraeparker hi! It's my first #genychat too!

J_Fuji: @WaynesBNP It's open to anyone really. I'm also an MBA student, where are you taking yours? #genychat

rblake: @WaynesBNP I'm about to work on my M.A. #genychat is for everyone! #genychat

steve_campbell: @WriterChanelle Ready for Q1? #genychat

juliacantor: I have been working for a while, @WaynesBNP #genychat

KristySeymone: RT @ICTine: @beckyraeparker hi! It's my first #genychat too! <-- ditto

WaynesBNP: @j_fuji Down here in Orlando, Nova Southeastern. I'm a UCF Alumni #genychat

J_Fuji: @alexmpayne Do you also take part in the Hashtag Social Media chats? Weekly topics all about SM, noon EST Tuesdays. #genychat

DominickEvans: @alexmpayne me too! #genychat

beckyraeparker: Thanks! Happy to be here :) Have we started the q's yet? RT @Steve_Campbell @beckyraeparker Good to have you! #genychat

ArrowsWithSoul: jumping between buses while entering #genychat hi y'all!

J_Fuji: @WaynesBNP Cool, I'm north of you: East Coast Canada. Dalhousie in Nova Scotia. Did my BSc there too. #genychat

rblake: Q1 is about to go up :) RT @beckyraeparker: Have we started the qs yet? #genychat

beckyraeparker: @ICTine @KristySeymone Nice to meet both of you!! #genychat

ICTine: Glad I'm not the only newbie! @KristySeymone @beckyraeparker #genychat

rblake: Welcome! Glad you could make it! RT @ArrowsWithSoul: jumping between buses while entering #genychat hi yall! #genychat

J_Fuji: Roll it out! RT @steve_campbell: @WriterChanelle Ready for Q1? #genychat

rblake: A lot of newbies tonight! Super Pumped! RT @ICTine: Glad Im not the only newbie! @KristySeymone@beckyraeparker #genychat

GenyChat: FIRST QUESTION! Q1. What do you get out of using social media? #genychat

alexmpayne: You aren't alone! @ICTine @KristySeymone @beckyraeparker #genychat

HeyDivo: @KristySeymone good luck! #genychat

juliacantor: @rblake totally agree! newbies make things extra exciting :) #genychat

steve_campbell: RT @GenyChat: FIRST QUESTION! Q1. What do you get out of using social

ell: media? #genychat

DesireeMahr RT @GenYChat FIRST QUESTION! Q1. What do you get out of using social media? #genychat

key4387: RT @GenYChat: FIRST QUESTION! Q1. What do you get out of using social media? #genychat

KristySeymore: @HeyDivo thank you! #genychat

J_Fuji: @GenyChat A1: Excitement. Connections. Career direction. #genychat

steve_campbell: Also pumped about the newbies! #genychat

KristySeymore: @rblake so am i! #genychat

ArrowsWithSoul: RT @GenyChat: FIRST QUESTION! Q1. What do you get out of using social media? #genychat

rblake: RT @GenyChat: FIRST QUESTION! Q1. What do you get out of using social media? #genychat

DominickEvans: @Steve_Campbell a connection - a platform to share my ideas - a way to connect with others - so many things #genychat

steve_campbell: @J_Fuji Please, feel free to elaborate :) #genychat

ICTine: RT @GenyChat: FIRST QUESTION! Q1. What do you get out of using social media? #genychat

rblake: Q1: Internships, connections, and more connections! #genychat

key4387: Hi there! First time at #genychat and I'm psyched to finally make it!

WaynesBNP: A1: I mainly use social media to help build relationships with others while promoting my content. I also support others heavily. #genychat

CassonBlitz: A1: Opportunity to meet interesting personalities. Jobs. Chance to assist others. #genychat

MichaelBitter: @genychat Greatest benefit for me is keeping up with friends and business contacts I would have otherwise lost touch with. #genychat

key4387: Q1 Social media creates a community & support system of people just like you. #genychat

DominickEvans: social media is all about the connections you make - both business oriented and personal - I have made friends I care about #genychat!

KristySeymone: i get a chance to get advice from other pr students and professionals that are currently on the path i'm pursuing #genychat

steve_campbell: @DominickEvans Good, so would you say you're getting a positive experience? #genychat

J_Fuji: @steve_campbell Excitement: things happen fast, things happen exclusively. E.g. watching @OldSpice YT thing unfurl #genychat

steve_campbell: RT @key4387: Q1 Social media creates a community & support system of people just like you. #genychat

beckyraeparker: Q1: From SM, I gain connections w/ people I would probably otherwise never meet, and invaluable insights into my career & life #genychat

DesireeMahr: A1: Connections. Opportunities to learn about my field of interest (PR). : Support from other students & professionals alike. #genychat

juliacantor: @GenyChat The ability 2 connect w/those I know, those I want to know. Keep in touch personally and professionally; community #genychat

steve_campbell: All good reasons to use. RT @CassonBlitz: A1:Opportunity to meet interesting personalities. Jobs. Chance to assist others. #genychat

ShawnaRoseBrown: RT @GenyChat: FIRST QUESTION! Q1. What do you get out of using social media? #genychat

CassonBlitz: A1:...I've also picked up valuable information for writing in a strict digital age. #genychat

J_Fuji: @steve_campbell Connections: Found out about many local events via Twitter. Met people IRL. Drummed up some possible business. #genychat

B2CMKTGInsider: A. Great source for news in general and thought leadership content. Plus enjoy connecting with new people in and out of my field #GenYChat

alexmpayne: @GenYChat Q1 #genychat Personally? Connecting with friends, possible mentors Work? Connecting clients to fans in new ways

BLKMGK01: #genychat Q1: I get to connect with cool people like : @rblake @steve_campbell @WriterChanellethat I would not normally connect with!

DominickEvans: @Steve_Campbell definitely - I think it also has given a voice to many of us who would be lost in the shuffle otherwise #genychat!

steve_campbell: @J_Fuji Definitely digging viral marketing tactics with social media! #genychat

rblake: RT @KristySeymone: i get a chance to get advice from other pr students & professionals that are currently on the path im pursuing #genychat

- key4387:** RT @DesireeMahr: A1: Connections. Opportunities to learn about my field (PR). Support from other students & professionals alike. #genychat
- J_Fuji:** @steve_campbell Career direction: Researching the SM industry was eye opening. Plus it fits well with a psych & writing BG! #genychat
- steve_campbell:** @BLKMGK01 haha Thanks bro #genychat
- KristySeymore:** RT @DesireeMahr: A1: Connections. Opportunities to learn about my field of interest (PR). Support from other students & professionals alike. #genychat
- ArrowsWithSoul:** #genychat q1.Fresh perspectives n insights.Valuable contacts 4 profession.privly 2 personal thoughts from those who're alrdy friends
- beckyraeparker:** Totally Agree! RT @DesireeMahr A1: Connections. Opportunities to learn about my field of interest (PR). Support (cont'd) #genychat
- ICtine:** RT @DominickEvans: @Steve_Campbell definitely - I think it also has given a voice to many of us who would be lost in the shuffle otherwise #genychat!
- DominickEvans:** I also get to make new work connections - I work online therefore I want to integrate myself with others online #genychat!
- juliacantor:** @DesireeMahr Absolutely! News via social media is the way to go... #genychat
- steve_campbell:** RT @DesireeMahr: A1: All of the breaking news!! I find most of my breaking news on Twitter,& then follow by reading the articles #genychat
- CassonBlitz:** RT @DesireeMahr: A1: All of the breaking news!find most breaking news on Twitter& then follow by reading the articles posted #genychat
- rblake:** RT @ArrowsWithSoul: Fresh perspectives n insights.Valuable contacts 4 profession.privly 2 personal thoughts from those..... #genychat
- J_Fuji:** @DesireeMahr Anyone in PR who is ignoring social media is in for some trouble down the road. Great initiative on your part! #genychat
- DesireeMahr:** RT @KristySeymore: I get a chance to get advice from other PR students & professionals that are currently on the path I'm pursuing #genychat
- rblake:** RT @steve_campbell: So connecting is a big deal. Its definitely the relationships Ive made with ppl that keeps me coming back. #genychat
- steve_campbell:** Zero-cost marketing. It allows us to compete with the big companies. #genychat
- GenyChat:** QUESTION 2! Q2. What are best practices for engaging others in these (social media) spaces? #genychat
- ICtine:** 1: chance to collaborate w others, engagement and a platform for my thoughts

and values - best part is being able to create action #genychat

morgetz: RT @steve_campbell: So connecting is a big deal. It's definitely the relationships I've made with ppl that keeps me coming back. #genychat

DominickEvans: @Steve_Campbell it can be a good way to find out about stories! #genychat

key4387: Quite true... RT @DesireeMahr: A1: All of the breaking news!! I find most of it on Twitter & then read articles as they are posted #genychat

rblake: RT @GenyChat: QUESTION 2! Q2. What are best practices for engaging others in these (social media) spaces? #genychat

steve_campbell: RT @GenyChat: QUESTION 2! Q2. What are best practices for engaging others in these (social media) spaces? #genychat

J_Fuji: @GenyChat A2: The cop out (and vitally true) response: "it depends." Depends on what you're trying to do. #genychat

BLKMGK01: #genychat Q2: Have real conversations with people instead of just "mememe" attitude.

steve_campbell: @DominickEvans True! It's where I get most of my news now #genychat

DesireeMahr: @j_fuji I agree. My PR writing class this semester is incorporating SM into the curriculum. I was glad to see that. #genychat

DominickEvans: @GenYChat I can be controversial sometimes. I just am myself. I am honest and forthright and put my ideas out there #genychat

ShawnaRoseBrown: RT @rblake: RT @GenyChat: QUESTION 2! Q2. What are best practices for engaging others in these (social media) spaces? #genychat

juliacantor: @GenyChat Best practices: be real, engage, help others #genychat

ArrowsWithSoul: RT @GenyChat: QUESTION 2! Q2. What are best practices for engaging others in these (social media) spaces? #genychat

TheKimSchnaider: Q2 Don't be afraid to strike up a convo with anyone! #genychat

key4387: RT @GenyChat: QUESTION 2! Q2. What are best practices for engaging others in these (social media) spaces? #genychat

BLKMGK01: #genychat Something that really helped me build up a community was looking for ways to help people who had questions.

DominickEvans: @Steve_Campbell as a writer - it can often make a good lead in that leads to research to further tell the story #genychat

steve_campbell: RT @TheKimSchneider: Q2 Dont be afraid to strike up a convo with anyone! #genychat

J_Fuji: A2: But some common themes seem to be: Be human (no spin), be interesting (easier said than done), deliver value. #genychat

WaynesBNP: A2: Don't be a robot! #genychat

DesireeMahr: @juliacantor Sure is! I think it's amazing when huge stories break via Twitter : (ex: plane crash in the Hudson last year). #genychat

dc_socialmedia: <http://dld.bz/--> @BLKMGK01 Thanks buddy! Really pumped about talking some social media! #genychat: @BLKMGK01 Thanks ... <http://ow.ly/18DdOo>

TonyValkov: <http://dld.bz/--> @BLKMGK01 Thanks buddy! Really pumped about talking some social media! #genychat: @BLKMGK01 Thanks ... <http://ow.ly/18DdOm>

DominickEvans: @Steve_Campbell I don't think there is any room to be shy, but there is a difference between being forthwright and being a jerk #genychat

steve_campbell: @BLKMGK01 I look for ppl who have questions ALL the time. #genychat

rblake: RT @WaynesBNP: A2: Dont be a robot! #genychat

ShawnaRoseBrown: @genYchat q2 post content that is relevant to your audience that is unique and funny, that they won't find anywhere else. #genychat

rblake: RT @BLKMGK01: #genychat Something that really helped me build up a community was looking for ways to help people who had questions #genychat

ArrowsWithSoul: RT @BLKMGK01: #genychat Q2: Have real conversations with people instead of just "mememe" attitude.

KristySeymore: A2: definitely be interesting and don't be afraid to seek guidance from others #genychat

BLKMGK01: RT @thekimschneider: Q2 Don't be afraid to strike up a convo with anyone! : #genychat <-"How U doin!" :P

alexmpayne: @steve_campbell interesting, but good social media comes from time and time=money right? #genychat

ICTine: 2: be actionable! No one will care what you have to say unless you can be interactive and add value to the conversation #genychat

TheKimSchneider: Q2: Be genuine and show your personality to everyone. #genychat

key4387: Q2. Its situational. But as a community, there needs to be a 2 way flow of communication. Answering questions is a easy practice #genychat

steve_campbell: Twitter is FILLED with spam. My number 1 best practice would be "Don't do that." [#genychat](#)

DesireeMahr: A2: You have to be outgoing. The key to being heard is opening discussion with others & then continuing them to form relationships [#genychat](#)

GenyChat: Q2.5 Are there things you *should not do* when building your brand with social media? [#genychat](#)

DominickEvans: be yourself - there is no room to not be authentic on the web - it just makes you look bad because the truth always comes out [#genychat](#)

steve_campbell: [@alexmpayne](#) True, which is why some automation may be necessary :) [#genychat](#)

TheKimSchneider: [@BLKMGK01](#) good to see you, too! [#genychat](#)

alexmpayne: A2 Listen first and see what conversations interest you. Each networks means different convos and approaches [#genychat](#)

BLKMGK01: [@Steve_Campbell](#) It's a golden strategy that helps to build real relationships. [#genychat](#)

ICtine: Agreed! [@DesireeMahr](#): [@juliacantor](#) Sure is! I think it's amazing when huge stories break via Twitter [#genychat](#)

steve_campbell: RT [@GenyChat](#): Q2.5 Are there things you *should not do* when building your brand with social media? [#genychat](#)

B2CMKTGInsider: RT [@J_Fuji](#): A2: Common themes are: Be human (no spin), be interesting (easier said than done), deliver value. [#genychat](#) | agreed

key4387: Q2. This adds the crucial human aspect to the "cold" internet [#genychat](#)

DominickEvans: [@GenYChat](#) offend your audience or talk down to them - denigrating them is no way to build up an audience [#genychat](#)

J_Fuji: [@GenyChat](#) A2.5: Marketing babble. I hate that shit. [#genychat](#)

BLKMGK01: [@ArrowsWithSoul](#) Thanks for the RT! [#GenYChat](#)

key4387: RT [@GenYChat](#): Q2.5 Are there things you *should not do* when building your brand with social media? [#genychat](#)

steve_campbell: [@DesireeMahr](#): It's like a "virtual cocktail party", right? [#genychat](#)

steve_campbell: Second! RT [@J_Fuji](#): [@GenyChat](#) A2.5: Marketing babble. I hate that shit. [#genychat](#)

- ShawnaRose Brown:** @steve_campbell what would you search for to find people with questions?
Are there specific things you look for? #genychat
- key4387:** Q2.5 Be human and yourself... but a polished version. Use a filter esp when you're in a bad mood. #genychat
- juliacantor:** @GenyChat Make sure it is a give & take relationship. Don't just pump out content w/out engaging w/followers/friends/connections. #genychat
- alexmpayne:** @steve_campbell haha that's the battle. Can't automate and be genuine but can't get momentum without time saving techniques. #genychat
- DesireeMahr:** @Steve_Campbell Ha. Clever way to put it! I think you could definitely describe it that way. #genychat
- BLKMGK01:** #genychat If you want to know exactly how NOT to use Twitter, follow any Australian Politician amidst an election. #NoClue
- ICtine:** RT @GenyChat: Q2.5 Are there things you *should not do* when building your brand with social media? #genychat
- DominickEvans:** also remember who your audience is - and be appropriate for your audience - if it is professional don't use slang/swearing #genychat
- WaynesBNP:** A2.5: Be a robot lol.. meaning never engage anyone, when people DO try to speak, don't answer. Just a bunch of RTs and sales links #genychat
- TheKimSneider:** Q2.5 Don't be pushy! Take your time building a following. #genychat
- KristySeymour:** Q2.5 don't be so consumed about who can help you. also try to help others out #genychat
- steve_campbell:** I preach transparency, although I need to get better at un-censoring myself at times. #genychat
- rblake:** LOL! RT @BLKMGK01 If you want to know exactly how NOT to use Twitter, follow any Australian Politician amidst an election. #NoClue #genychat
- juliacantor:** @ShawnaRoseBrown One place you can always help and engage is on #LinkedIn. If you join a group people ask questions all the time. #genychat
- key4387:** RT @juliacantor Make sure its give & take. Don't just pump out content w/out engaging w/followers/friends/connections. #genychat
- alexmpayne:** @A2.5 Don't forget strategy and don't blast your message. Not every convo is right to be in. #genychat
- DominickEvans:** also don't expect something from others without giving back - it's not a you give all I take all kind of environment #genychat

- J_Fuji:** @alexmpayne A possible strategy to overcome that challenge is to slowly build a community then deputize your most loyal members. #genychat
- beckyraeparker:** I was on the phone w/ dad. Back now. A2: Engage people in your personal life - let them in on as much as you are comfortable with #genychat
- steve_campbell:** @WaynesBNP Right! I try not to follow "robots" aka ppl who just RT or auto-tweet from the API #genychat
- ShawnaRoseBrown:** RT @GenyChat: Q2.5 Are there things you *should not do* when building your brand with social media? #genychat
- BLKMGK01:** RT @thekimschneider: Q2.5 Don't be pushy! Take your time building a following. #genychat <-Gold!
- ICTine:** 2.5: don't make promises you can't keep! Brands need to follow through on their interactions w consumers in order to gain trust #genychat
- rblake:** This is very important ~ Give & Get RT @KristySeymone Q2.5 dont be so consumed about who can help you. also try to help others out #genychat
- DominickEvans:** I have worked with many a PR person who forget bloggers have lives outside the net. They expect all of them while giving nothing #genychat
- key4387:** You get what you give... RT @KristySeymone: Q2.5 don't be so consumed about who can help you. also try to help others out #genychat
- DesireeMahr:** A2.5: A brand's SM shouldn't be impersonal. Followers need to know they're following a person, not a machine. #genychat
- TheKimSchneider:** RT @juliacantor Make sure it is a give & take relationship. Don't just pump out content w/out engaging w/followers/friends #genychat
- steve_campbell:** @beckyraeparker Hope the convo went well :) welcome back #genychat
- B2CMKTGInsider:** @GenyChat A 2.5 Failure to be consistent/active and honest. Consistency and honesty are keys to long term success. #GenYChat
- beckyraeparker:** RT @rblake: This is very important ~ Give & Get RT @KristySeymone Q2.5 dont be so consumed about who can help you. also try to help others out #genychat
- key4387:** RT @ICTine: 2.5: don't make promises you can't keep! Brands need to follow through on interactions w consumers to gain trust #genychat
- DesireeMahr:** A2.5 Don't make it all about your brand/company. Listen to your followers and consider their needs when developing SM content. #genychat
- ICTine:** RT @KristySeymone: Q2.5 don't be so consumed about who can help you. also try to help others out #genychat

DominickEvans: RT @ICTine: 2.5: don't make promises you can't keep! Brands need to follow through on interactions w consumers to gain trust #genychat

J_Fuji: So very very true. RT @B2CMKTGInsider: Consistency and honesty are keys to long term success. #genychat

steve_campbell: Like @ChrisBrogan says, promote others' content over your own w/ a ratio of 12:1 #genychat

key4387: RT @B2CMKTGInsider Q2.5 Failure to be consistent/active and honest. Consistency and honesty are keys to long term success. #GenYChat

DesireeMahr: Important. RT @B2CMKTGInsider: Consistency and honesty are keys to long term success. #genychat

steve_campbell: RT @DesireeMahr: Dont make it all about your brand. Listen to your followers and consider their needs when developing SM content. #genychat

JenWallington: RT @DesireeMahr: A2.5 Don't make it all about your brand/company. Listen to your followers and consider their needs when developing SM content. #genychat

steve_campbell: Yes! RT @J_Fuji: So very very true. RT @B2CMKTGInsider: Consistency and honesty are keys to long term success. #genychat

J_Fuji: @steve_campbell Haha how did he arrive at 12? #genychat

key4387: Good rule of thumb to know. RT @steve_campbell: Like @ChrisBrogan says, promote others' content over your own w/ a ratio of 12:1 #genychat

steve_campbell: Like @GaryVee says, it's a slow burn. You're in a marathon, not a sprint. #genychat

DominickEvans: @Steve_Campbell @ChrisBrogan is a good guy #genychat

ShawnaRoseBrown: Q2.5 Make your brand your audience's bff. Give advice, engaging content, fun conversation - just don't outright sell your product. #genychat

steve_campbell: @J_Fuji No idea. I think it's just his personal policy. I've heard him mention it a couple different times. #genychat

DominickEvans: @j_fuji it's a nice even number! #genychat

ICTine: @DesireeMahr great point! #genychat

TheKimSchnieder: Good to remember this. RT @steve_campbell: Like @ChrisBrogan says, promote others' content over your own w/ a ratio of 12:1 #genychat

DominickEvans: @DesireeMahr yes!! #genychat

steve_campbell: @DominickEvans Yea, he's on my list of ppl to meet for sure. #genychat

BLKMGK01: @Steve_Campbell Did you catch @ChrisBrogan in #Blogchat earlier this week? Pure gold! #genychat

ShawnaRoseBrown: RT @juliacantor: @ShawnaRoseBrown One place you can always help and engage is on #LinkedIn. If you join a group people ask questions all the time. #genychat

WaynesBNP: RT @ShawnaRoseBrown: Q2.5 Make your brand your audience's bff. Give advice, engaging content, fun conversation - just don't outright sell your product. #genychat

GenyChat: What constitutes marketing babble? RT @j_fuji: @GenyChat A2.5: Marketing babble. I hate that shit. #genychat

rblake: RT @ICTine great point! RT @DesireeMahr: Important. RT @B2CMKTGInsider: Consistency and honesty are keys to long term success. #genychat

ICTine: It's not the quantity of touch points, it's the quality of your interactions #genychat

J_Fuji: @steve_campbell @DominickEvans Interesting! Well he seems to know what he's doing! #genychat

alexmpayne: @J_Fuji @steve_campbell interesting concept on Twitter but maybe it only works on Twitter? #notasilverbullet #genychat

GenyChat: Q3. How do you feel about location-based apps like Foursquare? Facebook Places? #genychat

steve_campbell: RT @ICTine: Its not the quantity of touch points, its the quality of your interactions #genychat

DominickEvans: @j_fuji he is certainly one to listen to! he has a proven record of success! #genychat

J_Fuji: @GenyChat Empty phrasing. Think stereotypical radio ad. "Highest quality product with exceptional customer service! Guaranteed!" #genychat

steve_campbell: Quality wins over quantity every time. I would rather write one good blog post a week than rush to write 5 crappy ones. #genychat

steve_campbell: RT @GenyChat: Q3. How do you feel about location-based apps like Foursquare? Facebook Places? #genychat

DesireeMahr: RT @GenYChat Q3. How do you feel about location-based apps like Foursquare? Facebook Places? #genychat

DominickEv ans: @GenYChat giving your customers the run around or speaking in high tech babble the average person does not care about #genychat

J_Fuji: A3: It's yet to hit the "critical mass" yet, but when it does... watch out! #genychat

ICTine: Good point, some brands kill the convo by focusing solely on product @ShawnaRoseBrown#genychat

KristySeymone: A3. I think the location options are a little too personal #genychat

WaynesBNP: A3: I tried to get into using Foursquare, I still use it every now and then but it hasn't been a hit with me. #genychat

juliacantor: @GenyChat I'm a huge fan of Foursquare personally and as a marketing strategy. #genychat

WaynesBNP: A3: Maybe I need friends on it #genychat

DominickEv ans: @GenYChat actions speak louder than words - you can talk a big game but can you follow through? #genychat

key4387: RT @GenyChat: Q3. How do you feel about location-based apps like Foursquare? Facebook Places? #genychat

steve_campbell: I'm big on location-tech. I think it's going to be everywhere whether ppl like it or not. lol #genychat

beckyraepar ker: I like that. Cute & catchy. I'll definitely remember it! RT @ShawnaRoseBrown Make your brand your audience's bff...(cont'd) #genychat

ResumeStrategy: RT @key4387: RT @ICTine: 2.5: don't make promises you can't keep! Brands need to follow through on interactions w consumers to gain trust #genychat

rblake: I agree w/ you. RT @juliacantor: @GenyChat Im a huge fan of Foursquare personally and as a marketing strategy. #genychat

ICTine: RT @GenyChat: Q3. How do you feel about location-based apps like Foursquare? Facebook Places? #genychat

DesireeMahr : A3: I think 4sq is great for mktg purposes. I use 4sq & especially love when I find a "special" or "discount" when checking in. #genychat

steve_campbell: Privacy is def the big issue up for debate. RT @KristySeymone: A3. I think the location options are a little too personal #genychat

DominickEv ans: @GenYChat I am not fond of them. I feel they are too intrusive and a risk (especially since robbers know where you are) #genychat

beckyraepar Q3: Good question. I recently just started using Foursquare... Still not really

ker: sure of the purpose, maybe someone can clue me in [#genychat](#)

alexmpayne: Q3: Currently lots of earned-value opps with location but needs wider usage to go from "new" to really useful. [#genychat](#)

key4387: Q3. I find location apps very scary. It's already so easy to stalk people with the oversharing of info ie. Craigslist killer [#genychat](#)

rblake: RT [@GenyChat](#): Q3. How do you feel about location-based apps like Foursquare? Facebook Places? [#genychat](#)

steve_campbell: Once companies get completely on-board with geolocation apps, you will see the benefits more clearly I think. [#genychat](#)

WaynesBNP: [@juliacantor](#) How do you use it as a marketing strategy? [#genychat](#)

DominickEvans: [@key4387](#) Exactly! [#genychat](#)

DesireeMahr: A3: However, it's imperative that you control your privacy settings when using them. Or else you'd be in for a lot of trouble... [#genychat](#)

rblake: Q3: Facebook Places is a joke. Stop trying to take over the world. I will always use FourSquare. [#genychat](#)

steve_campbell: [@key4387](#) but do the costs outweigh the benefits? [#genychat](#)

BLKMGK01: [#GenYChat](#) Sorry Peeps and Peepettes, gotta head off early. Thanks for the awesome chat and feel free to buzz me anytime!

GenyChat: Q4. What makes you cringe when you see a company using social media? [#genychat](#)

beckyraeparker: There's my answer! RT [@DesireeMahr](#) A3: I think 4sq is great for mktng purposes...(cont'd) [#genychat](#)

steve_campbell: Facebook just got in the game, so they clearly see the benefits. [#genychat](#)

MOARDrew: Exactly! RT [@rblake](#): Q3: Facebook Places is a joke. Stop trying to take over the world. I will always use FourSquare. [#genychat](#)

steve_campbell: RT [@GenyChat](#): Q4. What makes you cringe when you see a company using social media? [#genychat](#)

DominickEvans: [@beckyraeparker](#) its just to let people know where you are, but it also lets people you don't want to know, when you aren't home! [#genychat](#)

MOARDrew: Let the small businesses breathe! [#LBSchat](#) [#genychat](#)

DesireeMahr: [@rblake](#) I feel the same way about Facebook Places. [#genychat](#)

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ArrowsWith Soul: q3. sticking to my guns last week, not a fan of 4sq. cyber stalking uses, sure. prof use? not too relevant. #genychat

JenWallington: Q3. I definitely agree about location apps being a risk. I've never used them for this reason. #genychat

BLKMGK01: @WaynesBNP Location based apps allow ppl to view data for local "hotspots" so like knowing where your demographic is attracted to. #genychat

alexmpayne: @rblake you think that now but what if they can't expand quick enough #genychat

steve_campbell: @alexmpayne hmm you might be right there. #genychat

KristySeymour: @Steve_Campbell Exactly. Even though I love social media, I try my best to remain private #genychat

ArrowsWith Soul: RT @GenyChat: Q4. What makes you cringe when you see a company using social media? #genychat

BLKMGK01: @WaynesBNP# so that's an idea opportunity for marketing services to assist businesses targeting that demographic #genychat

steve_campbell: @JenWallington They'll get better. Foursquare just updated their privacy settings. #genychat

key4387: Q3. However I do see potential in the marketing benefits of 4sq, etc. But I'm still wary cc: @@Steve_Campbell @dominickevans #genychat

key4387: RT @GenyChat: Q4. What makes you cringe when you see a company using social media? #genychat

ShawnaRose Brown: RT @steve_campbell: RT @GenyChat: Q4. What makes you cringe when you see a company using social media? #genychat

ArrowsWith Soul: #genychat q4. when they set up an a/c, but hv only 3 tweets...

key4387: RT @ArrowsWithSoul: q3. sticking to my guns last week, not a fan of 4sq. cyber stalking uses, sure. prof use? not too relevant. #genychat

alexmpayne: @JenWallington more risky than having all your closest connections on FB? or are we just more comfortable with that. #genychat

DominickEvans: @ArrowsWithSoul blatant self-promotion! You get it in all their other forms of advertising. That is not what social media is about #genychat

key4387: RT @JenWallington: Q3. I definitely agree about location apps being a risk. I've never used them for this reason. #genychat

rblake: @alexmpayne What more does FourSquare need to expand on? Geo-tagging and tips - what more do I need? #genychat

rblake: RT @GenyChat: Q4. What makes you cringe when you see a company using social media? #genychat

J_Fuji: Jimmy Choos and Tony Hawk used 4sq to do treasure hunts. Successful campaigns as far as I know. #genychat

steve_campbell: Companies definitely have some PR challenges to face now that their consumers can communicate directly with their workers. #genychat

WaynesBNP: @BLKMGK01 I see, that makes sense #genychat

ICTine: 3: location based apps might make you a little too transparent #genychat

DominickEvans: @JenWallington they've talked about burglars using stuff like foursquare to target houses #genychat

steve_campbell: haha strategies must be in place RT @ArrowsWithSoul: #genychat q4. when they set up an a/c, but hv only 3 tweets... #genychat

rblake: I've done some too! :) RT @J_Fuji: Jimmy Choos and Tony Hawk used 4sq to do treasure hunts. Successful campaigns as far as I know. #genychat

J_Fuji: A4: When they have over 25 Likes on FB but their FB URL is still a giant jumbled mess -> facebook.com/username FTW #genychat

ICTine: RT @GenyChat: Q4. What makes you cringe when you see a company using social media? #genychat

steve_campbell: @ICTine What's good about them is you can choose when to turn them off :) #genychat

DominickEvans: I am amused at those who use location apps and then complain they have no privacy, though #genychat

key4387: Q4. When a company doesn't interact with its followers. Its then clear they missed the SM101 memo. #genychat

J_Fuji: @rblake Do tell! #genychat

steve_campbell: Ha! RT @J_Fuji: A4: When they have over 25 Likes on FB but their FB URL is still a giant jumbled mess -> facebook.com/username FTW #genychat

alexmpayne: @rblake not in terms of user xp but in terms of usage and people. how does it integrate with your social map? #genychat

DominickEvans: @Steve_Campbell it is even better when they have 3 tweets but are following 5,559 people! #genychat

steve_campbell: RT @key4387: Q4. When a company doesnt interact with its followers. Its

ell: then clear they missed the SM101 memo. #genychat

beckyraepar ker: Q4: I have to cringe when a company's posts are blatantly selling their product, and they don't actively engage w/ their audience #genychat

DominickEvans: @ArrowsWithSoul we are all rockstars haha #genychat

ArrowsWithSoul: RT @steve_campbell: haha strategies must be in place RT @ArrowsWithSoul: #genychat when they set up an a/c, but hv only 3 tweets. #genychat

DesireeMahr: A4: I hate when companies don't use URL shorteners! Also, I usually unfollow the account when the tweets aren't engaging. #genychat

KristySeymore: A4. I cringe whenever the company doesn't attempt to gain followers or make their profiles appealing. #genychat

DominickEvans: @key4387 I know! I don't use any of those apps. Like people need to know where I am lol #genychat

beckyraepar ker: Q4: Also when the posts only appear every month or so...might as well not use SM at all #genychat

ICTine: 4: hate it when brands argue w consumers/overly defend themselves: social media is like customer service on crack #genychat

steve_campbell: I'll admit, when I 1st started Twitter I went for the high-follow count, but I started over and found the engagers & BOY AM I GLAD #genychat

alexmpayne: @genychat when companies go for the viral buzz but don't follow with engagement. #genychat

ShawnaRose Brown: Q4 companies that don't offer anything useful resources about their product except basic info. #genychat

ArrowsWithSoul: exactly! like,wake up n smell the coffee RT @DominickEvans:amused @ those who use location apps,then complain they hv no privacy #genychat

steve_campbell: Companies/brands should just get out there and start being helpful/useful. Let the following build itself. #genychat

BLKMGK01: @WaynesBNP Thanks man. Btw just checked out your site. Love what you do! Dream,Build,Inspire,Lead! #genychat

DominickEvans: @ICTine love it! social media is like customer service on crack!!!! #genychat

rblake: @alexmpayne I am not a hardcore user of 4sq simply bc I forget a lot, but i already think FB is evil - so I wont use as much. #genychat

steve_campbell: RT @alexmpayne: @genychat when companies go for the viral buzz but dont follow with engagement. #genychat

WaynesBNP: A4: Companies that just don't get the point of social media. The same rules should apply to them as they do to us. #genychat

key4387: RT @beckyraeparker Q4 When a company's posts are blatantly selling their product, and they don't actively engage w/ their audience #genychat

J_Fuji: @alexmpayne I am always amused when they overtly state that they're looking to go viral. As if that triggers it. #genychat

rblake: @J_Fuji It was a contest where we had people go check-in randomly in #okc - end of the trail you get an Apple giftcard (\$250!) #genychat

key4387: RT @DesireeMahr: A4: I hate when companies don't use URL shorteners! I usually unfollow account when the tweets aren't engaging. #genychat

DominickEvans: @DesireeMahr or when they post the same thing over and over...hey check out our new onion rings...have you tried our onion rings? #genychat

ICTine: Pet peeve! No one is going to rt if its not short enough! Rt @DesireeMahr: A4: I hate when companies don't use URL shorteners! #genychat

rblake: @J_Fuji It went really welll. #genychat

key4387: RT @beckyraeparker: Q4: Also when the posts only appear every month or so...might as well not use SM at all #genychat

TheKimSchneider: Q3: Love location based tools, especially when I can leave tips and read others tips. #genychat

steve_campbell: @josippetrusa's absence intrigues me lol #genychat

rblake: Good marketing tool! RT @TheKimSchneider: Q3: Love location based tools, especially when I can leave tips and read others tips. #genychat

steve_campbell: RT @J_Fuji: @alexmpayne I am always amused when they overtly state that theyre looking to go viral. As if that triggers it. #genychat

WaynesBNP: @BLKMGK01 Wow thanks, really appreciate that. I'm multitasking as we speak, writing up a blog post lol. #genychat

DominickEvans: had someone find out where we were moving and tell us they had a plant we could visit for a tour for just \$5 of our money! #genychat

DesireeMahr: @dominickevans Yes! That is the worst. Those companies need to come up with new SM content. And soon. #genychat

ArrowsWithSoul: yes by their def, we must be! RT @dominickevans: @ArrowsWithSoul we are all rockstars haha #genychat

steve_campbell: @TheKimSchneider Tips are definitely a fun way to spend time on the apps #genychat

B2CMKTGI nsider: @key4387 I always wondered why so many people followed celebs when very few interact back (aren't they trying to be "brands" too) #GenYChat

alexmpayne: @GenYChat Follow-up question, is it worth being in social media if a company isn't committed to doing it right? #genychat

juliacantor: @key4387 @beckyraeparker agree! I realized today >90% of the ppl I follow update several times a day. #genychat

J_Fuji: @rblake Awesome, that's a solid prize and probably very in tune with the typical 4sq user as well! #genychat

ShawnaRose Brown: RT @key4387: RT @beckyraeparker: Q4: Also when the posts only appear every month or so...might as well not use SM at all #genychat

GenyChat: Q5. Why does most of Gen Y use Facebook and nothing else? #genychat

ArrowsWith Soul: RT @alexmpayne: @GenYChat Follow-up question, is it worth being in social media if a company isn't committed to doing it right? #genychat

WaynesBNP: It's not worth it. Start over. #genychat

steve_campbell: All the companies that do it wrong are the reason ppl go crazy when a company finally does it right. (eg Old Spice) #genychat

rblake: @alexmpayne Not at all! It's better to not do it, then to do it poorly. #genychat

JasmineBrooks1: (tiptoeing into #genychat like I've been here the entire time...) Hey! =D

alexmpayne: @J_Fuji @Steve_Campbell I literally shudder when I hear that word in meetings now. #unrealisticgoals #genychat

steve_campbell: RT @GenyChat: Q5. Why does most of Gen Y use Facebook and nothing else? #genychat

WriterChanelle: RT @alexmpayne: @genychat when companies go for the viral buzz but don't follow with engagement. #genychat

ArrowsWith Soul: @alexmpayne #genychat not worth! it makes them worse off than b4

J_Fuji: @alexmpayne Well, it depends on your relationship with the co. If you have influence could be fun to try to turn that ship around #genychat

juliacantor: @GenyChat I think they are afraid that it will be hard to learn other technology (besides Facebook) #genychat

DesireeMahr: @key4387 Some could really use that guide! Or the official Twitter 101 for Businesses Guide, even. #genychat

DominickEv: @ArrowsWithSoul the coffee that's on the corner of second and main at

- ans:** Starbucks, where I'll be....LOL #genychat
- WaynesBNP:** @GenyChat I didn't understand Twitter til about a month ago and now I use it more than Facebook. #genychat
- ArrowsWith Soul:** RT @steve_campbell: All the companies tt do it wrong r the reason ppl go crazy when a company finally does it right.(eg Old Spice) #genychat
- alexmpayne:** @rblake haha FB is evil? The 4sq may get there one day. Eventually they may have to make money #genychat
- steve_campbell:** Twitter's generation gaps have always interested me. Where's all the college kids? #genychat
- rblake:** @steve_campbell because their friends aren't using twitter and facebook stalking is ever so prevelent. #genychat
- key4387:** @juliacantor @beckyraeparker Granted I did just take a long vacation from #Twitter but when I'm on, I'm consistent #genychat
- B2CMKTGInsider:** Still surprises me that companies have not tried engaging individuals via tweet chats<http://bit.ly/dw1Pw8> #GenYChat
- WaynesBNP:** @GenyChat To me, Facebook is mostly fun an games. Twitter is a super power social media monster! #genychat
- rblake:** RT @GenyChat: Q5. Why does most of Gen Y use Facebook and nothing else? #genychat
- ICtine:** RT @GenyChat: Q5. Why does most of Gen Y use Facebook and nothing else? #genychat
- key4387:** RT @GenyChat: Q5. Why does most of Gen Y use Facebook and nothing else? #genychat
- ArrowsWith Soul:** RT @GenyChat: Q5. Why does most of Gen Y use Facebook and nothing else? #genychat
- DominickEvans:** @GenYChat Myspace is for teenagers and old men looking for sex....oh and bands. FB is a more logical option #genychat
- rblake:** @J_Fuji The end of the road was also a big 300ish person Tweetup! It was fantastic. #genychat
- ArrowsWith Soul:** hahah love it! RT @JasmineBrooks1: (tiptoeing into #genychat like I've been here the entire time...) Hey! =D
- steve_campbell:** @WaynesBNP I see that a lot. What do you think they could do to better explain the uses of twitter? #genychat
- matthod:** RT @steve_campbell: I'll admit, when I 1st started Twitter I went for the high-follow count, but I started over and found the engagers & BOY AM I GLAD

#genychat

key4387: Hey @JasmineBrooks1! Welcome to #genychat! We're debating what makes SM work/not work & pro/cons of location apps.

juliacantor: @steve_campbell A5 Partially due to lack of awareness and belief they don't need anything other than FB. #genychat

DominickEvans: @GenYChat but I find I use FB for more personal/family connections and Twitter for business and intellectual convos #genychat

kseniacoffman: @Steve_Campbell The college kids say they are on Facebook 100%; btw what's #genychat?

DesireeMahr: A5: Many don't understand the far-reaching benefits of new SM (ex: Twitter). They also don't want to learn new platforms. #genychat

J_Fuji: @rblake Wow, is there a website anywhere that documented any of this? Sounds like a cool case study. #genychat

KristySeymore: Q5. i actually deactivated my facebook account because I felt it was too intrusive on my privacy #genychat

TheKimSchneider: Long URL and not using shortener = rookie move :) #genychat

rblake: @alexmpayne Yeah, I don't even care about privacy issues, I just don't like fb, but it's unique and no one will ever stop using. #genychat

DominickEvans: @Steve_Campbell I hated the Old Spice campaign. I will never buy Old Spice LOL #genychat

juliacantor: @key4387 that's ok... we're talking hypothetically :) #genychat

steve_campbell: Even if they weren't into networking/PR, you'd think they would use it for chatting or talking sports or something, right? haha #genychat

beckyraeparker: @key4387 Vacation is fine! I just became active on Twitter myself. I just meant companies trying to promote should be consistent #genychat

DominickEvans: @KristySeymore that's why there are privacy options! #genychat

J_Fuji: A5: Too many platforms clamoring for attention? Lots of my peers used LI though. #genychat

steve_campbell: @DominickEvans haha it did help them immensely though #genychat

rblake: @J_Fuji Not an official roster or # of people that attended, but I was there! Haha. #genychat

WriterChanelle: Q6. @nytimes Just came out with a piece saying GenY is not as lazy as everyone thinks. What are other myths? #genychat

B2CMKTGInsider: @key4387 Agreed that some do a great job (most not so much). My guess is that people want to feel "closer" to brands/celebs #GenYChat

key4387: Q5. cont if thats all you do on Twitter, you're behind. FB is little work. #genychat

GenyChat: Q6. @nytimes Just came out with a piece saying GenY is not as lazy as everyone thinks. What are other myths? #genychat

WaynesBNP: @Steve_Campbell I guess it would be kind of hard to explain the uses of Tiwtter for other than fun to people. #genychat

J_Fuji: Speaking of LI feel free to add me: <http://ca.linkedin.com/in/jordyf> #genychat

ArrowsWithSoul: #genychat q5. they've gotten used 2 it n dont wanna juggle too many? or they feel they can alrdy get what they want outta FB, so y bother

DesireeMahr: A5: Some of GenY are not interested in maintaining more than 1 SM account : and just stick with what they're used to (that's FB). #genychat

KristySeymore: Facebook is honestly where the younger crowd stalks friends & classmates to find out who's dating who, who's doing what, ect. #genychat

steve_campbell: @kseniacoffman a chat where we talk about gen-y related topics each week, but it's open to ppl of all generations :) #genychat

ShawnaRoseBrown: #Q5 fb has so much for versatility than other sm platforms and is so much more interactive than twitter, flickr, etc. #genychat

WaynesBNP: @Steve_Campbell Social Media isn't exactly the easiest concept to explain especially for those that don't care. #genychat

ICTine: 5: #geny needs to OWN something we were the 1st adopters of facebook #genychat

juliacantor: @steve_campbell Do you know if the sales of Old Spice have increased since the Twitter campaign? #genychat

ArrowsWithSoul: RT @GenYChat: Q6. @nytimes Just came out with a piece saying GenY is not as lazy as everyone thinks. What are other myths? #genychat

stickyvbot: RT @steve_campbell2010@J_Fuji Definitely digging viral marketing tactics with social media! #genychat

steve_campbell: @WaynesBNP You're right about that. I opt to youtube for that. #genychat

TheKimSchnaider: @DominickEvans Don't really know if the Old Spice campaign drove sales. Last I heard, it didn't. But, I personally loved concept. #genychat

key4387: @beckyraeparker I couldnt agree more. I look at any company's SM before interacting with them. And I'm rarely impressed #genychat

ShawnaRose Brown: Q5 interactions with friends are more visual and viral than on twitter and other platforms. #genychat

J_Fuji: @juliacantor I've heard figures of over 100% following. Dunno if they've sustained that. #genychat

steve_campbell: @juliacantor Not sure, but I'm interested in finding out! #genychat

WriterChanelle: RT @WaynesBNP: @GenyChat To me, Facebook is mostly fun an games. Twitter is a super power social media monster! #genychat

key4387: @B2CMKTGInsider True. Can't lie though... I have a celeb list just for fun. But it's pretty pointless on the whole. #genychat

ArrowsWithSoul: #genychat q6. other myths: we r constantly distracted, feel entitled (barf @ word use), frivolous, wanna b handheld, want a lot 4 nothing

B2CMKTGInsider: @DominickEvans The beauty of the Old Spice campaign was that it was so "simple". They showed they were listening & responded back #GenYChat

JasmineBrooks1: Sorry #genychat! Gotta run! (tiptoeing out like I was never here...)

WriterChanelle: RT @WaynesBNP: @GenyChat I didn't understand Twitter til about a month ago and now I use it more than Facebook. #genychat

ShawnaRose Brown: @ictine what do you mean own? Like what? #genychat

key4387: RT @ArrowsWithSoul Q6. @nytimes Just came out with a piece saying GenY is not as lazy as everyone thinks. What are other myths? #genychat

steve_campbell: @TheKimSchneider It may not have, but at least theyve got their product on everyones mind #genychat

key4387: @juliacantor @steve_campbell I heard they did.... Yes?? re Old Spice #genychat

DominickEvans: @Steve_Campbell but it made some who did buy want to stop - I heard some guys who used to use Old Spice say they'd stop #genychat

steve_campbell: @JasmineBrooks1 haha we noticed! Thanks for stopping by! #genychat

juliacantor: @J_Fuji yeah, I kind of thought it was just a bunch of marketing people talking about the campaign from a marketing perspective. #genychat

ICTine: Sales are up a ton @TheKimSchneider @DominickEvans #genychat

- key4387:** RT @GenyChat: Q6. @nytimes Just came out with a piece saying GenY is not as lazy as everyone thinks. What are other myths? #genychat
- elisatalk:** RT @Steve_Campbell: Companies/brands should just get out there and start being helpful/useful. Let the following build itself. #genychat
- TheKimSchn** @juliacantor last I heard, it hadn't. #genychat #oldspice would love to see
eider: numbers on this though.
- DominickEv** @B2CMKTGInsider but to a new audience - a young audience and the "Old"
ans: old spice audience felt left out #genychat
- B2CMKTGI** @juliacantor I believe I read that overall sales of Old Spice are down but sales
nsider: of the body wash were up (so success) #GenYChat
- WriterChane** Q3. I'm not a fan of the Foursquare updates. I have it filtered out as a source
lle: using TweetDeck's global filter #genychat
- steve_campb** @DominickEvans Interesting. Guess you can't please everybody. If ppl use it
ell: and like it, you'd think they'd keep using it. #genychat
- DominickEv** @B2CMKTGInsider I used to buy my dad Old Spice....I'm not ready for it
ans: haha. I prefer Perry Ellis #genychat
- J_Fuji:** @DominickEvans Well the goal was to change @OldSpice positioning (old man -> manly). Not surprising that they'd lose a few custs. #genychat
- KristySeymo** @dominickevans i know but i feel as if with facebook profiles, there isnt the
ne: need for ppl to personally get to know each other #genychat
- key4387:** Q6. Myths are the stereotypes. We're spoiled, don't want to work, refuse to pay
dues, no respect, etc. #genychat
- DominickEv** @thekimschneider it was targeting young people while isolating its older
ans: audience who used Old Spice #genychat
- rblake:** @WriterChanelle lame! It's fun knowing where people are :P #genychat
- juliacantor:** @key4387 @steve_campbell I just know it was a "hot topic" amongst
marketers, in terms of marketing strategy.not product exactly. #genychat
- steve_campb** Facebook will forever win with Gen Y, but these technologies are so new yet, I
ell: bet they'll catch on sooner or later #genychat
- WriterChane** Q4. I hate seeing a company use Twitterfeed to send out 6 tweets all at once.
lle: BIG pet peeve #genychat
- key4387:** Q6. Most GenY are willing to get their hands dirty and put the time in - esp in
this economy. #genychat
- DominickEv** @KristySeymone I mainly use it to connect with family and friends in RT
ans: #genychat

KristySeymour: @dominickevans who your siblings are, your favorite movies, beliefs, is all put out into the open #genychat

ICTine: @ShawnaRoseBrown own as in it's ours - and now it's being invaded by other gens #genychat

B2CMKTGInsider: @key4387 Right but I would bet that you more passively "follow" it, not focusing on trying to actually engage (lower expectations) #GenYChat

TheKimSchneider: If you were asked to give Twitter up, could you? Easily? Difficult? #genychat

DominickEvans: @j_fuji but I don't think they really gained those young customers though #genychat

juliacantor: @key4387 I think they are the same types of complaints that most generations have regarding the next generation... no?! :) #genychat

steve_campbell: Thanks for stopping by everyone! Really appreciate all your insight. Whoever wants to stick around & chat is more than welcome to #genychat

J_Fuji: Gotta head off to bed now, thanks all for another highly stimulating chat! Always a pleasure! #genychat

WriterChanelle: Q5. The idea that Twitter is just a bunch of status updates is prevalent. They don't see career value #genychat

DominickEvans: @Steve_Campbell a lot of old guys felt they were saying you have to be young - they abandoned them for something newer #genychat

steve_campbell: Good Q RT @TheKimSchneider: If you were asked to give Twitter up, could you? Easily? Difficult? #genychat

key4387: @B2CMKTGInsider True. More like reading the gossip mags (another guilty pleasure) #genychat

alexmpayne: here's a thought: old spice did things we expect on twitter but since it was on youtube, it became a phenom . was it really new? #genychat

J_Fuji: @DominickEvans That's the key statistic I guess. Only P&G really knows for sure I guess. #genychat

juliacantor: @steve_campbell That was fast! #genychat

steve_campbell: @J_Fuji Thanks for sticking with us! #genychat

DominickEvans: @ICTine wow...I personally think it smells horrible haha #genychat

ArrowsWithSoul: RT @steve_campbell: Good Q RT @TheKimSchneider: If you were asked to give Twitter up, could you? Easily? Difficult? #genychat

B2CMKTGInsider: @dominickevans Completely understand, 6 yrs ago my final MBA thesis was on the future domination of AXE (great strategy/execution) #GenYChat

steve_campbell: @DominickEvans That may have been their way of reaching out to a new audience. They probably thought only young ppl would see it. #genychat

alexmpayne: @TheKimSchneider hmm most people i've worked with (and myself) hit a twitter burnout point. easier to give up than you think #genychat

DesireeMahr: @thekimschneider It would be very difficult for me to give it up. That is, unless its popularity/usefulness phased out... #genychat

GenyChat: Q7. What is the difference between social branding and personal branding? #genychat

beckyraeparaker: Gotta run! Thanks for some great conversation! Hope to keep in touch with some of my fellow GenY'ers #genychat

DominickEvans: @KristySeymone but you can choose to not show that (mine only says my name and pic and my school) #genychat

OwlAsylum: RT @WriterChanelle: Q5. The idea that Twitter is just a bunch of status updates is prevalent. They don't see career value #genychat

steve_campbell: @juliacantor I'll say! I had fun though, how about you? :) #genychat

key4387: @juliacantor Definitely! Tom Brokaw did a special on generations and with all the tech we have, its far worse for GenY. #genychat

ArrowsWithSoul: @steve_campbell #genychat @thekimschneider *shakes head vigorously*

steve_campbell: Take a crack at it everyone :) RT @GenyChat: Q7. What is the difference between social branding and personal branding? #genychat

ArrowsWithSoul: RT @GenyChat: Q7. What is the difference between social branding and personal branding? #genychat

DominickEvans: @B2CMKTGInsider AXE is much better smelling for the younger gens! #genychat

DominickEvans: @Steve_Campbell but it exploded. I don't buy it anymore bc my dad died, but I feel bad for the old guys who have said they did #genychat

WriterChanelle: YES! Hate that. RT @TheKimSchneider: Long URL and not using shortener = rookie move :) #genychat

key4387: @B2CMKTGInsider I'd be interested in seeing the AXE thesis... Would be great to pull parallels with the Old Spice then. #genychat

WriterChanelle: RT @KristySeymone: Q5. i actually deactivated my facebook account because

lle: I felt it was too intrusive on my privacy #genychat

key4387: RT @GenyChat: Q7. What is the difference between social branding and personal branding? #genychat

DominickEvans: @Steve_Campbell never underestimate your current audience or abandon them for a new one! #genychat

juliacantor: @steve_campbell always! #genychat

rblake: @DominickEvans I hate the AXE brand. #genychat

steve_campbell: If you never heard the term social branding, it's what I like to call what I do. lol #genychat

WriterChanelle: hehe....having trouble keeping up tonight. Yahooooooo!! #genychat

WriterChanelle: RT @J_Fuji: A5: Too many platforms clamoring for attention? Lots of my peers used LI though. #genychat

B2CMKTGInsider: @DominickEvans No sure I agree that they isolated anyone. The product was a body wash aimed at a younger audience than their core #GenYChat

steve_campbell: @DominickEvans very true! #genychat

steve_campbell: Lovin it! RT @WriterChanelle: hehe....having trouble keeping up tonight. Yahooooooo!! #genychat

ArrowsWithSoul: #genychat q7. some overlaps there. is personal branding makin a statement regardless of others n soc brandin is in relation 2 others?

steve_campbell: "A social brand is a personal brand that takes advantage of social media and web 2.0 technologies." #genychat

DominickEvans: A7. personal branding is when you put yourself out there to your peers and social branding is when you put yourself out to all #genychat

michellew_: I'm no GenYer (ahem)--far from it-- but I enjoyed stalking @Steve_Campbell's #genychat tonight.

DesireeMahr: I'm not sure I know what social branding is exactly. Anyone care to share? #genychat

steve_campbell: LOL I got everyone talking about deodorant #genychat

WriterChanelle: Q8. Do GenX and Baby Boomers prefer social media over GenY? What do older gen's get out of using social media? #genychat

GenyChat: Q8. Do GenX and Baby Boomers prefer social media over GenY? What do

older gen's get out of using social media? #genychat

key4387: Q7. Great question... I think it has to do with promoting a person vs promoting a company/organization. Maybe? Little unsure. #genychat

steve_campbell: I'm glad you did ;) RT @michellew_: Im no GenYer (ahem)--far from it-- but I enjoyed stalking @Steve_Campbells #genychat tonight. #genychat

DominickEvans: @B2CMKTGInsider I have heard old spice customers who have been long term customers say they stopped using it as result #genychat

ArrowsWithSoul: RT @GenYChat: Q8. Do GenX and Baby Boomers prefer social media over GenY? What do older gen's get out of using social media? #genychat

ICTine: RT @key4387: RT @GenYChat: Q7. What is the difference between social branding and personal branding? #genychat

steve_campbell: RT @GenYChat: Q8. Do GenX and Baby Boomers prefer social media over GenY? What do older gens get out of using social media? #genychat

alexmpayne: @steve_campbell hmm I might go with social branding has allowed for a greater control (and loss) or personal branding #genychat

DominickEvans: @michellew_ I am a Gen X-er #genychat

key4387: RT @GenYChat: Q8. Do GenX and Baby Boomers prefer social media over GenY? What do older gen's get out of using social media? #genychat

ArrowsWithSoul: lesson learnt RT @steve_campbell: "A social brand is a personal brand tt takes advantage of social media n web 2.0 technologies." #genychat

B2CMKTGInsider: @key4387 "back then" AXE was dominating outside of the US, they launched here, focus was on creating "shocking" ads running on MTV #GenYChat

steve_campbell: @key4387 I dont like the term personal branding. Sounds like self-promotion to me. I like building communities and being social :) #genychat

ICTine: RT @ArrowsWithSoul: lesson learnt RT @steve_campbell: "A social brand is a personal brand tt takes advantage of social media n web 2.0 technologies." #genychat

ArrowsWithSoul: #genychat q8. i wish a Baby Boomer or Gen X was here to answer this

DominickEvans: GenX is not too old Im not even 30 yet!! Gen X uses it to make money - Gen Y uses it to play (some still 2 young)- #genychat

key4387: @Steve_Campbell Thats a good summation of it. Thanks! :) #genychat

juliacantor: @ArrowsWithSoul A8 - I am a GenX/Y Cusp-er and happy to try to help! #genychat

steve_campbell: If anyone is confused by my "social branding" concept, feel free to swing by my blog:<http://bit.ly/cq0sM5> #genychat

DominickEvans: The GenY teens - look at most of them using it to hook up, connect w/ friends. play games - #genychat

rblake: It depends on how old the genx or baby boomer is. I know young to old that know how to use social media to its fullest extent. #genychat

DesireeMahr: Slipping out for the evening. Until next time, everyone! #genychat

ArrowsWithSoul: awesome!!! do tell! RT @juliacantor: @ArrowsWithSoul A8 - I am a GenX/Y Cusp-er and happy to try to help! #genychat

B2CMKTGInsider: @dominickevans Interesting, would love to be on the other side of the glass during a focus group with those individuals. #GenYChat

DominickEvans: My Aunt is a Baby Boomer - she uses it to connect with family - a lot of Baby Boomers are getting on to connect #genychat

key4387: @B2CMKTGInsider I thought they did a decent job although it was a bit of a stretch. But very attention getting. #genychat

rblake: Thanks for being here! Really enjoyed your discussion! RT @DesireeMahr: Slipping out for the evening. Until next time, everyone! #genychat

steve_campbell: Loving the diversity we have here. #genychat

DominickEvans: @KristySeymone makes sense :) #genychat

WriterChanelle: RT @WaynesBNP: @Steve_Campbell Social Media isn't exactly the easiest concept to explain especially for those that don't care. #genychat

DominickEvans: @thekimschneider I will never use it. It reminds me of my dad! #genychat

key4387: @DominickEvans Not all Gen Y... A lot of Gen Y are using SM to build brands and create an online rep for job hunting. #genychat

steve_campbell: Half of my Facebook friends don't even know what I do on social media like Twitter. I just keep it personal there. #genychat

tprolificjones: RT @dominickevans: I find I use FB for more personal/family connections and Twitter for business and intellectual convos #genychat

WriterChanelle: RT @ShawnaRoseBrown: #Q5 fb has so much for versatility than other sm platforms and is so much more interactive than twitter, etc. #genychat

ICTine: @ShawnaRoseBrown sort of, but also geny doesn't want to be told by older

gens or mkters to tweet or check-in #genychat

DesireeMahr Thanks for the chat tonight!
: @juliacantor @CassonBlitz @j_fuji @Steve_Campbell @rblake@beckyraeparker #genychat

DominickEvans @key4387 the older ones - like young 20s but Gen Xers are older 20s - not many teens are building businesses #genychat

alexmpayne: @DominickEvans haha that might also answer Q6 about myths. Statistically the biggest gamers are older. #genychat

rblake: My grandma is 64+ years old and she is on facebook more than I am, connecting with family and friends. #genychat

WriterChanelle Really?? I have more and better conversations on Twitter than I ever had on FB @ShawnaRoseBrown #Q5 #genychat

ArrowsWithSoul: #genychat sidenote: gen z couldnt ans on tv show what kind of SM twitter is. they thought it was 4 link-sharing. right ans is micro-blogging

juliacantor: @DesireeMahr So great to "meet" you! :) #genychat

steve_campbell: @juliacantor on the cusp, eh? You get the best of both worlds :) #genychat

DesireeMahr Thanks for the chat tonight!
: @dominickevans @ICTine @key4387 @JenWallington @KristySeymore@WriterChanelle #genychat

WaynesBNP: I wrote a nice piece on personal branding if you guys want to take a look: <http://t.co/uSmoieA#shamelessplug> #genychat :-)

B2CMKTGInsider: @key4387 From a marketing perspective what I enjoy about them, is that the they hold true through all mediums (no mistaking them) #GenYChat

steve_campbell: @rblake whaaaat lol that's crazy awesome #genychat

KristySeymore: I enjoyed tonight as a freshie! Can't wait until the next one. #genychat

DesireeMahr @juliacantor It was great to "meet" you too! Have a great night! #genychat
:

juliacantor: @steve_campbell LOL Thanks :) Appreciate it. I try. #genychat

WriterChanelle: Q9. What would a reality show based on social media look like? #genychat

DesireeMahr @rblake Thanks! I really enjoyed tonight's chat, and I'm always happy to participate. #genychat

rblake: @steve_campbell Yeah! Good thing I don't post anything bad on my facebook! I'd hate to get a phone call from my grandma! #genychat

ICTine: RT @WriterChanelle: Q9. What would a reality show based on social media look like? #genychat

KristySeymone: Thanks to @DesireeMahr for unknowingly introducing me to #genychat! lol

key4387: Right back at ya! RT @DesireeMahr Thanks for the chat!
@dominickevans @ICTine @JenWallington@KristySeymone @WriterChanelle #genychat

DominickEvans: @ArrowsWithSoul my son fits in both Gen Y and Gen Z and he knows what Twitter is for and why it is used #genychat

IgobyEllie: @Steve_Campbell missed u guys again. Went to a tweetup in columbus.
#genychat

steve_campbell: We're still kickin lol hmm RT @WriterChanelle: Q9. What would a reality show based on social media look like? #genychat

WriterChanelle: RT @DominickEvans: @B2CMKTGInsider I used to buy my dad Old Spice....I'm not ready for it haha. I prefer Perry Ellis #genychat

DominickEvans: @ArrowsWithSoul of course, he would only use Twitter or FB or other soc media to play LOL too young to get the work value #genychat

WriterChanelle: RT @DominickEvans: @ArrowsWithSoul my son fits in both Gen Y and Gen Z and he knows what Twitter is for and why it is used #genychat

steve_campbell: @rblake you can take advantage of the "only sharing with certain ppl" features haha create a group for family #genychat

DominickEvans: Apparently I fit in Gen X and Gen Y - I guess they overlap. I was born in 80 #genychat

JenWallington: Thanks to you too! :) RT @DesireeMahr Thanks for the chat!
@dominickevans @ICTine@JenWallington @KristySeymone @WriterChanelle #genychat

key4387: I second that... RT @KristySeymone: I enjoyed tonight as a freshie! Can't wait until the next one. #genychat

WriterChanelle: No! Hard!! RT @steve_campbell: Good Q RT @TheKimSchneider: If you were asked to give Twitter up, could you? Easily? Difficult? #genychat

DesireeMahr: @KristySeymone Oh, I had no idea! Great. I'm so glad you enjoyed it tonight!! #genychat

DominickEvans: @key4387 those are the special ones paving the way for the future #genychat

ans:

rblake: RT @key4387: I second that... RT @KristySeymone: I enjoyed tonight as a freshie! Cant wait until the next one. #genychat

ArrowsWithSoul: tt's cos he has u 4 a dad :) RT @dominickevans: my son fits in both Gen Y n Gen Z and he knows what Twitter is 4 n why it is used #genychat

key4387: Signing off for the night... Inspired by #genychat to work on my new blog idea. Night tweeps!

WriterChanelle: Hey guys, if you learned anything new tonight, please let us know! #genychat

rblake: I could give twitter up in a heartbeat if need be, I just use it for business/internship purposes ~ so idk how that would go over. #genychat

GenyChat: Hey guys, if you learned anything new tonight, please let us know! #genychat

B2CMKTGInsider: @key4387 It is crazy when they don't. Why spend the money to develop a brand if you are not going to be consistent in your mktg #GenYChat

rblake: Thanks for being here! RT @key4387: Signing off for the night... Inspired by #genychat to work on my new blog idea. Night tweeps! #genychat

DominickEvans: @ArrowsWithSoul nah LOL I am the one telling him NOT to use Twitter (he isn't good about not sharing his location just yet) haha #genychat

steve_campbell: @key4387 Definitely share that with us! Thanks for stopping by! #genychat

KristySeymone: @DesireeMahr Thank you! Very excited for the next one! #genychat

steve_campbell: RT @GenyChat: Hey guys, if you learned anything new tonight, please let us know! #genychat

rblake: RT @GenyChat: Hey guys, if you learned anything new tonight, please let us know! #genychat

key4387: @Steve_Campbell Thanks for having me... It was great to chat and "meet" everyone #genychat

WriterChanelle: Also, please share any of your SM outposts: Blog, FB pages, Brazen profiles, LinkedIn profiles, etc... #genychat

GenyChat: Also, please share any of your SM outposts: Blog, FB pages, Brazen profiles, LinkedIn profiles, etc... #genychat

DominickEvans: @WriterChanelle If I was told computers died I'd be able to survive. My kid would have a seizure tho. I remember the time b4 comps #genychat

rblake: RT @GenyChat: Also, please share any of your SM outposts: Blog, FB pages, Brazen profiles, LinkedIn profiles, etc... #genychat

ShawnaRose Brown: @WriterChanelle I think it depends on the industry you're in. Comm, twitter is def better but 4 the rest of the world, it's fb #genychat #Q5

DominickEvans: course I'd be unhappy if computers fell to the wayside! #genychat

WriterChanelle: RT @DesireeMahr: I'm not sure I know what social branding is exactly. Anyone care to share? #genychat

kсениacoffman: @Steve_Campbell Social branding? Interesting... #genychat

WriterChanelle: Join in next time! All ages RT @michellew_: I'm no GenYer (ahem)--far from it-- but I enjoyed stalking @Steve_Campbell's #genychat tonight.

KristySeymour: #genychat <http://www.linkedin.com/pub/kristy-lyons/1b/6b3/963>

WriterChanelle: Are you on a horse or on a boat?? RT @steve_campbell: LOL I got everyone talking about deodorant #genychat

IgobyEllie: @Steve_Campbell maybe lots of gen y didn't grow into the professional side of it yet #genychat

steve_campbell: I want to connect with you guys anywhere I can. You can find me all over through my personal blog:<http://stevenjcampbell.com> #genychat

rblake: I hear that @steve_campbell does Social Branding for a living :P #genychat

ArrowsWithSoul: #genychat new lessons learned: diff btw soc n personal branding, gen x BB use of SM, more myths of Gen Y, affirmed of my thoughts by others

WriterChanelle: Woot!! Thanks for joining us. RT @DominickEvans: @michellew_ I am a Gen X-er #genychat

steve_campbell: I'll be so happy if that becomes an official title RT @rblake: I hear that @steve_campbell does Social Branding for a living :P #genychat

B2CMKTGInsider: Good night #GenYChat - nice to meet you all.

WriterChanelle: RT @steve_campbell I dont like term personal branding. Sounds like self-promotion. I like building communities and being social #genychat

steve_campbell: @IgobyEllie I know. I wish I knew about the importance of branding in college though. #genychat

WaynesBNP: and my blog is called Business & Pleasure: <http://bit.ly/9arIX6> Check if out if you want #genychat :-)

rblake: @steve_campbell You could be a "Social Brander" ~ Haha! Use it on LinkedIn, i've seem weirder. #genychat

WriterChanelle: RT @steve_campbell: "A social brand is a personal brand that takes advantage of social media and web 2.0 technologies." #genychat

rblake: It needs to be taught! RT @steve_campbell: @IgobyEllie I know. I wish I knew about the importance of branding in college though. #genychat

DominickEvans: My FB fan page - <http://www.facebook.com/pages/Dominick-M-Evans> - going to be working on filming new stuff this fall #genychat

steve_campbell: @rblake haha sounds like a plan! #genychat

steve_campbell: @rblake I think it is in some places now. Soon...everywhere :) #genychat

WriterChanelle: RT @rblake: My grandma is 64+ years old and she is on facebook more than I am, connecting with family and friends. #genychat

steve_campbell: Twitter chats are definitely the catalyst that jump-started my Twitter usage lol #genychat

rashidapowell: RT @Steve_Campbell "A social brand is a personal brand that takes advantage of social media and web 2.0 technologies." #genychat

rblake: @steve_campbell They started teaching it at my college once I graduated #fail Even tho I started/revamped our Social Media strat. #genychat

WriterChanelle: RT @WaynesBNP: I wrote a nice piece on personal branding if you guys want to take a look:<http://t.co/uSmoieA> #shamelessplug #genychat :-)

WaynesBNP: RT @WriterChanelle: RT @rblake: My grandma is 64+ years old and she is on facebook more than I am, connecting with family and friends. #genychat

steve_campbell: @DominickEvans Awesome. Really into that kind of stuff #genychat

WriterChanelle: General question: What do you love about Twitter chats? #genychat

GenyChat: General question: What do you love about Twitter chats? #genychat

steve_campbell: @rblake like most things, I learned by diving into it. Met some great ppl, read some good books, etc, etc. #genychat

steve_campbell: RT @GenyChat: General question: What do you love about Twitter chats? #genychat

ArrowsWithSoul: #genychat special thanks 2 @WriterChanelle @dominickevans @juliacantor @steve_campbell@alexmpa

yne @key4387 @rblake @BLKMGK01

DominickEvans: whoops that url didn't work - <http://alturl.com/kukjx> My personal FB fan page #genychat

WriterChanelle: Yay!! Tweet it out when you're done RT @key4387 Signing off for night... Inspired by #genychat to work on my new blog idea. Night tweeps!

rblake: @GenYChat The hosts - haha jk. Collaboration & Friendships #genychat

IgobyEllie: @GenYChat Twitter chats are like big brainstorms! Just super cool! #genychat

ShawnaRoseBrown: How important is blogging in the comm industry? Do I really need to do it? #genychat

IgobyEllie: @Steve_Campbell I'm hoping it'll give me the competitive advantage soon.#genychat

rblake: @ShawnaRoseBrown Blogging gives you a platform. It's a "home base" and a place where you can collect your work and market yourself #genychat

rblake: RT @IgobyEllie: @GenYChat Twitter chats are like big brainstorms! Just super cool! #genychat

ArrowsWithSoul: #genychat i'll b incorporating thoughts u guys shared in upcoming workshop we hv 4 managers who wanna learn how 2 connect to gen y :)

steve_campbell: @ShawnaRoseBrown I think it's important in ANY industry. Use it as an extension of your resume, where ppl would go to learn YOU #genychat

AndreaDMorgan: RT @WriterChanelle MT @steve_campbell "A social brand is a personal brand, takes advantage of social media & web 2.0 technologies."#genychat

steve_campbell: @WriterChanelle I just like how I can communicate with ppl with and everyone sees the same thing. It creates order lol #genychat

WriterChanelle: RT @steve_campbell I'll be happy if that becomes official title RT @rblake I hear @steve_campbell does Social Branding for a living #genychat

IgobyEllie: @ShawnaRoseBrown Probably don't need to do it but think about yourself as a brand and your blog is building it up. #genychat

WriterChanelle: I think I'd jump up to the ceiling if I could make a living by building a brand socially @steve_campbell#genychat

steve_campbell: Yup! RT @rblake: Blogging gives you a platform. Its a "home base" and a place where you can collect your work and market yourself #genychat

ICTine: RT @IgobyEllie: @GenYChat Twitter chats are like big brainstorms! Just super cool! #genychat

WriterChanelle: RT @steve_campbell: @IgobyEllie I know. I wish I knew about the

lle: importance of branding in college though. #genychat

WaynesBNP: RT @WriterChanelle: RT @steve_campbell: @IgobyEllie I know. I wish I knew about the importance of branding in college though. #genychat

ShawnaRose RT @IgobyEllie: @GenYChat Twitter chats are like big brainstorm! Just
Brown: super cool! #genychat