



“Harnessing the Global Power of the Modern Digital Landscape ”

World Social Marketing Conference (#wsmc) -Toronto – April 22 , 2013

@mikekujawski

Mike

KUJA-WHAT?



KUJAWSKI

cooh-jaw-ski in English or
cooh-yav-ski in Polish



BORN IN PARIS



CHILDHOOD IN ALGERIA



RAISED IN CANADA



POLISH CITIZEN



TRAVELER



SKIER



PHOTOGRAPHER



OUTDOORSMAN



RUNNER



HUSBAND



FATHER



What about

WORK?

**CENTRE OF
EXCELLENCE FOR
PUBLIC SECTOR
MARKETING**



**CENTRE
D'EXCELLENCE
EN MARKETING
GOUVERNEMENTAL**

www.cepsm.ca

A black and white photograph of a man in a dark, long-sleeved button-down shirt. He is holding a clear plastic water bottle in his right hand and pointing with his left hand towards a whiteboard on the right side of the frame. The whiteboard contains some faint, illegible text. The background is a plain, light-colored wall.

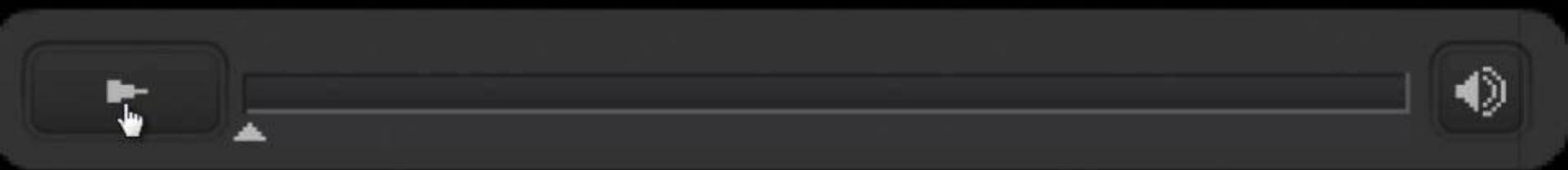
Marketing & Digital Engagement Strategist for Associations, Governments and Non-Profit Organizations

- **Speaker**
- **Trainer**
- **Consultant**

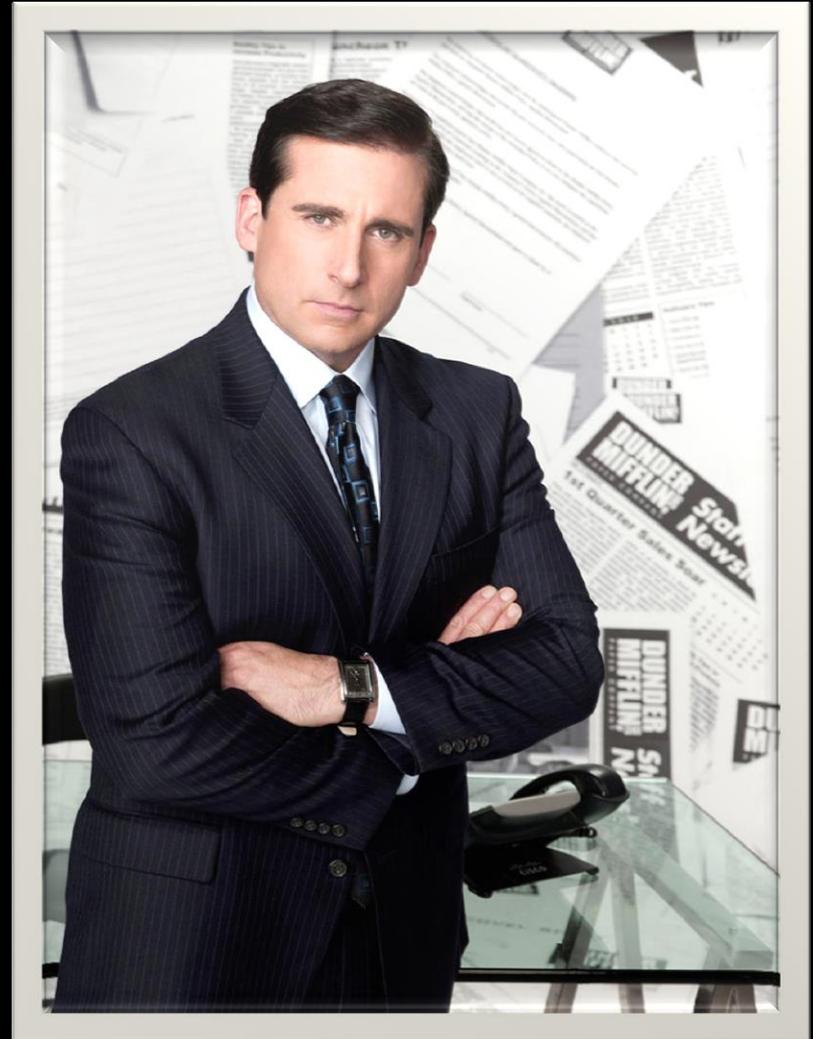








“People will never be replaced by machines. In the end, life and business are about human connections, computers are about trying to murder you in a lake”



- *Michael Scott*

CONTEXT

What are we even talking about?

web 2.0

“a shift of the Internet from a publishing environment to a participation environment”

- *Tim O'Reilly*



social media

1. **[noun]** : Internet based tools and applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content.

Proposed term: Social Media Tools



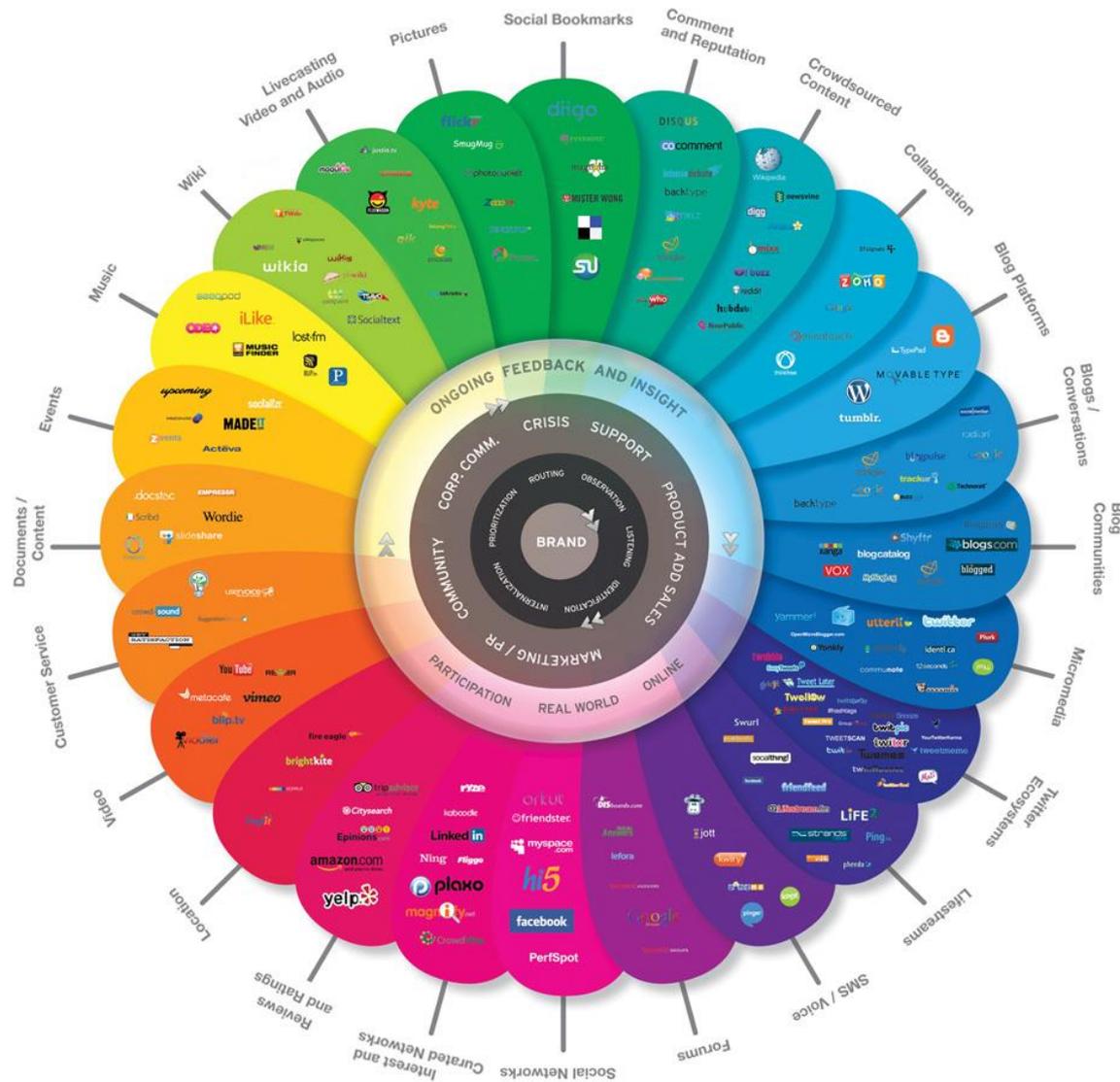
2. **[verb]** : People having conversations, building relationships and exchanging content online.

Proposed term: Social Media Engagement



social business

Reflects that social media is not just a communications discipline, but that it has **multiple touch-points in an organization** such as customer service, human resource management, service delivery and R&D.



Where does the public sector stand?

“Get used to the new world: web 2.0 tools are transformative and unstoppable”
-The 2012 Prime Minister’s Advisory Committee Report



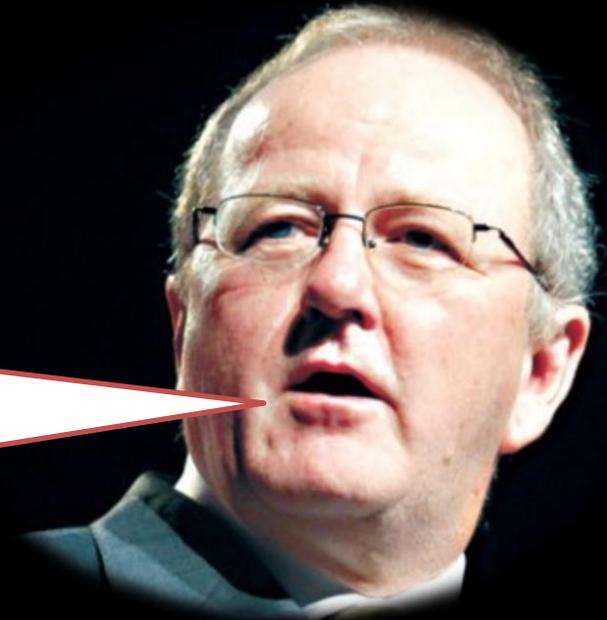


“To use social media, to speak directly to people, to our constituents, to citizens, to communicate rapidly and directly with our employees and the Canadian public is a challenge but it is a big occasion to promote the conversation between citizens and the Canadian government. It is very important for the future”

-Tony Clement

“many public servants are frustrated by a lack of access to the Web 2.0 and social media tools that have such potential for helping us transform the way we work and serve Canadians. Public servants should enjoy consistent access to these new tools wherever possible”.

-Wayne G. Wouters



Deputy Minister Committee on Social Media and Policy Development

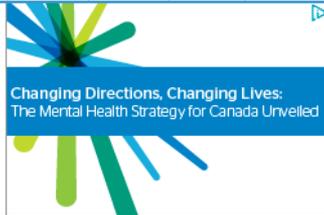
 **@DM_SMPD**

List of Canadian Government Organizations on Social Media

Directory > Twitter > Facebook > Photos > Videos > Stats > About >

Directory of Government of Canada departments, institutions & organizations using social media.

total: 164



name	category	pr	followe	klou	likes
32 Brigade Group	defence		143		
72 hours campaign for emergency preparedness prev	safety		3335	48	
Aboriginal Affairs and Northern Development Canada	aboriginal		2540	30	

- Agri-Food Trade Service
- AuroraMAX
- Banff National Park of Canada
- Bank of Canada
- Bar U Ranch National Historic Site
- Business Canada
- Business Development Bank of Canada
- Canada Border Services Agency
- Canada Council for the Arts
- Canada Mortgage and Housing Corporation
- Canada Research Chairs
- Canada Revenue Agency
- Canada's Action on Climate Change
- Canada's Digital Economy
- Canada's Economic Action Plan
- Canadian Army
- Canadian Cadet Organizations
- Canadian Centre for Occupational Health and Safety
- Canadian Coast Guard
- Canadian Contribution Training Mission



Zegov.ca 2.0

Ottawa, January 16, 2013 – Today, Zegov.ca is taking the opportunity to undergo a complete makeover with their participation at the Learning Day for Communicators of the Government of Canada. In addition of its new user-friendly look and dynamic interface, more features have been added to the 2.0 version of the website. [...]

Twitter - Most Active

Organization	Tweets
1. bRCMP	10405
2. thenfb	9638
3. onf	7121
4. CanadaNY	5079
5. conned2canada	4501

Zegov.ca: Government of Canada 2.0... just a click away

Ottawa, March 7, 2012 — The Government of Canada's Web 2.0 sites are more accessible than ever with the official launch of Zegov.ca, a content aggregator designed to provide the public, the media and public-service employees with a continuous flow of information generated by government institutions through social media. [...]

Facebook - Most Active

Organization	Statuses
1. Royal Canadian Mounted Police in Nova Scotia	176
2. Gendarmerie royale du Canada en Nouvelle-Écosse	156
3. Lower Fort Garry National Historic Site	102
4. Lieu historique national de Lower Fort Garry	101
5. Canadiens en santé	96

BETA

search...

Tweets Go

Navigation icons: ? /f/i, index, stats, about us, links, contact

Number of accounts

276 87 81 8

Twitter activity

- PWSSC TPSGC #60c consults women business leaders in #Calgary on creating jobs and strengthening the economy #OSME ow.ly/h29wb 3 minutes ago • reply • retweet • favorite
- Privacy@rives RT @canadabusiness: Learn about Canada's anti-spam legislation and the 30-day consultation period: ow.ly/gZKd6 13 minutes ago • reply • retweet • favorite
- thenfb: How to rig in motion 5 for FCPX: bit.ly/10y08W... #Finmarket 16 minutes ago • reply • retweet • favorite
- RCMP Canada: Super hero of the Royal

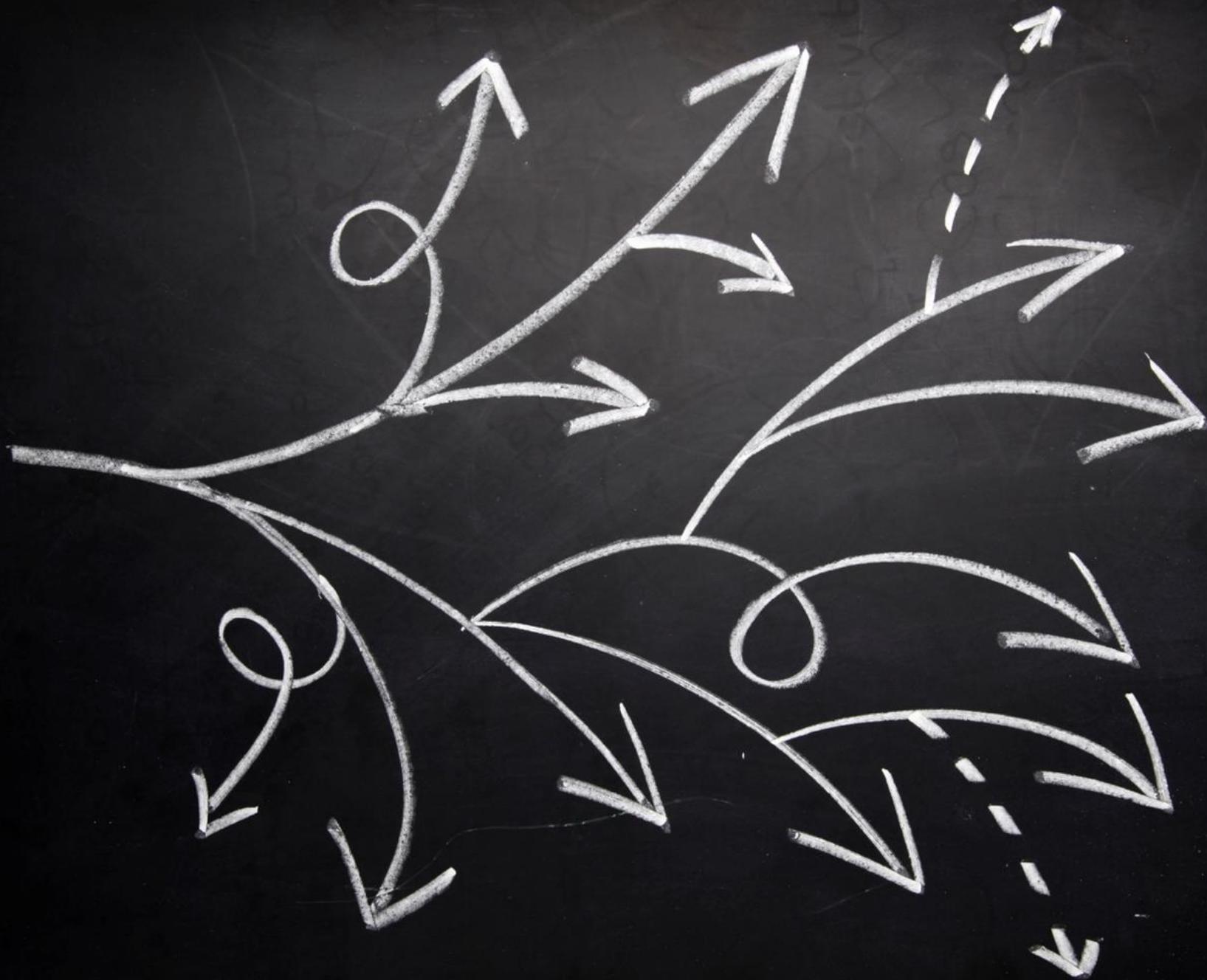
Facebook activity

- Parcs Canada: La tasse officielle du chocolat chaud! <http://ow.ly/10y08W...> [full status] 2013-01-14 15:00:43
- Gendarmerie royale du Canada en Nouvelle-Écosse: Pêcheur de homards porté disparu Le centre conjoint de coordination de sauvetage de la Garde côtière canadienne a avisé le Détachement... [full status] 2013-01-13 19:27:50
- Royal Canadian Mounted Police in Nova Scotia

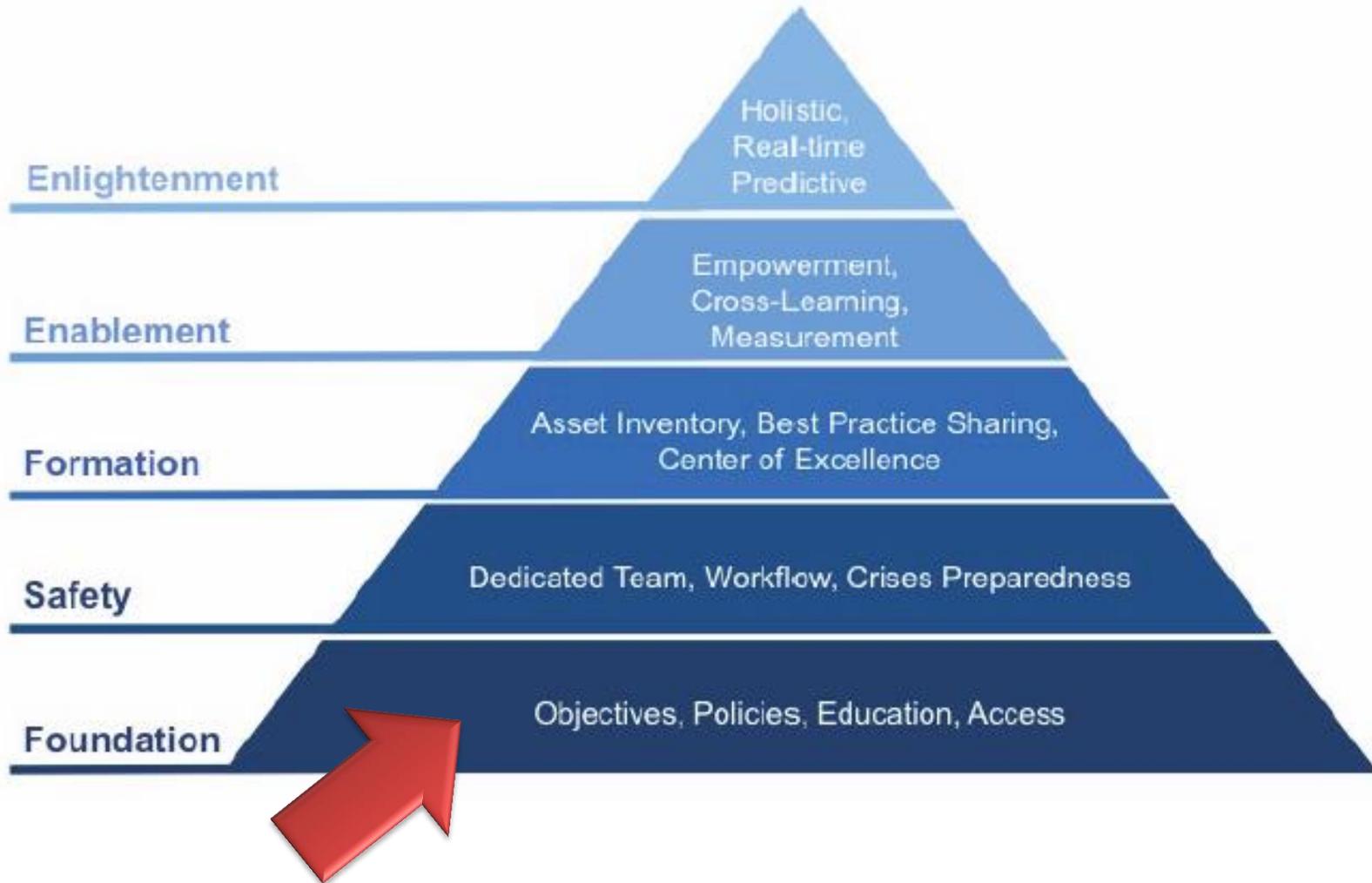
Subscribe to our newsletter

enter email address...





social business hierarchy of needs



What does enlightenment look like?



25 Darrin Pooghkay @dialis

9h

@CityofVancouver just wondering why the bottle, paper recycling & christmas tree wasn't picked up in collingwood yellow zone yesterday?

Expand



62 City of Vancouver @CityofVancouver

5h

@dialis Hi Darrin, it's hard to say for sure, call us at 3-1-1 and we can put through a missed pickup case for you :) Thanks, ^RR #Cov311

Hide conversation Reply Retweet Favorite More

7:58 PM - 23 Jan 13 - Details



Jenna Kovacs-Gottfried

Can someone PLEASE look into the traffic lights on Lewvan?? I travel from the northend to the hospital daily and EVERY LIGHT is red, a drive that should take 10 minutes takes 20...come winter, traffic is going to be backed up severely!!

 Like · Comment · 21 hours ago via mobile

 Laura Fauchon likes this.



City of Regina Hi Jenna, a service request has been forwarded to Traffic with your concerns - thanks Service Regina

21 hours ago · Like



Jenna Kovacs-Gottfried Thank-you very much!

20 hours ago · Like

Write a comment...

Do you feel more in touch with City Hall because of these Facebook page? ✕

Yes 92 other people

About the same

"these" facebook page is the sheet!

Are you serious?

Nope

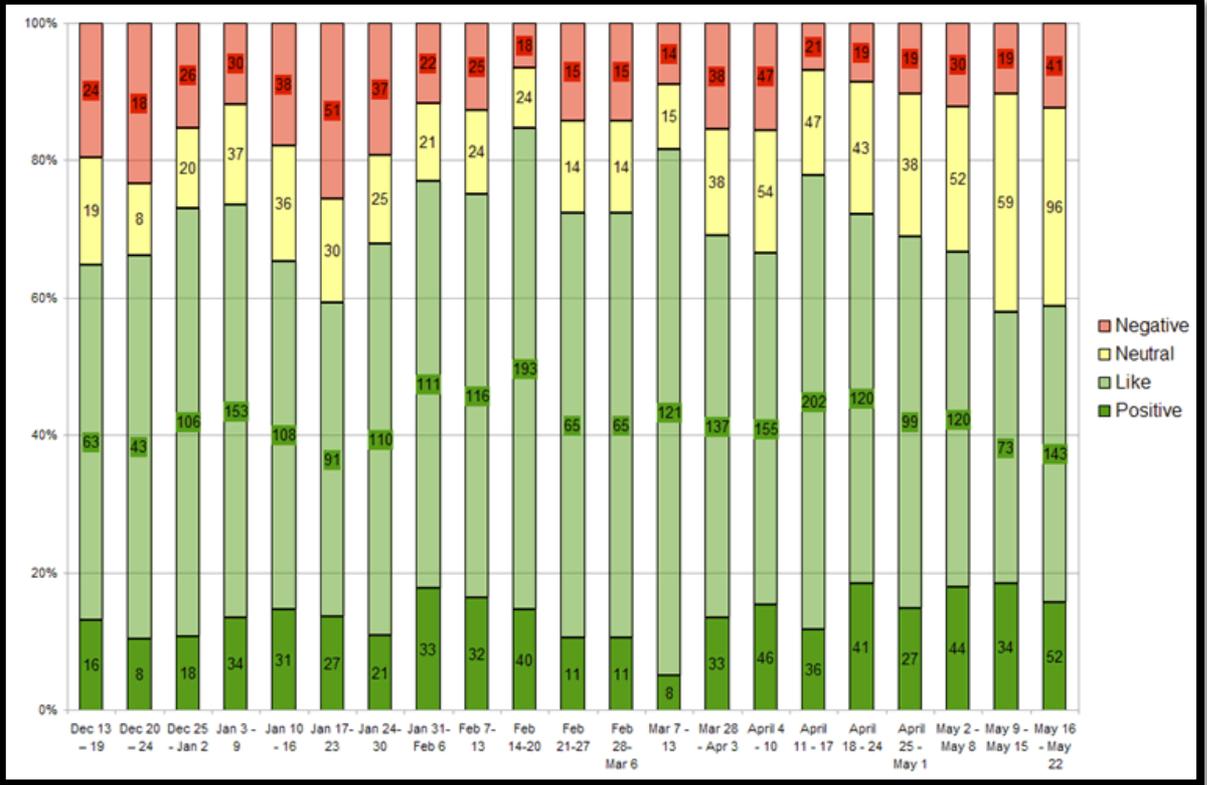
+ Add an option...

Asked By

 City of Regina
14 hours ago · Share · Edit Options · Delete

Posts

 Write something...



STATS

That actually matter

Who has
time
for this stuff?



the global internet population is

2.3 BILLION



>1 BILLION

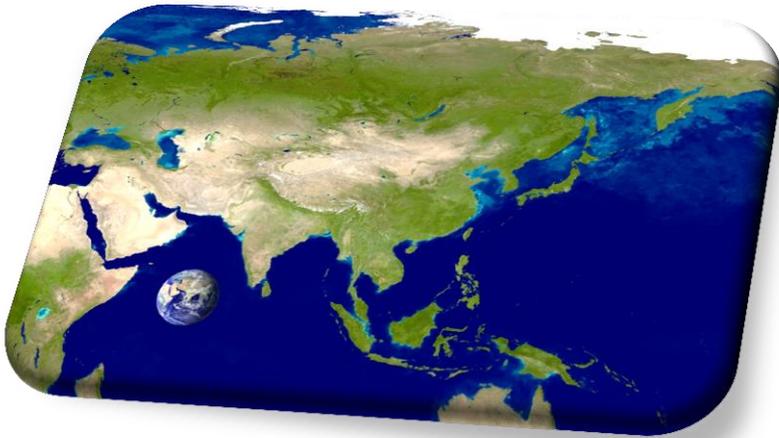
people will use a social media tool today



QUIZ:

Which continent holds the highest percentage of global internet users?

Asia : 45% of world users



1
billion

26% penetration; 790% growth since '01

Europe : 22% of world users



501
million

61% penetration; 376% growth since '01

NA : 12% of world users



273
million

79% penetration; 153% growth since '01

SA : 10% of world users



236
million

40% penetration; 1205% growth since '01

Africa : 6% of world users



140
million

14% penetration; 3000% growth since '01

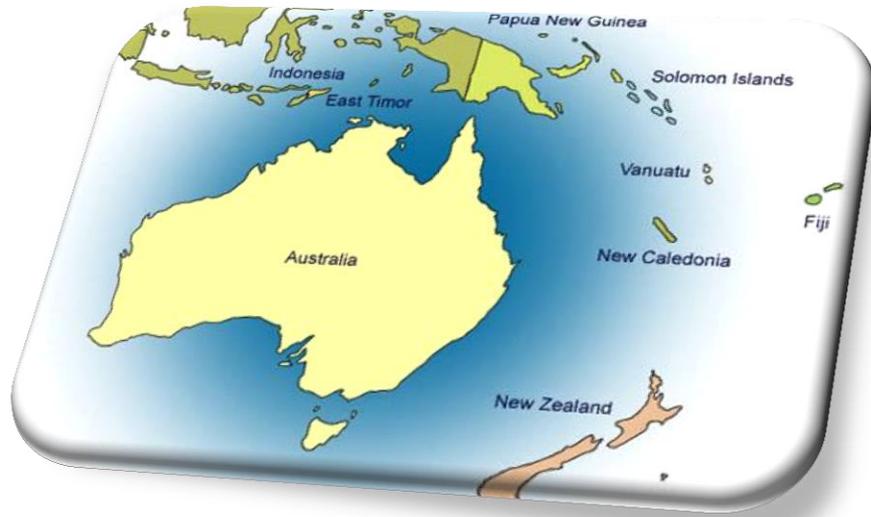
Middle East : 3% of world users



77
million

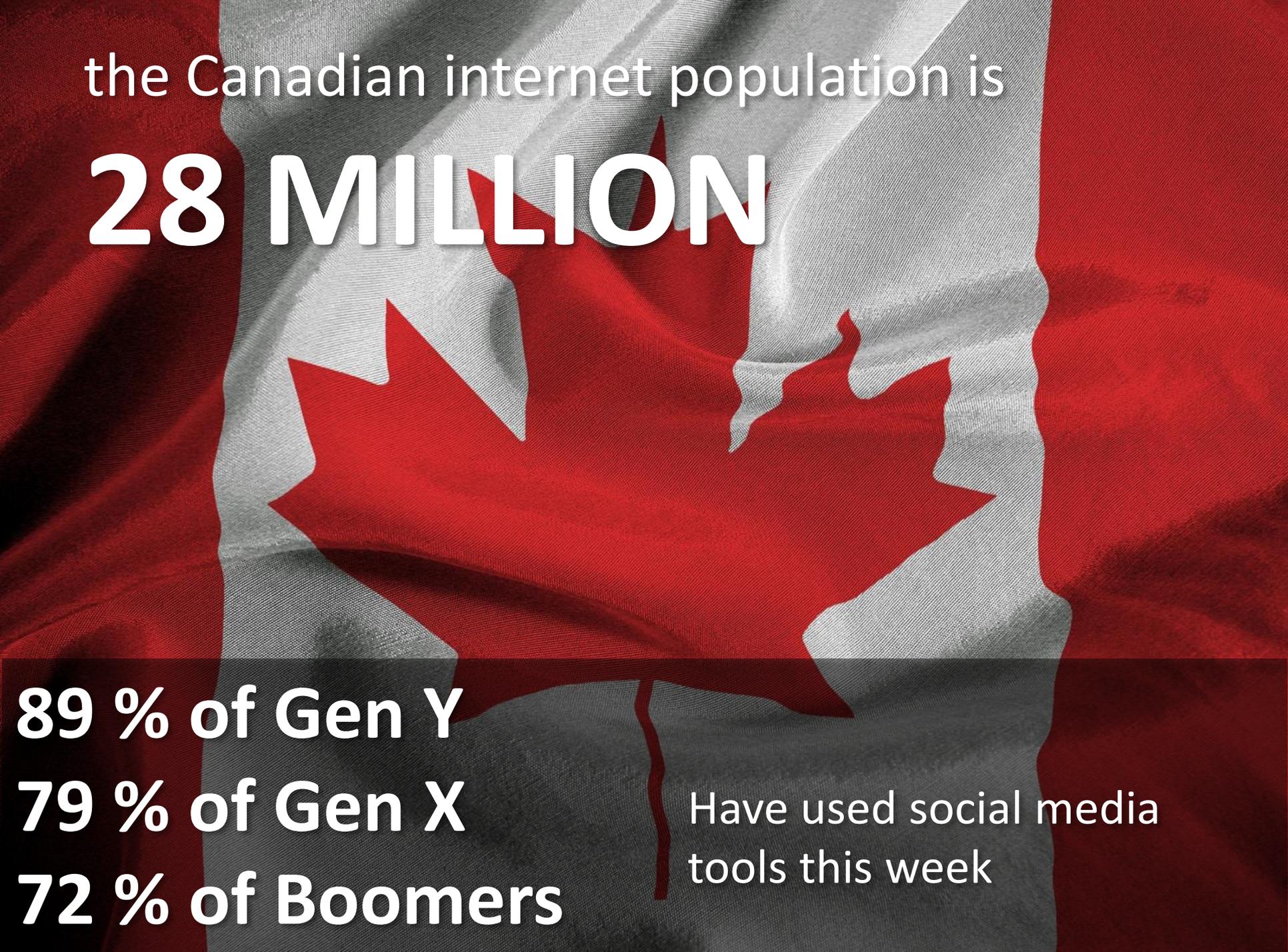
36% penetration; 2245% growth since '01

Australia : 1% of world users



24
million

68% penetration; 214% growth since '01

The background of the entire image is a close-up, slightly blurred view of the Canadian flag, showing the red maple leaf in the center and the white field with red borders. The flag appears to be waving or draped, creating soft folds and shadows.

the Canadian internet population is

28 MILLION

89 % of Gen Y
79 % of Gen X
72 % of Boomers

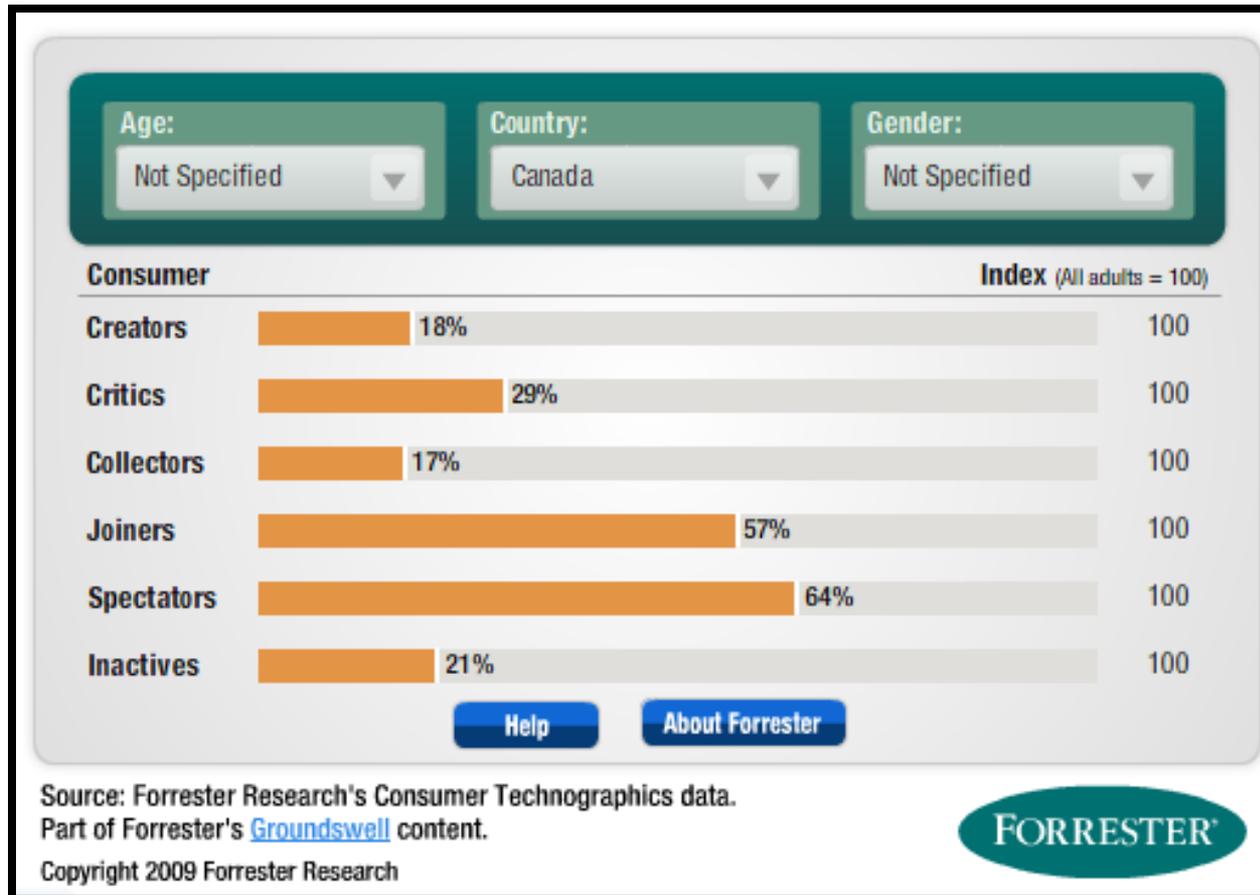
Have used social media
tools this week



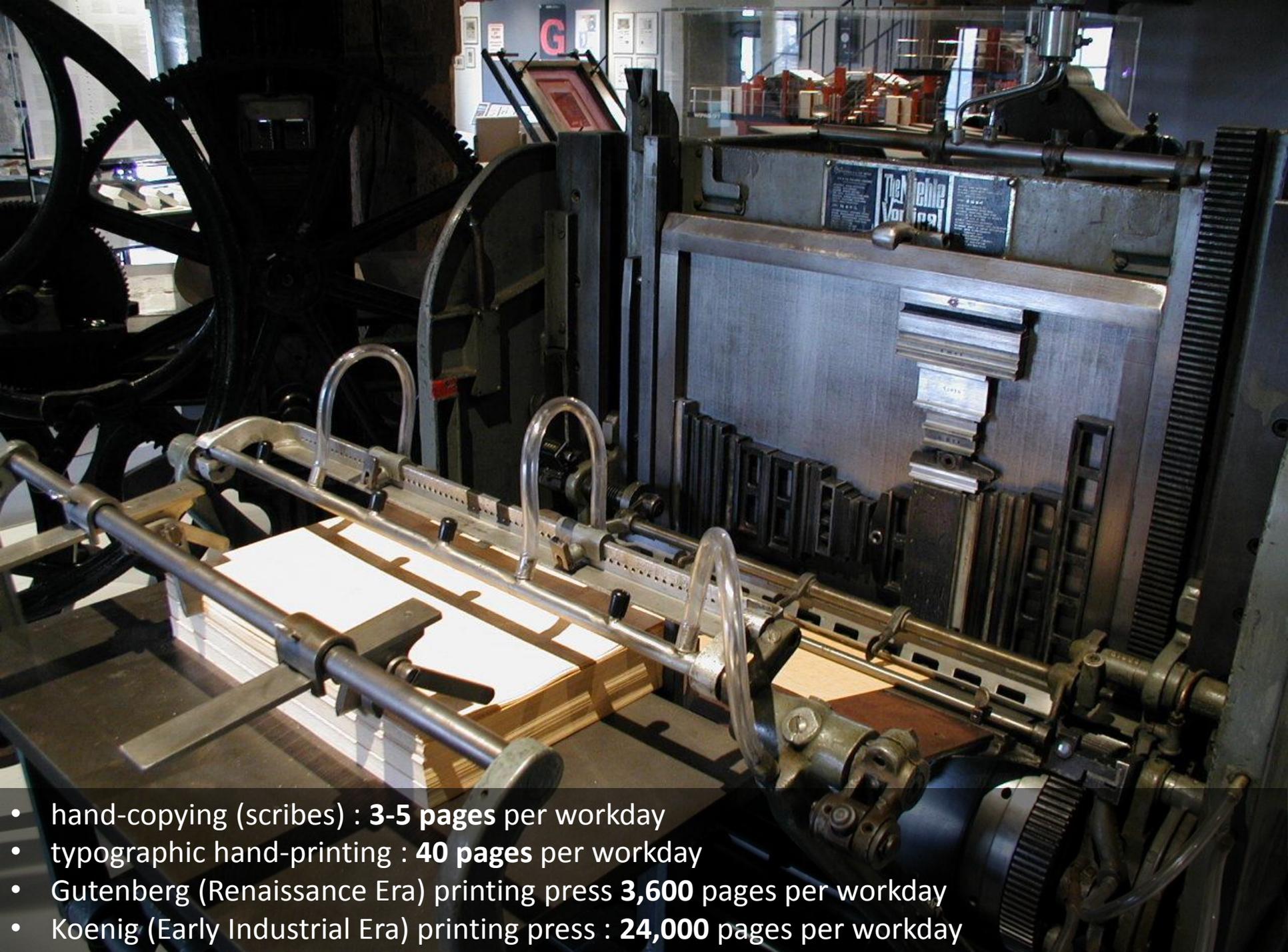
Why?

- #1 – To stay connected with friends and family
- #2 – To stay connected with professional contacts
- #3 – To stay up to date on news and items of interest

The number of Canadian content creators is >7 MILLION



More details here: <http://bit.ly/SMEsegments>



- hand-copying (scribes) : **3-5** pages per workday
- typographic hand-printing : **40** pages per workday
- Gutenberg (Renaissance Era) printing press **3,600** pages per workday
- Koenig (Early Industrial Era) printing press : **24,000** pages per workday

KEY TRENDS

That you need to be aware of

#1

WEB PRESENCE



website

web presence (social media conversations)

GOOG

Google Search

I'm Feeling Lu

4 BILLION

Google searches per month in Canada



(92% of Canadian internet users visit search engines daily)

[Google.org home](#)

[Dengue Trends](#)

Flu Trends

[Home](#)

Canada

National

[Download data](#)

[How does this work?](#)

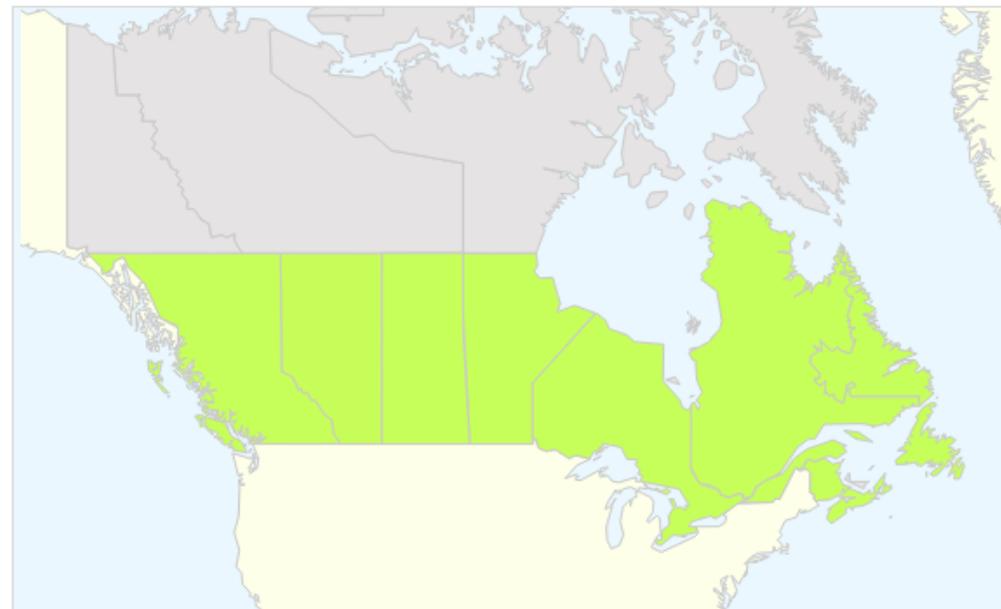
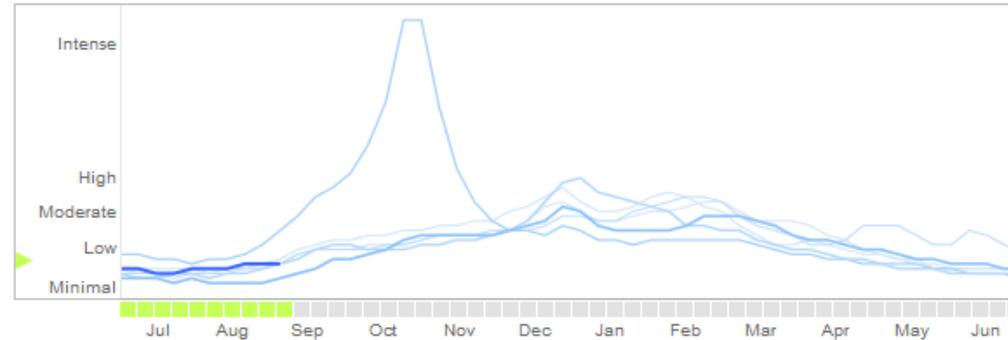
[FAQ](#)

Explore flu trends - Canada

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)

National

● 2012-2013 ● Past years ▼



QUIZ:

What were the top Google searches in Canada over the last 12 months?



Trends

Web Search Interest. Canada, Past 12 months.



Explore trends

Hot searches

No search terms to explore

Add one or more terms to the search box.

Search terms ?

All search terms

+ Add term

▸ Other comparisons

Limit to

Web Search ▸

Canada ▸

Past 12 months ▸

All Categories ▸

Related terms ?

Top



facebook	100	<div style="width: 100%;"></div>
youtube	50	<div style="width: 50%;"></div>
google	45	<div style="width: 45%;"></div>
you	35	<div style="width: 35%;"></div>
hotmail	35	<div style="width: 35%;"></div>
kijiji	30	<div style="width: 30%;"></div>
weather	25	<div style="width: 25%;"></div>
games	20	<div style="width: 20%;"></div>
yahoo	20	<div style="width: 20%;"></div>
news	15	<div style="width: 15%;"></div>

Rising

one direction	+2,400%
pinterest	+1,700%
reddit	+120%
tumblr	+120%
friv	+90%
netflix	+80%
pof	+70%
iphone 5	+60%
linkedin	+60%
minecraft	+50%

Embed

Embed

Trends

Web Search Interest: **healthy eating, obesity, dieting**. Canada, Mar 2011 - Mar 2013.



Explore trends

Hot searches

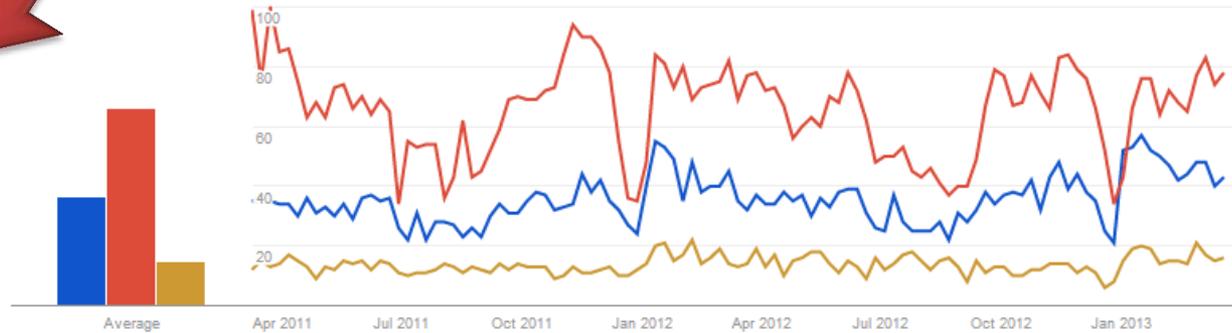
Change over time

Index 100 represents the peak search interest

News headlines Forecast

Search terms

- × healthy eating
- × obesity
- × dieting
- + Add term
- ▶ Other comparisons



Average

Embed

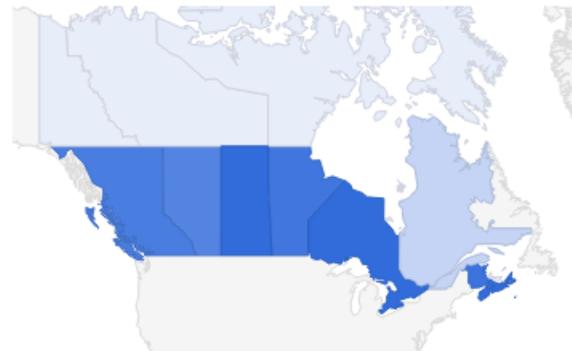
Limit to

- Web Search
- Canada
- March 2011 - March 2013
- All Categories

healthy eating obesity dieting

Regional interest

Worldwide > Canada



0 100

Subregion | City

▶ View change over time

Embed

Related terms

Top Rising

Term	Interest
healthy food	100
healthy recipes	80
eating healthy recipes	80
healthy eating plan	60
healthy diet	60
healthy eating canada	55
healthy eating diet	55
healthy eating kids	45
eating healthy tips	40
eating clean	40

Embed

About 58,800,000 results (0.26 seconds)

Ads related to **healthy eating plan** ⓘ

[Herbal Magic® Weight Loss - \\$10 Cash Back per Pound Lost](#)
www.herbalmagic.ca/Women_Weight_Loss
Custom **Plans** to Fit Your Life Style
» Map of Gatineau, QC and nearby herbalmagic.ca locations

[Master Your Eating Style - jennycraig.com](#)
www.jennycraig.com/tools
Take Jenny's Quiz to Get Insights on **Healthy Eating** Habits & More!
MyDays - Free Jenny Craig Consultation - Find a Jenny Craig Centre

[Healthy Eating - healthycanadians.gc.ca](#)
www.healthycanadians.gc.ca/
Get the facts about **healthy eating** find out about **nutrition** and labels

[Healthy Eating Plan](#)

[www.nhlbi.nih.gov](#) > Home > Eat Right

A **healthy eating plan** gives your body the nutrients it needs every day while staying within your daily calorie goal for weight loss.

[Healthy Eating: Easy Tips for Planning a Healthy Diet & Sticking to It](#)

www.helpguide.org/life/healthy_eating_diet.htm

Healthy eating is about **eating** smart. Transform your **eating** habits with these easy tips.

Set yourself up for success - Moderation is key - Fill up on fruits & vegetables

[Diet Meal Plans | Eating Well](#)

www.eatingwell.com/nutrition_health/...diet_plans/diet_meal_...

Take the guess-work out of eating **healthy** and losing weight. Our daily **meal plans** can help you healthfully lose up to 2 pounds a week. The plans are designed ...

Weight-Loss Diet Meal Plan - 7-Day Weight-Loss Diet Meal ... - 500 Calorie Dinners

[Nutrition - Healthy Eating and Healthy Diet Plans p1 - Canadian Living](#)

www.canadianliving.com/health/nutrition/

Food and **diet** tips to help maintain a **healthy** weight and live longer and **healthier**. Build body **health** with **nutrition**, weight loss, **diet** and **healthy eating** tips.

[4 Healthy Meal Plans for Weight Loss](#)

www.webmd.com/diet/features/4-healthy-meal-plans-from-the...

Ads ⓘ

[5 Foods you must not eat.](#)

www.nothinkdiet.com/

Cut down a bit of stomach fat every day by never **eating** these 5 foods.

[Healthy Eating Plans](#)

www.danone.ca/healthy-eating/danactive

Try DanActive, a daily pick-me-up snack with probiotics. Learn more.

[Kellogg's Special K](#)

www.specialk.ca/

Get delicious, nutritious breakfast ideas that keep you feeling great.

[Small Business Benefits](#)

www.nucarefinancial.com/

Learn how we return unused premiums back to our clients and save.

[Healthy Living & Eating](#)

www.heartandstroke.com/

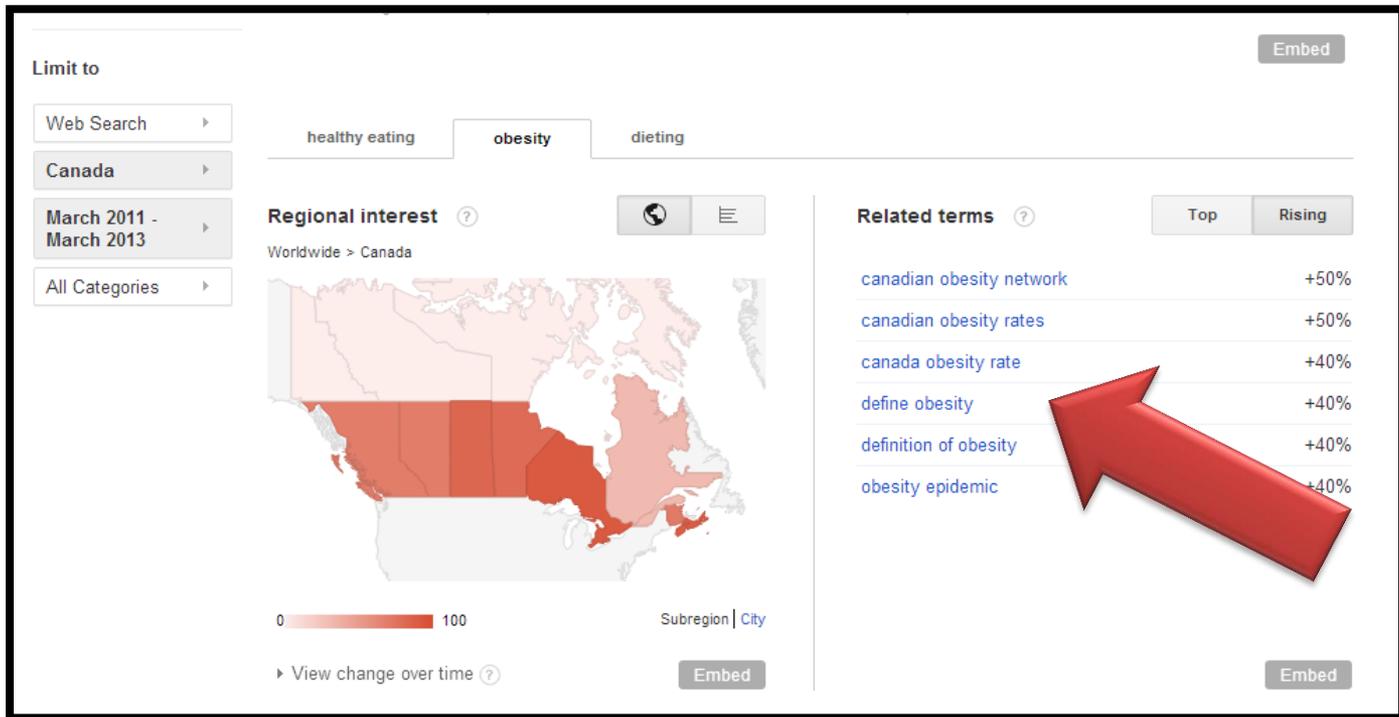
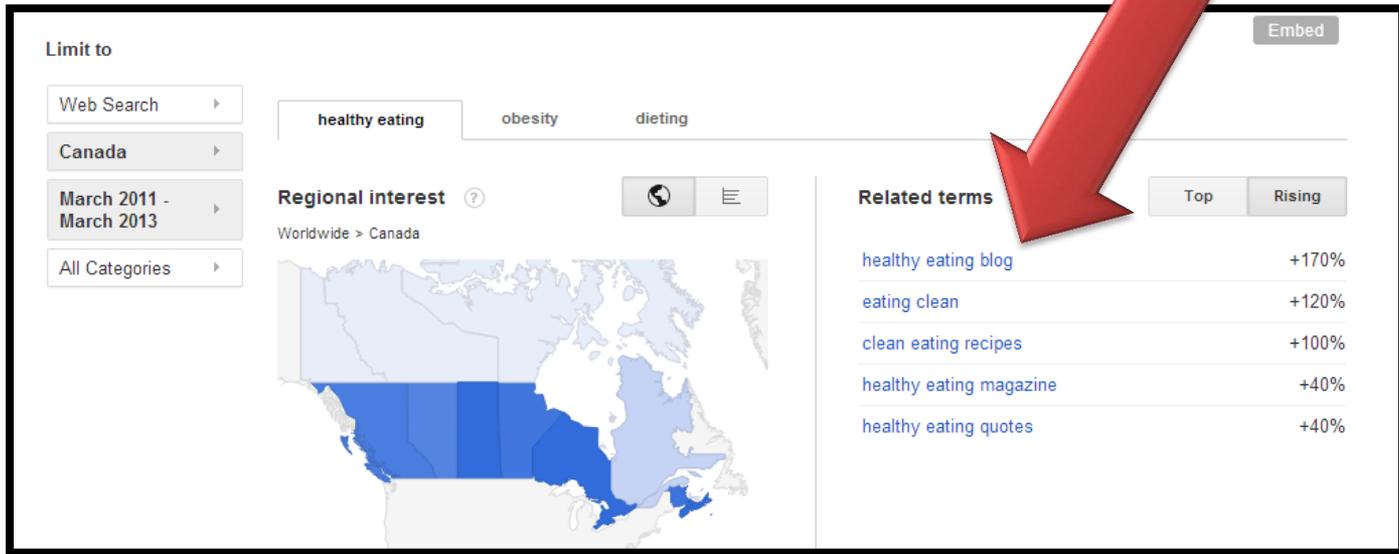
Learn More About **Healthy** Living Choices from Heart & Stroke Canada

[Young Women's Health](#)

www.youngwomenshealth.org/

Award-winning teen **health** website from Children's Hospital Boston.

[See your ad here »](#)



#2

VIDEO



▶ 🔊 1:14 / 4:13 ⌵ ⚙ ⌛ ⏪ ⏩ ⌂

PSY - GANGNAM STYLE (강남스타일) M/V



officialpsy · 51 videos



Subscribe

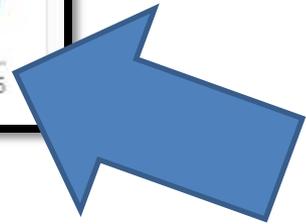
3,651,555

1,528,050,821



👍 7,394,289

👎 731,775



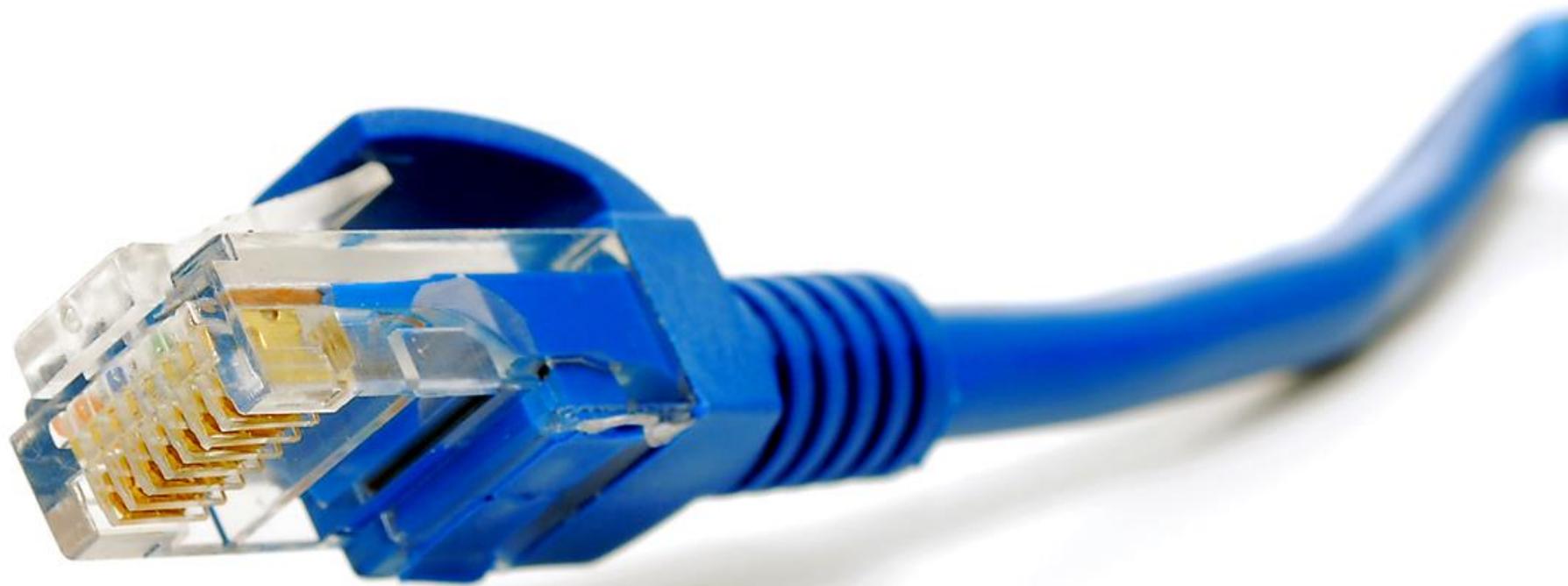
This is the world's second largest

SEARCH ENGINE



QUIZ:

Why is that the case?









vegan cheesecake

Search

Search results for **vegan cheesecake**

About 348 results

Search options



Baked New York **Vegan Cheesecake**

suprememastertv
- April - 2008

by **SupremeMaste**



How to Make a **Vegan Cheesecake**

by **LDELGAD13**



Creamy Cherry **Cheesecake**

SupremeMasterTV
Author Sharon V...

by **SupremeMaste**



Gluten-Free **Vegan Cheesecake**

Ingredients: Crust
butter 3 Tbsp raw

by **jwije** | 2 months



How to Make a **Vegan Cheesecake**

evelynparham.c
stay away from t

by **EvelynPrather**



how to pick a lock



Upload

Filters

About 157,000 results

Mike Kujawski

Watch Later

Watch History

Playlists

Messages

2

What to watch

My subscriptions

Social

1

SUBSCRIPTIONS

Filter subscriptions...

redbull

1

CitImmCanada

Google

FloridaDairy

5

PronunciationHub

2

RobbinsEntertain...

2

TheBaycrestChan...

1

HRMNovaScotia

1

pronunciationbook

1



How To Pick a Lock

by **Howcast** • 4 years ago • 9,120,410 views

Watch more Home Security & Safety videos: www.howcast.com Subscribe to Howcast's YouTube Channel - howc.st Before you call a ...



73. How to pick a lock with only **ONE bobby pin**

by **LocksmithArmy** • 2 years ago • 393,798 views

(1:36) This video demonstrates the "Emergency Lockout" situation, it is performed on the most common type of lock in America ...



Pick a Lock in **SECONDS** with a Bump Key - Scam School

by **scamschool** • 2 years ago • 718,928 views

Season 2 • Episode 14 • Scam School

revision3.com **Picking locks** is easy once you've made a bump key. Plus: learn to prevent break-ins. **BE SOCIAL!** Share this video ...



How to Pick a lock with a **Paper Clip** (tutorial)

by **agmoor2** • 2 years ago • 637,614 views

A "How To" video showing you **how to pick a lock** with a paper clip. This same technique can be used on any simple **padlock** or ...



YouTube what is climate change? Browse | Films | Upload  mikekujawski

Search results for **what is climate change?**

Filter ▾

Forests are for life
See why TD is protecting two football fields of forest every day by TDCanada | 3,098 views 

Best Of Extreme Weather - Powerful Storms Caught On
More On The UltimateChase Channel by UltimateChase | 39,330 views 

What is Climate Change?
www.WatchMojo.com presents... A quick look at what exactly Climate Change is and affecting our planet. by WatchMojo | 4 years ago | 249,590 views 

What is climate change?
This animation was designed for 6-14 year olds to convey the basic causes and effects of climate change and to convey the message that climate ... by GBRclimatechange | 2 years ago | 3,452 views 

What is climate change? - Met Office COP17 climate c
The Earth's climate has changed many times in response to natural factors. But over the of the last century we have seen an unusual rise in ... by TheMetOffice | 1 year ago | 5,514 views 

What is climate? - Met Office climate change guide
To be able to understand climate change, we need to be able to understand climate. W is? How it works? Here we explain what climate is and ... by TheMetOffice | 1 year ago | 13,272 views 

CNN: 'Strange Spring' Is 'Climate Change We're Seeing
4/3/12: Discussing the spring of freakishly warm, extreme weather across the nation, CNN meteorologist Alexandra Steele explained that this is ... by climatebrad | 1 month ago | 1,078 views 

What is Climate Change
What is Climate Change by ... | 1,000 views 

YouTube how to quit smoking Browse | TV Shows | Upload

Some results have been removed because [Safety Mode](#) is enabled

Filter ▾ About 20,600 results

Smoking is Nasty - Quit by Using Your Mind Power
5 X Higher Success Rate. Free Trial by MindMasterInc | 2,248,855 views 

Hidden for 3000 Years
Now Revealed That will change the way you think! by neothinksociety | 3,089,948 views 

How to Quit Smoking
Watch more **How to Stop Smoking** videos: www.howcast.com Subscribe to H... 4 years ago | 377,602 views by Howcast 

How to quit smoking
The Canadian Lung Association: Mary-Lynn a **smoking** cessation counsellor pr...  7 months ago | 3,282 views by TheLungAssociation

25 Ways to Quit Smoking and How to KiSS - P...
2 animaciones cortas de Bill Plympton, El título original es "25 ways To Quit S... 1 year ago | 1,890 views by jjcg01 

How To Quit Smoking (Health Guru)
So you've made the decision to **quit smoking**. GREAT! Here's a plan to help y... 3 years ago | 124,314 views by illumistream 

How To Quit Smoking
www.tipstoquitsmoking.net Discover **How To Quit Smoking** With Ease? In thi... 3 years ago | 28,325 views by MalcolmWomout 

Filters

About 1,800 results

- Popular on YouTube
- Music
- Sport
- Gaming
- Films

CHANNELS FOR YOU

- MachinimaPrime's channel
- H+ The Digital Series
- AwesomenessTV

Browse channels

Sign in to add channels to your guide and for great recommendations!

[Sign in >](#)



Army

by **CanadianForcesVideos** • 1 year ago • 16,207 views
 Army Communications and Information Systems Technicians wanted.

Ads



Emergo Group

by **TheEmergoGroup** • 9 months ago • 2,868 views
 We Register Medical Devices in USA, EU and Other Markets. Free Proposal

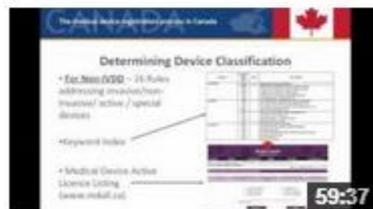
[See your ad here >>](#)



The Medical Device Approval Process in Canada

by **TheEmergoGroup** • 2 months ago • 190 views
 Step-by-step presentation on how to register your medical device for approval in

HD



Medical Device Approval Process in Canada

by **TheEmergoGroup** • 1 year ago • 1,043 views
 One hour webinar details the regulatory process for getting medical

HD



ISO 14971 and Risk Management for Medical Devices (VIDEO)

by **TheEmergoGroup** • 1 week ago • 283 views
 Overview of the ISO 14971 standard for medical devices (<http://goo.gl/p0IGx>), as

HD



History

Korean War Overview

- Bay of Pigs Invasion
- Cuban Missile Crisis
- Vietnam War
- Pattern of US Cold War Interventions
- Allende and Pinochet in Chile
- When Capitalism is Great and Not-so-great
- 20th Century Capitalism and Regulation in the United States
- French Revolution (Part 1)
- French Revolution (Part 2)
- French Revolution (Part 3) - Reign of Terror
- French Revolution (Part 4) - The Rise of Napoleon Bonaparte
- Haitian Revolution (Part 1)
- Haitian Revolution (Part 2)

Korean War Overview

Korean War Overview



Timeline:

- 1910 Japanese Rule
- 1945 38th Parallel
- 1948 Non-free Elections Communist North
- 1950 6/25 - N. Korean Invasion
9/15 - Inchon
10/19 - Pyongyang Captured
10/25-11/1 Chinese 1st Phase
- 1951 11/4 - Seoul falls again
3/14 - Seoul recaptured
April - MacArthur dismissed
- 1953 7/27 - Armistice

Map Labels: Yalu, Pyongyang, Seoul

Portraits: Kim Il Sun, Douglas MacArthur

Handwritten Notes: China: 100k - 1.5m (400k), N. Korea: 130k - 510k

Caption: Photo # NH 97053 Inchon invasion map, showing approach route

Questions Tips & Comments

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Ask a Great Question

Our discussions are the heart of the Khan Academy community, let's make 'em great. Here

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Because a father is locked in [jail] does not mean he should be locked out of his daughter's life.



Angela Patton: A father-daughter dance ... in prison

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Rated: **Fascinating** Inspiring ...



Angela Patton: A father-daughter dance ... in prison

08:48 Posted: Jan 2013
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Andy Puddicombe: All it takes is 10 mindful minutes

09:24 Posted: Jan 2013
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Rated: **Inspiring** Persuasive ...



Boghuma Kabisen Titanji: Ethical riddles in HIV research

11:10 Posted: Jan 2013
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Rated: **Informative** Persuasive ...



Jarrett J. Krosoczka: How a boy became an artist

18:48 Posted: Jan 2013
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Sue Austin: Deep sea diving ... in a wheelchair

09:38 Posted: Jan 2013
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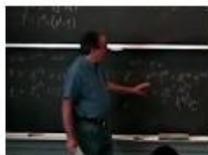
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For 65 years, the Haliburton, Kawartha, Pine Ridge District Health Unit has worked with residents of Northumberland and Haliburton counties and the City of Kawartha Lakes to prevent illness, protect against disease and promote healthy lifestyles.

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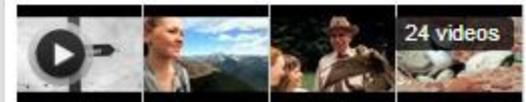
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An overview of families, households and marital status data, 2011 Census

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Anne Milan, Sociologist, presents a national overview of families, households and marital status data, 2011 Census. The full analysis is available in this report: <http://bit.ly/RsSNGZ> Transcript

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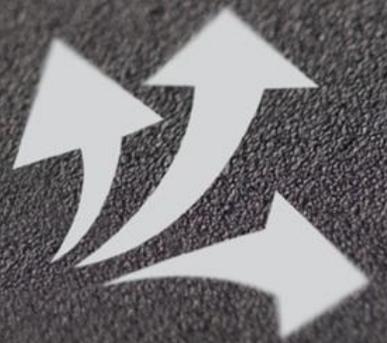
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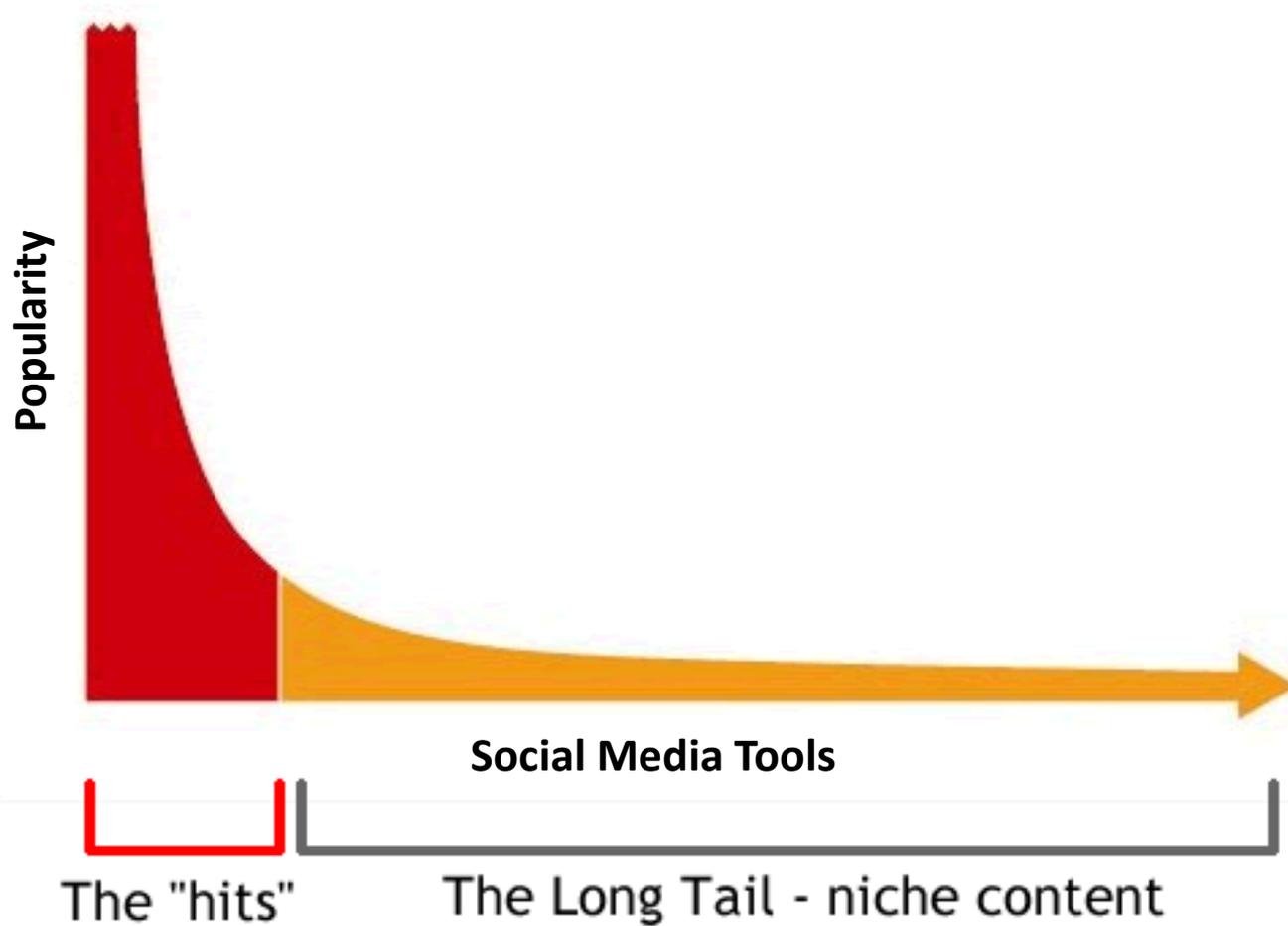
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27 Apr 2011 – A visual list of all **Canadian Government** organizations' **mobile** websites and/or applications.



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governingpeople.com/.../state-mobile-canadian-government

28 Apr 2011 – Ok, the title may be a stretch, but I have put together a quick visual presentation of current **government mobile** apps and websites based on the ...

Toronto, ON

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[The cloudy **state of mobile** security - **Canadian Government Executive**](#)

www.canadiangovernmentexecutive.ca/article/?nav_id=103

7 May 2012 – In the October issue, Greg Lane and I discussed the mobility revolution underway and its consequences for **government**. We also underscored ...

The web

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[Government of Canada - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Government_of_Canada

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45yo new patient ,chief complaint Anxiety Disorder with history 15 years ago of similar anxiety. Started with care of psychiatrist who placed her.

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The New York Times

Fueling the Anger of Doctors

Physicians devote as much as a third of their yearly income to interactions with health plans; no wonder so many are unhappy.

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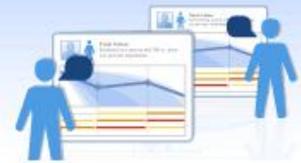
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Patient Spotlight



ladywriter

Female, 47 years, redbanks, SA

I am a writer, a student, a wife and mother. My writing is my joy and my personal therapy, helpin... [See Profile...](#)

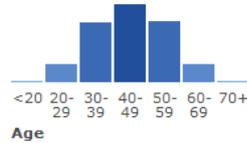
PatientsLikeMe Videos



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Who Will You Find?

22,188 total patients
657 Profiles updated this week
512 New patients this month



What Are Patients Sharing?

Real-World Data

Top Treatments

Glatiramer acetate (Copaxone)	2982 patients
Baclofen (Lioresal Oral, Zenith Baclofen...)	1967 patients
Interferon beta-1a SubQ injection (Rebif)	1624 patients
Gabapentin (Neurontin, Gabatin...)	1517 patients
Handicapped parking permit	1495 patients

Top Symptoms

Fatigue	13192 patients
Stiffness/Spasticity	11939 patients
Brain fog	11152 patients

Real-World Experi

Patient Forum

Membership here may have saved my life.....
2871 new posts in the forum this week

PatientsLikeMe Blog

Value of Openness
What Data Do We Sell? Discussion about "Data S...
October 21, 2010
PatientsLikeMe in Wall S...
Transparency, Openness (cont'd)
October 11, 2010

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Reasons taken & Efficacy

Reasons taken	# of patients	Efficacy	Major	Moderate	Slight	None	Can't tell	# of patients evaluated by
Multiple Sclerosis MS	3015							947
Other	103							21
General health	55							24
Stiffness/Spasticity	29							4
Fatigue	24							10
Don't know	18							5

[See all 64 reasons taken v](#)

[See all 2982 patients](#) currently taking Glatiramer acetate

[See other treatments for this reason](#)

Side Effects

Side effects as an overall problem



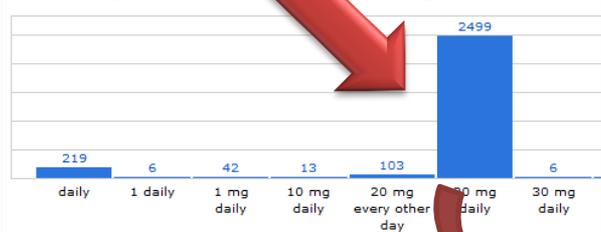
Most commonly reported side effects

Injection site reaction	297
Lumps and bumps	283
Redness	238
Injection site itching	238
Injection site pain	225
Bruising	158

[See all 211 reported side effects v](#)

Dosages

Top 10 dosages based on patients currently taking Glatiramer acetate



Patients taking Glatiramer acetate

Showing 1 to 15 of 411 public patients taking Glatiramer acetate at 20 mg daily

2,681 members have decided to share their profiles only with other members of PatientsLikeMe.

Status	Conditions
MS: 52 yrs ago	MS, Bulimia, Dissociative Identity Disorder
MS: 9 yrs ago	MS, Sleep Apnea
MS: 8 yrs ago	MS, Chronic Headache Disorder, Disability, Interested in Working with my Condition
MS: 4 yrs ago	MS
MS: 4 yrs ago	MS
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**there are even
task based
networks...**



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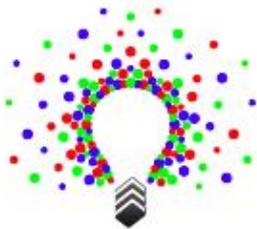
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#4

MOBILE EVERYTHING

> 50%

of internet
access in 2013
will occur
via mobile
devices



> 50%

of mobile users in
Canada have
smartphones



- **11%** say they wouldn't want to live without their smartphones
- **39%** say they sleep with their devices within arm's reach
- **80%** like the idea of receiving automatic notifications re: gov services

2005



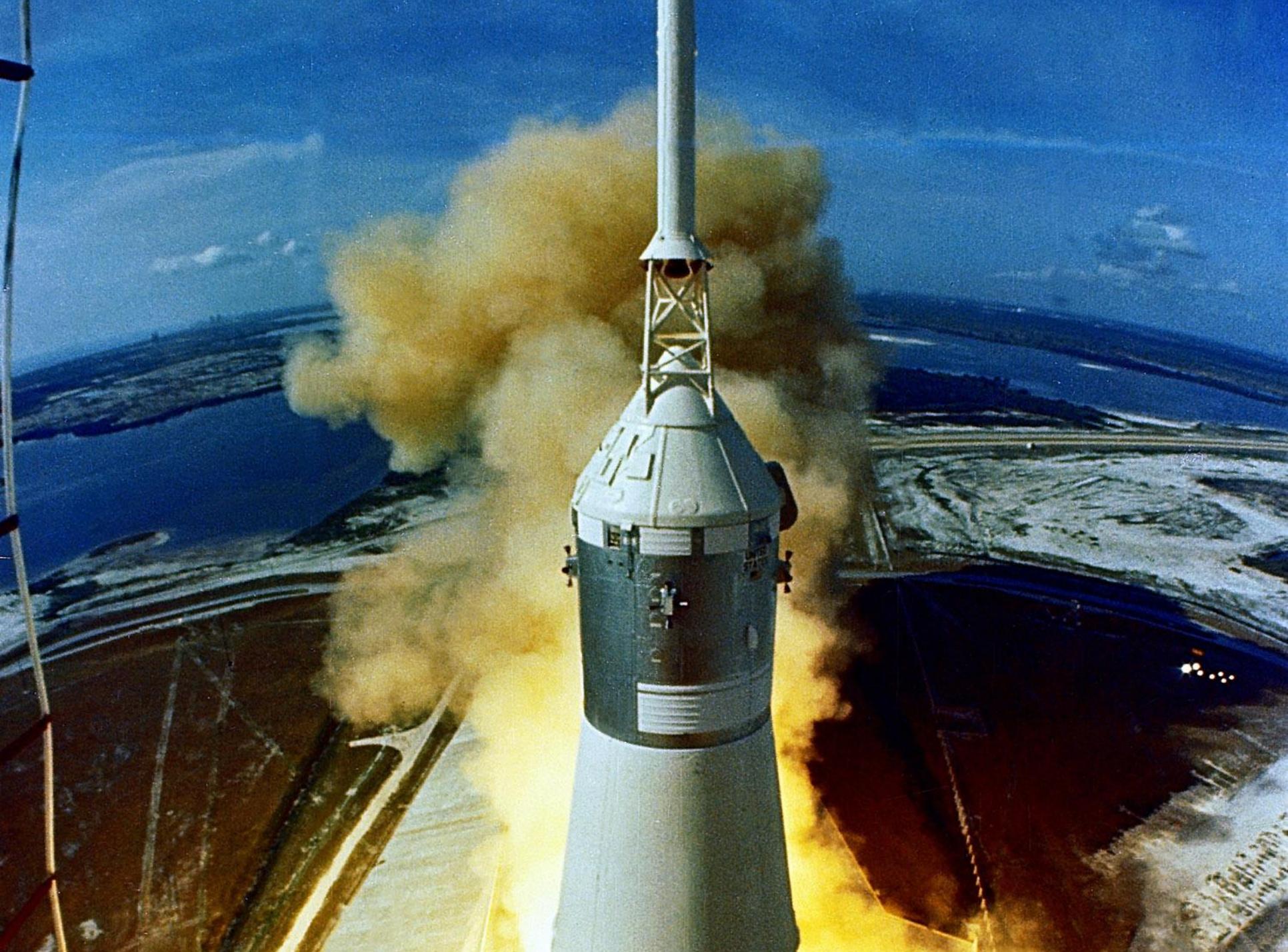
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2013



NBC NEWS

Michael Sohn / AP









and yet...

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of all websites
are mobile
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Human Resources & Skills Development Canada

m.workingincanada.gc.ca



PHAC Mobile Website

Public Health Agency of Canada

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HST Mobile Website

Ontario Ministry of Revenue

<http://www.rev.gov.on.ca/hstmobile/index.php?lang=en>



OC Transpo Mobile Website

City of Ottawa

www.octranspo.mobi/mobie.htm



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10 Essentials



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Gorilla Workout : Fitness Aerobic...
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Calorie Counter PRO by...
Health & Fitness



Weightbot — Track your Weight
Health & Fitness



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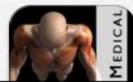


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Rank	Problem	Number of Subscribers
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2	Potholes	3
3	potholes	2
4	Street lights malfunctioning and/or burnt out	2
5	Garbage Can full of dog droppings	2
6	Pedestrian buttons do nothing	2

City Stats

487 REPORTS FILED	313 REPORTS FIXED*	17 REPORTS UPDATED
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Seller: Reach Unlimited Corporation

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Requirements: Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. Requires iOS 5.0 or later.

Customer Ratings

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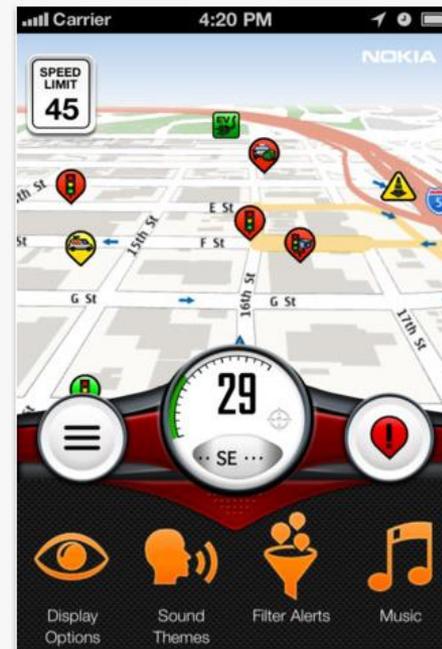
What's New in Version 5.0.1

Thanks to the great feedback we have received from you, we present to you our latest iOS update.

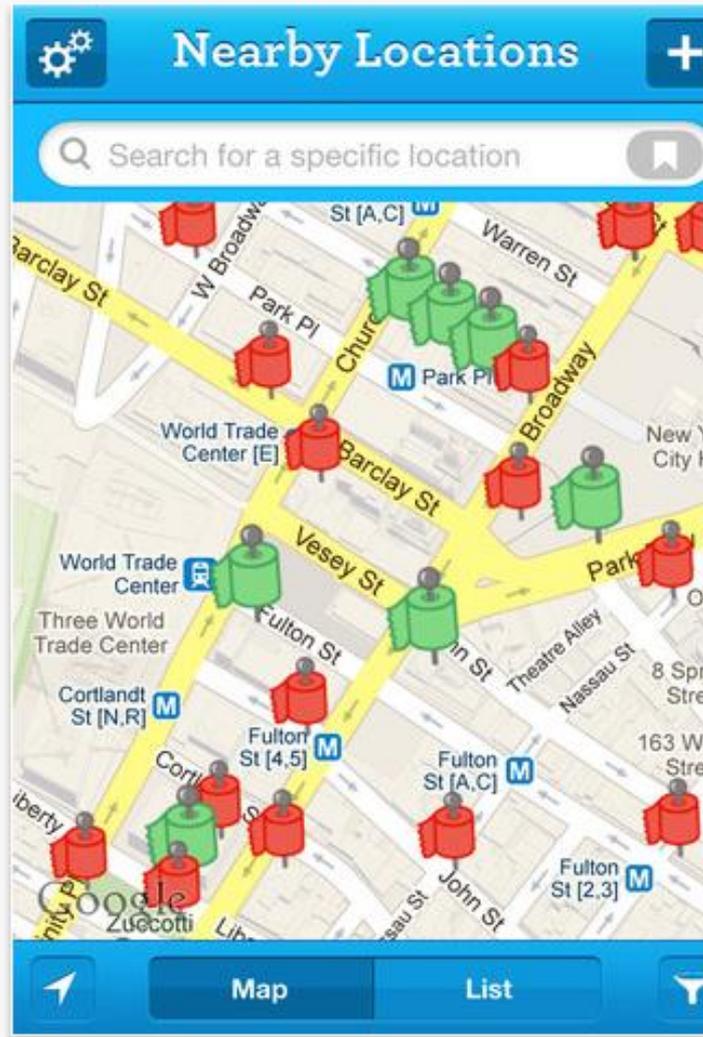
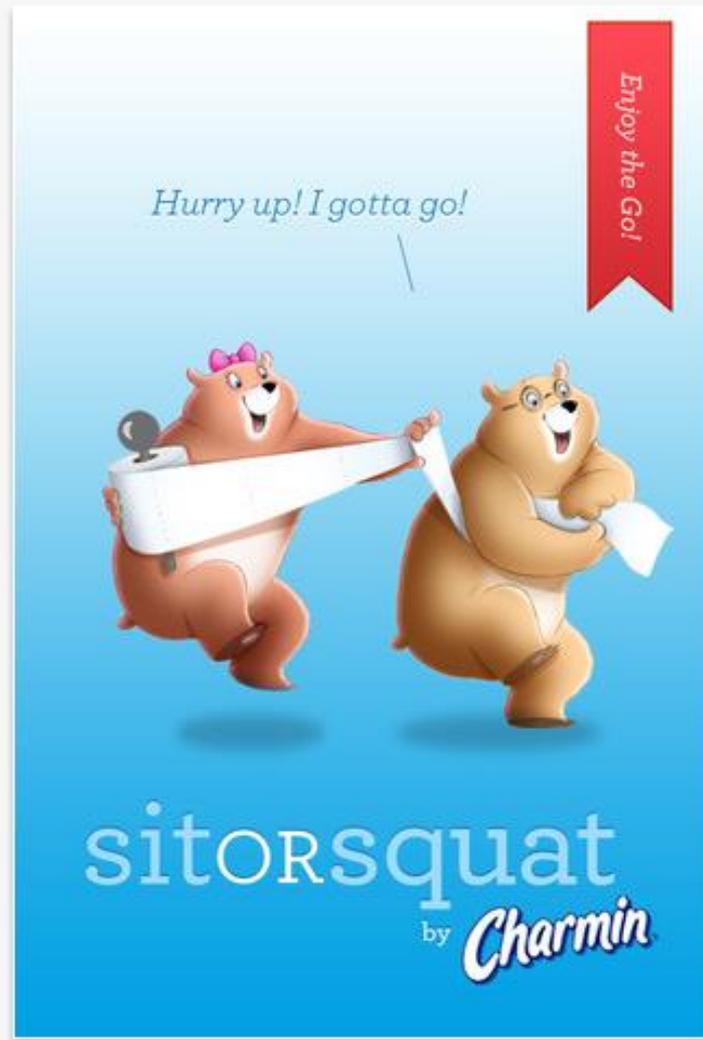
What's New in Trapster 5.0.1:

[...More](#)

iPhone Screenshots



iPhone Screenshots





Filters

All Challenge Sources

- Premium
- Brainstorm
- Grand Challenge

All Challenge Disciplines

- Business & Entrepreneurship
- Chemistry
- Computer/Info. Technology
- Engineering/Design
- Food/Agriculture
- Life Sciences
- Math/Statistics
- Physical Sciences
- Requests for Partners

All Pavilions

- AARP Foundation | [visit »](#)
- Cleveland Clinic | [visit »](#)
- EDF | [visit »](#)
- Life Grand Chal
- Lumina | [visit »](#)
- NASA | [visit »](#)
- Nature | [visit »](#)
- Scientific American | [visit »](#)
- TecEdge (Air Force) | [visit »](#)
- The Economist | [visit »](#)
- UnitedHealth Group | [visit »](#)
- Clean Tech | [visit »](#)
- Developing Countries | [visit »](#)
- Emergency Response | [visit »](#)
- Environment | [visit »](#)
- Global Health | [visit »](#)

InnoCentive Challenges

Save Settings

Show: 10

You Are Viewing: Engineering/Design X safety standards X

Show Challenge Types: All Ideation Theoretical RTP eRFP

	Title	Posted	Deadline	Award	Solvers
--	-------	--------	----------	-------	---------



Concentration Polarization Based Desalination

11/09/12 Under Eval \$10,000 USD 170

TAGS: Chemistry, Engineering/Design, Physical Sciences, Ideation
[+ View More](#)

PREMIUM CHALLENGE

[Team](#) [Share](#)



Fuel Cell Safety

11/09/12 Under Eval \$10,000 USD 157

TAGS: Chemistry, Engineering/Design, Physical Sciences, Ideation
[- View Less](#)

This Challenge seeks to identify Novel methods for Lightweight, Crashworthy and Penetration Tolerant Fuel Containment

This is an Ideation Challenge with a guaranteed award for at least one submitted solution.

[Read Challenge Details »](#)

Source: InnoCentive Challenge ID: 9933051

PREMIUM CHALLENGE

[Team](#) [Share](#)



Water Scavenging in Areas of Limited Surface Water

11/09/12 Under Eval \$10,000 USD 250

TAGS: Engineering/Design, Food/Agriculture, Physical Sciences, Ideation
[+ View More](#)

PREMIUM CHALLENGE

[Team](#) [Share](#)



crowdfunding

KICKSTARTER

What is
Kickstarter?

Discover
great projects

Start
your project

Search projects

Help Sign up Log in

Fiber Optic Athletic Gear: Revolutionizing Sports and Safety

by noxgear

Home

Updates 4

Backers 283

Comments 24

Dayton, OH

Product Design



Like 1,139 people like this. Be the first of your friends.

Tweet Embed http://kck.st/16552NO

Stay visible running or cycling at night; athletes experience the excitement of night sports with our high-tech illuminated vests

Launched: Mar 22, 2013

Funding ends: May 3, 2013

Remind me

283
backers
\$17,713
pledged of \$18,223 goal
20
days to go

Back This Project

\$1 minimum pledge

This project will only be funded if at least \$18,223 is pledged by Friday May 3, 9:49am EDT.

Project by
noxgear
Dayton, OH
Contact me

First created · 1 backed

Simon Curran 439 friends

Website: noxgear.com

Pledge \$5 or more

13 backers

Feel good about increasing the safety of others out on those dark roads at night, make the Tracer360 a reality, back us at any amount. Your reward may come one night down the road in your neighborhood when you see (and avoid) someone wearing a Tracer360. Every little bit helps! We will thank you with a mention on twitter from @noxgear.

Estimated delivery: May 2013

Pledge \$35 or more

25 backers All gone!

Torch Early Backer Special: Be one of the first to back a one-of-a-kind product - the Torch Multicolored Illuminated Sports Vest. A uniquely designed all-season fiber-optic illuminated sports vest that is incredibly bright and lightweight. Use it to light up your team for a game of night ultimate, football, soccer, tag or a game of your own creation. The vest includes 6 solid color (non-blinking) modes: cyan, green, magenta, red, orange, and yellow (selectable with mode button). Shipping is included for US backers! Add \$10 if we are shipping to Canada.

Estimated delivery: Aug 2013
Add \$18 to ship outside the US

Pledge \$45 or more

28 backers

Torch it! We hope you are as excited as we are about night sports! Back this and you'll get the Torch Multicolored Illuminated Sports Vest. A uniquely designed all-season fiber-optic illuminated sports vest that is incredibly bright and lightweight. Use it to light up your team for a game of night ultimate, football, soccer, tag or

Fundly [Why Fundly?](#) [Features](#) [Pricing](#) [Browse](#)



#1 Crowdfunding Platform for Social Good

\$305,535,735
Raised to date with Fundly

[Create A Campaign](#)

Like 20,717 people like this. Be the first of your friends.



Get Well Soon Rudy

24% FUNDED \$72,459 RAISED 304 DONORS \$300,000 GOAL





Supporting Kim's ALS Journey

62% FUNDED \$46,738 RAISED 203 DONORS \$75,000 GOAL





Life Celebration For Kirk Howe

82% FUNDED \$41,235 RAISED 215 DONORS \$50,000 GOAL




open data

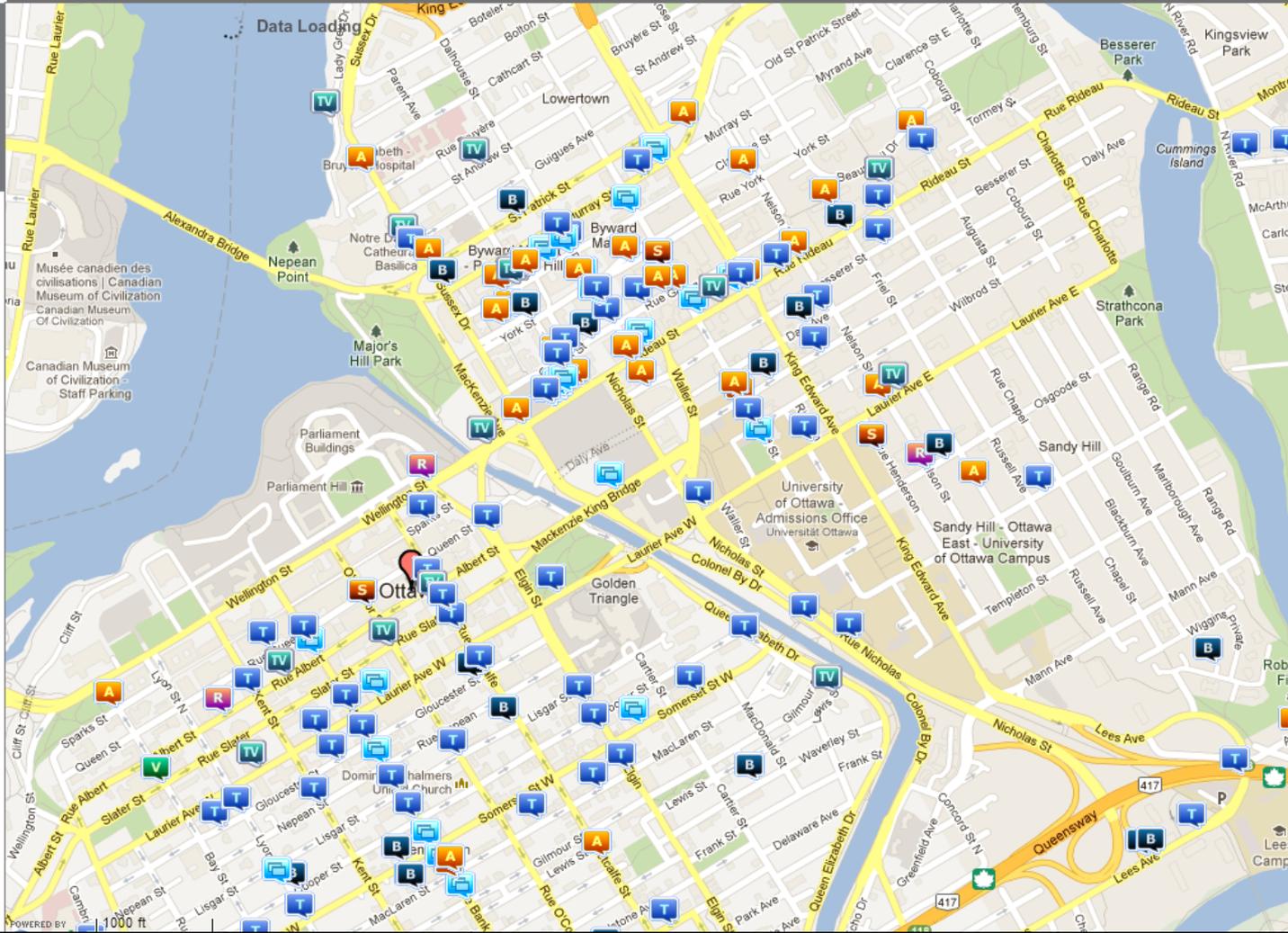
“the idea that certain data should be freely available to everyone to use and republish as they wish, without restrictions from copyright, patents or other mechanisms of control”





Current view data provided by: [Ottawa Police](#)

Incident details



eatsure™ beta

Vancouver Food Inspection Scores

2033
With No
Infractions

3499
With
Infractions

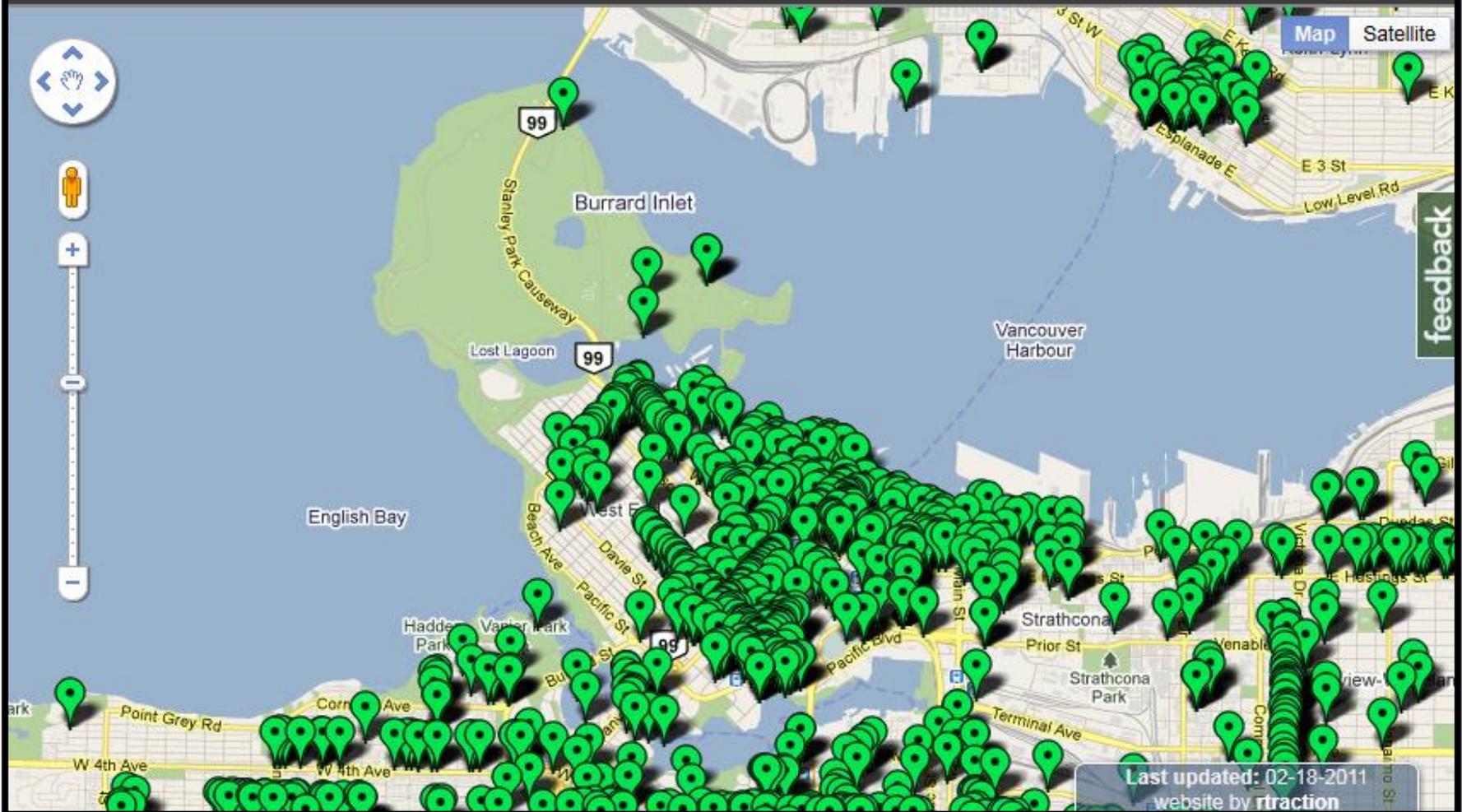
0
Closed

5532
All
Inspected

0
No Data
Available

Derives data from Vancouver's Clinical Health - Disclaimer

Search





save the rain, don't let it go down the drain...

High-resolution spatial climate datasets generated by ClimateBC for British Columbia show [BC's mean temperature rising](#) due to global warming (see [image here](#)). Many water wells are already drying up. The BC Ministry of Environment's observation wells are showing that [water levels in key aquifers](#) are dropping. On BC's Gulf Islands, both groundwater and [freshwater quality and quantity problems](#) are becoming ever more prevalent.

One way to prepare for the effects of global warming on water supply is to capture rain water running off of our roofs. This process is known as [rainwater harvesting](#). Believe it or not, rainwater can be used for more than watering your lawn. Rainwater can be used to flush toilets, and, even do laundry. Take a look at a rain water harvesting system [here](#).

One important step to determining whether or not saving rainwater is feasible for you, is, to calculate how much rainwater your roof could capture. This is done by simple calculating the area of your roof, and, multiplying by the mean yearly precipitation. Give it a try! You may be surprised by how many times you could flush a toilet with captured rainwater.



BC Water Wells

1. Enter your address.

(e.g. 721 Government Street Victoria, BC)

721 Government Street Victoria, BC

2. Draw a box over your roof.

Click on each corner of your house. If you click on the wrong spot, you can drag the corners of the box to the right spot, or start all over again by clicking on the "Start Over" button. Click on the "Finished" button when finished.

3. Results:

The area of your roof is:

559.0 m²

The amount of rain you receive in a year is:

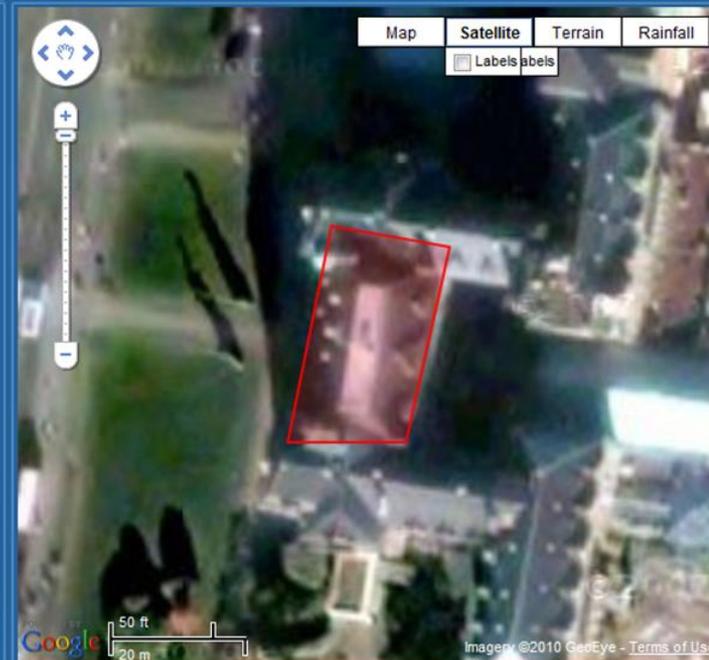
700mm

You could harvest:

391300 litres!

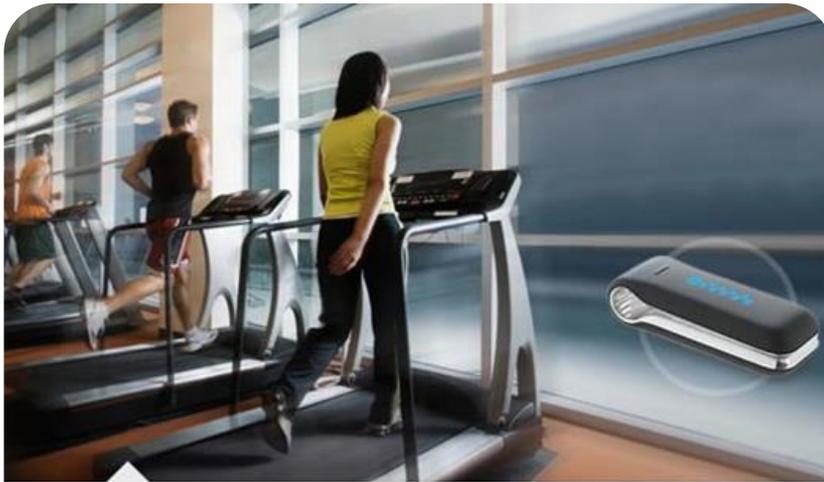
That's enough water to flush your toilet

65217 times!



gamification

“making non-game activities more like games by incorporating achievement-based reward systems”



More details here: <http://bit.ly/SMEgamification>



Weekly Stats



Hi Kuj, here are your weekly stats.

12/24/2012 to 12/30/2012

WEEK'S MOST ACTIVE DAY
Fri, Dec 28

WEEK'S LEAST ACTIVE DAY
Sat, Dec 29

TOTAL STEPS
70,227

DAILY AVERAGE
10,032 steps
BEST DAY
12,889 steps

Last week's step winners

1 **Kuj**
70,227 steps

2 **John**
12,121 steps

[See current leaderboards](#)

TOTAL DISTANCE
55.27 km

DAILY AVERAGE
7.90 km
BEST DAY
10.16 km

Last week's badges



[See all of my badges](#)

TOTAL FLOORS CLIMBED
182

DAILY AVERAGE
26 floors
BEST DAY
59 floors

TOTAL CALS BURNED
22,230

DAILY AVERAGE
3,176 cals
BEST DAY
3,517 cals

fitbit | DASHBOARD | LOG | PRODUCTS | COMMUNITY | PREMIUM

Benchmark | Food Report | Activity Report | Sleep Report | Trainer | Export

Apr 30 to May 06, 2012

How do you compare your peers?
Single Demographic | All Demographics

Daily Very Active Minutes
Typical | You

1min 0min 14min 21min 27min 34min 40min 47min 54min 60min

This week you were very active
45min
138% more than the median for men 25 to 34 yrs who are normal or underweight

You are in the
93 percentile
of all men 25 to 34 yrs who are normal or underweight

Show my
Very Active Minutes
 As a daily average
 Or weekly total

Compare me to

Men and Women	All ages	All body types
Men	Under 25 yrs	Normal or underweight
Women	25 to 34 yrs	Overweight
	35 to 44 yrs	Obese
	45 to 54 yrs	
	55 to 64 yrs	
	65 yrs and older	

[Save Settings](#)

rise of personal digital footprints



You are whoever Google says you are...





Photo Credit: David Elop





Nathan Kotylak



Search

About 94,900 results (0.34 seconds)

Everything

Images

Maps

Videos

News

More

[Rioting teen **Nathan Kotylak** and family face backlash, forced to ...](#)

[www.vancouversun.com/...teen+Nathan+Kotylak.../story.html](#)

20 Jun 2011 – For **Nathan Kotylak** and others caught on camera during the Stanley Cup riots, the consequences have been.

[Nathan Kotylak Water Polo All Star Lighting Police Car ...](#)

[publicshamingeternus.wordpress.com/.../nathan-kotylak-water-polo-a...](#)

17 Jun 2011 – **Nathan Kotylak** you've been judged by Captain Vancouver in violation of all that was a promising career as a water polo star. When I googled ...

[Images for nathan kotylak](#) - Report images



Niagara-on-the-Lake,
ON

Change location

The web

Pages from Canada

All results

Sites with images

More search tools

['I am truly ashamed,' says teen involved in Vancouver riot - thestar.com](#)

[www.thestar.com/.../1011554--i-am-truly-ashamed-says-teen-involve...](#)

19 Jun 2011 – **Nathan Kotylak**, a once-rising star on Canada's junior water polo team, was caught on camera as he appeared to hold a lighter to a rag stuffed ...

[only human « delicious juice dot com: unapologetically inappropriate](#)

[blog.deliciousjuice.com/2011/06/16/only-human/](#)

16 Jun 2011 – Meet **Nathan Kotylak** from Maple Ridge, BC! Nathan, while not lighting cop cars on fire in downtown Vancouver, is a star water polo player who ...

[Platt: Public punishment enough for rioter | Columnists | Opinion ...](#)

[www.calgarysun.com/.../platt-public-punishment-enough-for-rioter](#)

27 Sep 2011 – Canadians may have questioned **Nathan Kotylak's** tears, but it's hard not to believe his mom, as she chokes up over the phone.

[Vancouver rioter outed as elite athlete - Calgary - CBC News](#)

[www.cbc.ca/news/canada/.../calgary-vancouver-riot-athlete.html](#)

17 Jun 2011 – **Nathan Kotylak**, 17, was identified as being in the crowd of rioters who rampaged through Vancouver's downtown streets after the Canucks lost ...



"mike kujawski"



Search

About 12,300 results (0.18 seconds)



Mike Kujawski Rant on Social Media Marketin...

TRANSLATE

Mike says Stop with the buzzwords...develop a strategy before choosing social media marketing tactics...join him at his pre-conference Workshop ...

3 years ago | 90 views

Canada Conference - Mike Kujaw...

TRANSLATE

Mike Kujawski's closing keynote presentation at the 2009 United Way Canada

2 years ago | 109 views

Social Media workshop Organised by Frontier...

TRANSLATE

2 informative Social Media workshops organised by Frontier International in Kuala Lumpur for the public sector ...

ago | 31 views

Mike Kujawski Quartet "In A Mellow Tone".m4v

TRANSLATE

Present: "Music is My Mistress" The music of Duke Ellington and Billy Strayhorn by Mike Kujawski Quartet Sunday, October ...

months ago | 17 views

Government of Canada Web2.0 Po...

TRANSLATE

filmed and is owned by CSPS. ... mike kujawski ... "social media" "government of Canada" "mike kujawski" "canada school ...

2 years ago | 172 views

Government of Canada Web2.0 Init...

TRANSLATE

filmed and is owned by HRSDC. ... mike kujawski ... "social media" "government of Canada" "mike kujawski" "canada school ...

2 years ago | 157 views

2010 - Social Media Performance ...

TRANSLATE

"Social Media Performance Measurement" ... mike kujawski ... marcom2010 "mike kujawski" "nick charney" "social media" "web20 roi ...

5:14 HD | by mikekujawski | 1 year ago | 298 views

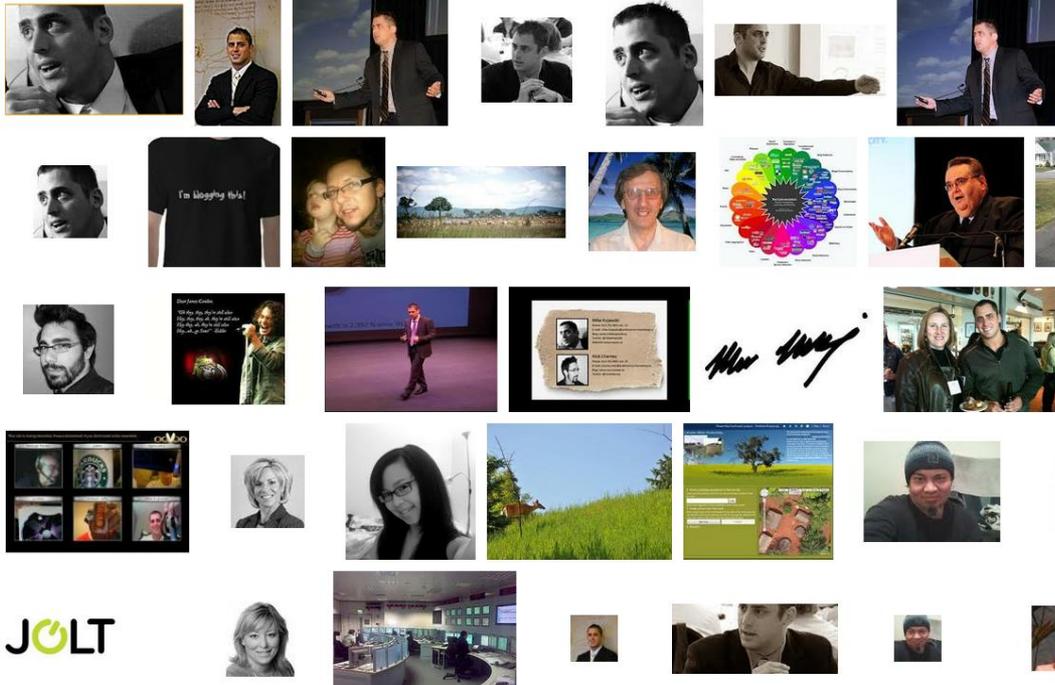
GOV2.0 - "Negative Comments" - Armchair D...

TRANSLATE

event, which was filmed and is owned by CSPS. ... mike kujawski ... "social media" "government of Canada" "mike kujawski" "canada school ...

2:16 | by mikekujawski | 2 years ago | 384 views

About 2,640 results (0.22 seconds)



JOLT

View Mike Kujawski's (Canada's largest business network, help ...)

You shared this

Mike Kujawski Present

www.slideshare.net

About Mike Kujawski is a passionate consultant, trainer and speaker, on the topic of strategic marketing and digital engagement. His specific niche and personal ...

Ottawa Business Owners - How often do your accountant and



Mike Kujawski Edit

Strategic Marketing & Digital Engagement Speaker/Trainer/Consultant for Governments and Associations

Ottawa, Canada Area | Marketing and Advertising

Mike Kujawski via Twitter

mikekujawski RT @health : Israel passes law banning underweight models from appearing in advertisements http://t.co/7heVYfVE

Favorite Retweet Reply See all activity Post an update 2 hours ago

Current Vice President - Strategic Marketing & Digital Engagement Centre of Excellence for Public Sector Marketing

+ Add a current position

Past Professor - Professional Certificate in Public Marketing at Carleton University
Managing Partner/Owner at MyCanadaDay
Professor at Heritage College
see all

Education Algonquin College of Applied Arts and Technology
Carleton University

Recommendations 28 recommendations Edit

Connections 500+ connections

Websites My Company/Organization Edit

My Blog Edit

My Speaking Engagements Edit

Twitter mikekujawski Edit

Public Profile http://ca.linkedin.com/in/mikekujawski Edit

Share

PDF



Email

mike@mikekujawski.ca

Password

Keep me logged in

Forgotten your password?



Mike Kujawski is on Facebook.

To connect with Mike, sign up for Facebook today.

Sign Up

Log In

Mike Kujawski

Add Friend

Subscribe

Send message



Mike Kujawski

@mikekujawski

Strategic Marketing & Digital Engagement Speaker | Trainer | Consultant for Governments, Non-Profits and Associations. Vice-President of CEPSM.ca
Ottawa http://www.mikekujawski.ca

Edit your profile

7,576 TWEETS

4,318 FOLLOWING

4,447 FOLLOWERS

Tweets

Following

Followers

Favorites

Lists

Recent images



Similar to you

Lindsey Miller @lmillerer Following

Sage Cram @sagecram Following

Brigitte Torok @BrigitteTorok Following

tweets

Health @health Israel passes law banning underweight models from appearing in advertisements bit.ly/GYpmFK
Retweeted by Mike Kujawski

Stephen Shankland @stshank Wow. Even better is the NASA ocean current video. Check the vortices spinning off South Africa flickr.com/photos/gstc/70...
Retweeted by Mike Kujawski

Mike Kujawski @mikekujawski When did @Stock Photo become so ridiculously expensive? Was the past price model not working? What's the reason for this?
Expand

Mike Kujawski @mikekujawski @GAOGolf Before I start researching, do you know what the major golf hashtags are in Canada?
View conversation

62

mikekujawski



Strategic Marketing & Digital Engagement Speaker | Trainer | Consultant for Governments, NFP's and Associations. Vice-

SPECIALIST

PeerIndex
53

Mike Kujawski

Strategic Marketing & Digital Engagement Speaker | Trainer | Consultant for Governments, NFP's and Associations. Vice-President of CEPSPM.ca



Topic Fingerprint



Type a Twitter name

Compare

Components

Overview | Activity Statement | Friends Activity | Offline Kred | Community Kred | Analyze

Check Out Top Influencers Across the Web

Global Kred

mikekujawski
kred.com/mikekujawski



Mike Kujawski

Strategic Marketing & Digital Engagement Speaker | Trainer | Consultant for Governments, Non-Profits and Associations. Vice-President of CEPSPM.ca

Advertising	0			Marketing	0		
Politics	0			Tech	0		

Recent Activity

Updated: 3/22/2012 11:02 AM

				Points earned	Points total	Influence	Outreach Levels
1	u	@joannamcnan	Replied to	+10	39593	728	Level 6
1	d	@chatshell	Replied To	+10	39583	728	Level 6
2	d	@mikekujawski	Mentioned	+10	32387	728	Level 6
2	d	@mikekujawski	Mentioned	+10	32397	728	Level 6
3	d	@arodericks	Mentioned	+10	39573	728	Level 6

[Go To Activity Statement](#)



iPhone

BlackBerry.
coming soon



mediacenter



[Watch More Date Check Videos](#)

Run A Date Check Now!



[Screen Shots \[pdf\]](#)

Date Check in the News

- [iPhone App Puts "Sleaze Detector" in Your Pocket](#)



Lookup before you hookup

Today's dating scene is tough to navigate, which is why Intelius developed Date Check, a free mobile app that deciphers fact from fiction in the palm of your hand. Simply enter a name, phone number or email address and instantly get accurate and comprehensive results. With features like Sleaze Detector, Compatibility, \$\$\$, Interests and Living Situation, you can be in the know on the go. "Look up before you hook up."



sleazedetector

Instantly check for criminal convictions and sex offenses



\$\$\$

Get instant results about property ownership and home details



compatibility

Learn about astrological information and birth date



interests

Summary of social and professional networks



livingsituation

Find out if they live alone, with their parents, or even with a spouse





STRATEGY

BEFORE

TACTICS

A recommended approach

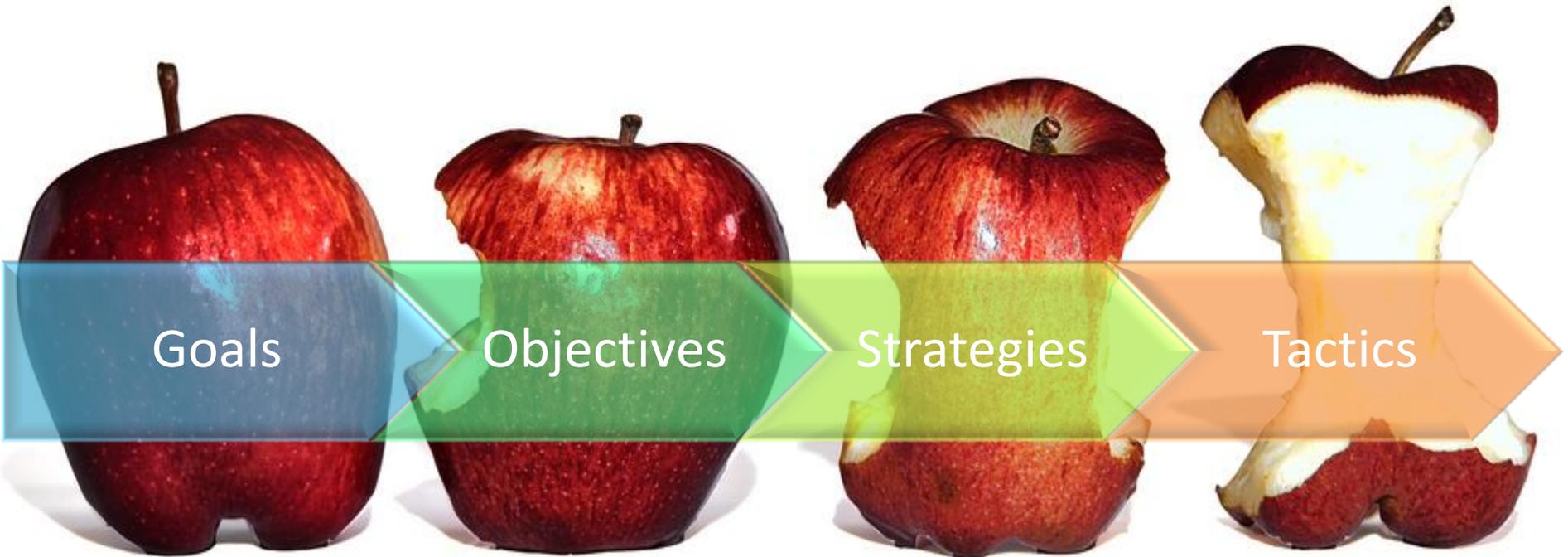
follow a **strategic** process...

0. Understand what you are up against and set context
1. Set social media engagement goals
2. Know your audience
3. Conduct a digital presence audit
4. Conduct an environmental scan (i.e. SWOT)
5. Set SMART social media engagement objectives
6. Determine your strategy for each objective
7. Determine your tactics for each strategy
8. Develop a social media guidelines & governance document
9. Develop an implementation plan and budget
10. Continually evaluate and adjust



simplified

approach



Goals

Objectives

Strategies

Tactics

Correct Social Media Strategy Model

1. Research, planning, listening...

2. Tactics



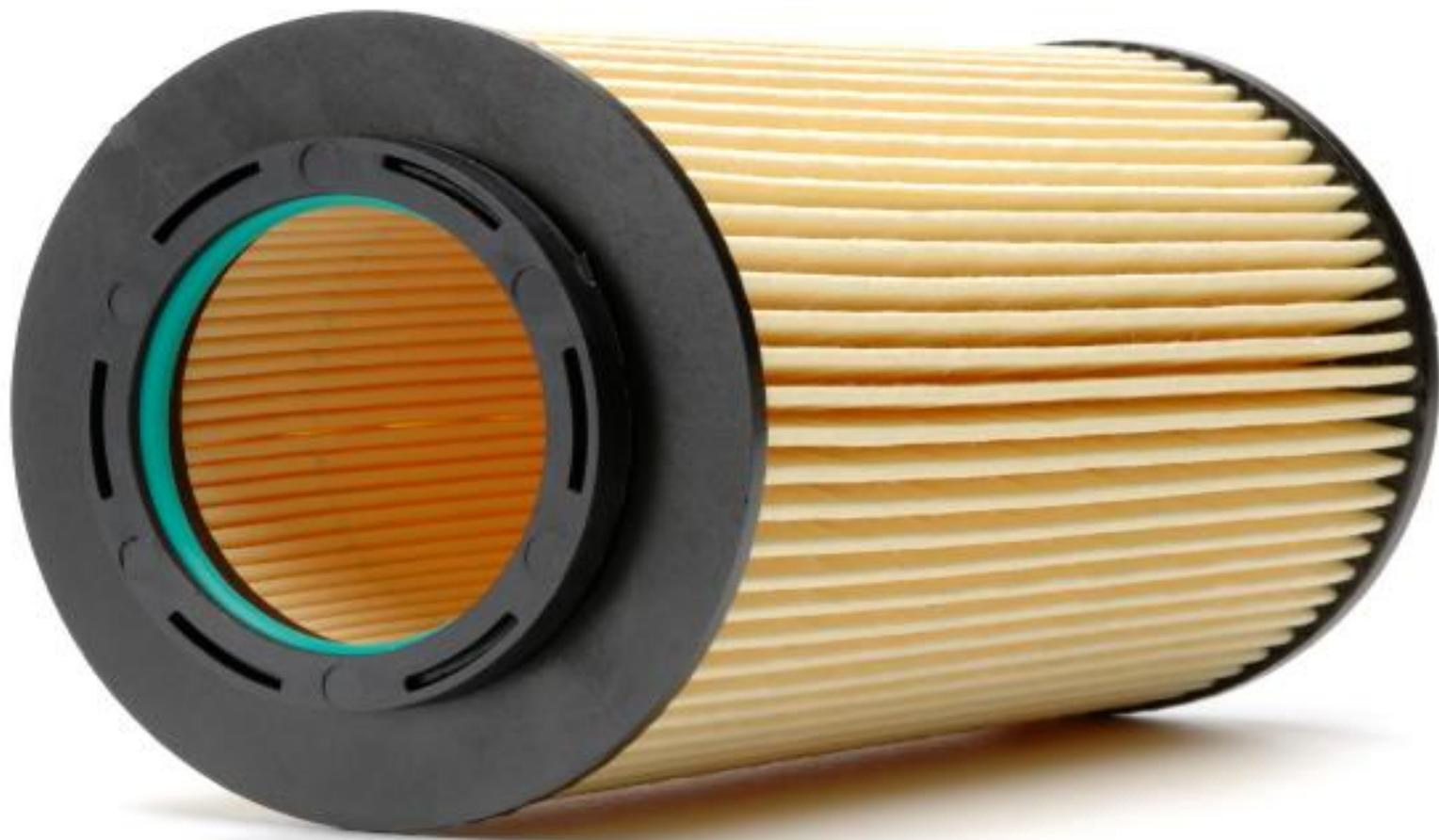
Facebook campaigns
Viral Videos
iPhone App
Youtube Channel
Twitter Account
And more...

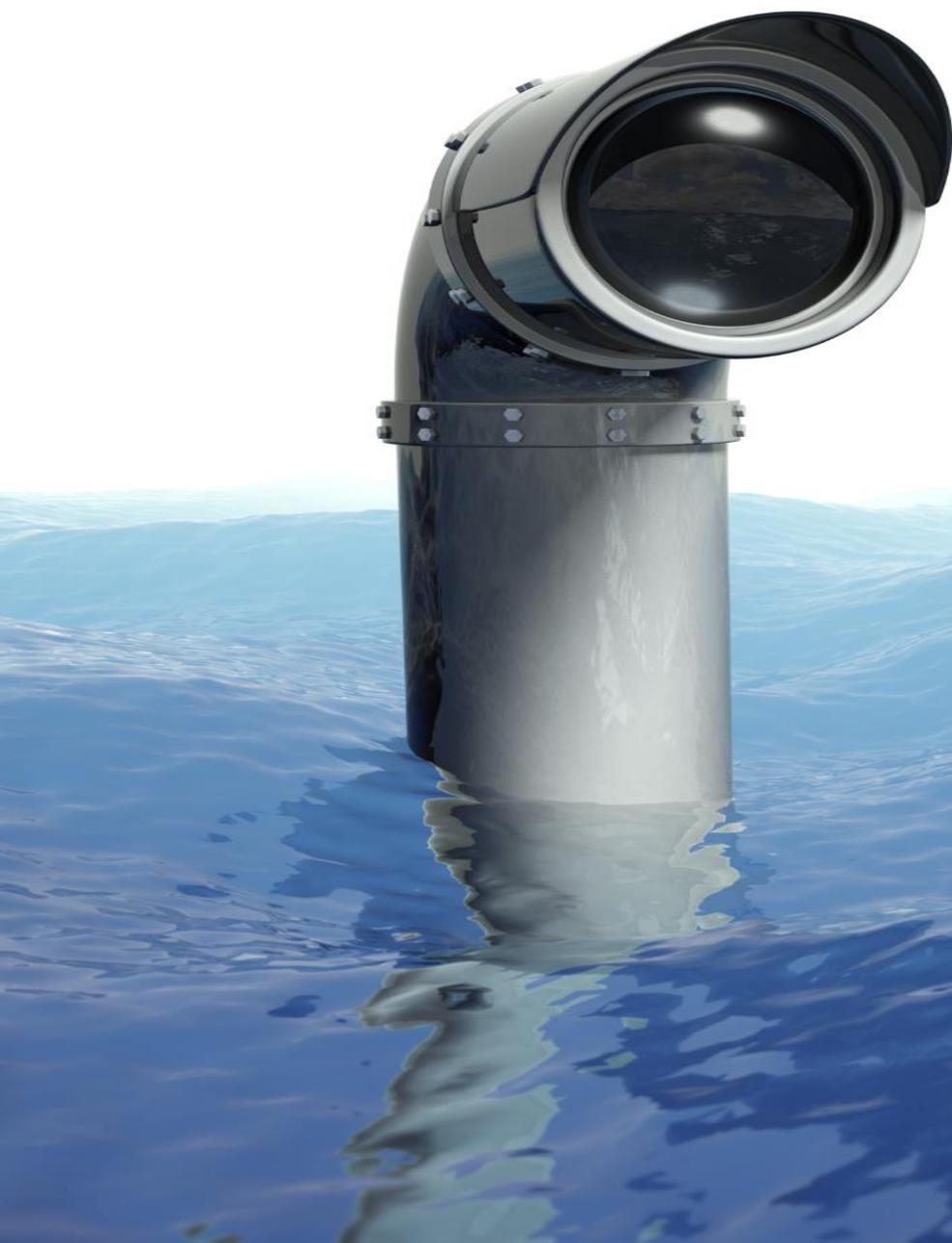
SOME TIPS

That you can act on immediately

Learn to listen

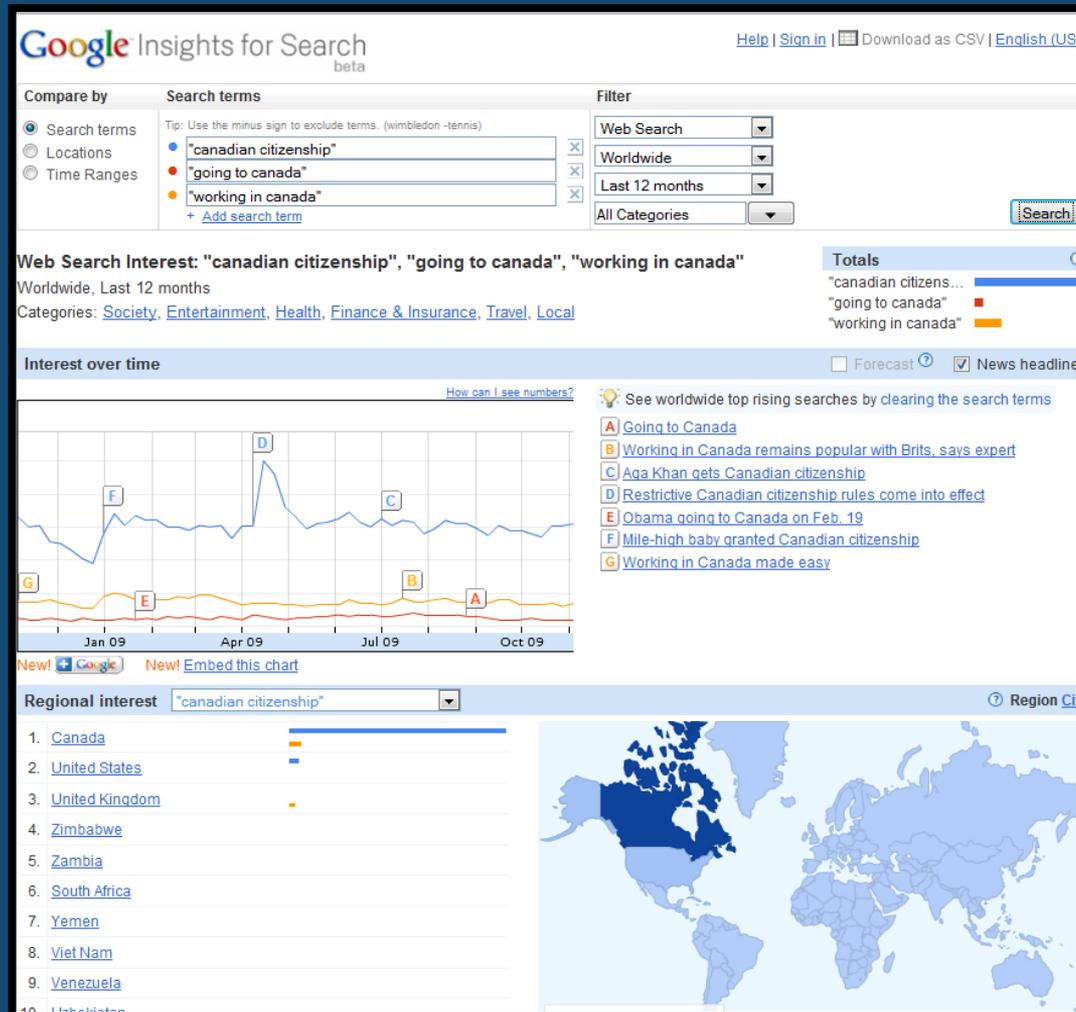






10 **free** social
media monitoring
tools for you to use
right away...

1: Search insights about your industry



2: Instant notifications about your web presence

mikekujawski@gmail.com | [Settings](#) | [FAQ](#) | [Sign out](#)

Google alerts
beta

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Deliver to:

Google will not sell or share your email address.

3: Identification of key bloggers in your industry

The screenshot shows the Icerocket website with a blue header and navigation menu. The main content area is divided into sections: Video Buzz (with three video thumbnails), Movies, and Top Posts (with three text-based article snippets). A search bar is visible at the top right.

<http://www.icerocket.com>

The screenshot shows a Google Blogs search result for the query 'competition bureau'. The search bar at the top contains the text 'competition bureau'. Below the search bar, there are buttons for 'Search Blogs', 'Search the Web', and 'Advanced Blog Search Preferences'. The main content area is titled 'Blog results' and includes a 'Published' section with links for 'Last hour', 'Last 12 hours', 'Last day', 'Past week', 'Past month', and 'Anytime'. A 'Subscribe:' section is also visible, with options for 'Blogs Alerts', 'Atom', and 'RSS'. The search results list several related blogs, including 'CANADIAN COMPETITION AND ANTITRUST LAW' and 'GHY Tradelines: Labelling Non-Food Products – Enforcement ...'.

<http://blogsearch.google.ca>

4: Dashboard tracking of relevant Twitter conversations

The screenshot displays a Hootsuite dashboard with four active search streams. The top navigation bar includes a 'Compose message...' field and various social media icons. Below the navigation, there are tabs for different social networks and a search bar. The main content area is divided into four columns, each representing a different search stream:

- "standards" "canada"**: Shows tweets from WebExpToolkit and jonbernhardt. The tweets discuss Canada's platform for standards-compliant templates and a baseball brawl incident.
- #iso**: Shows tweets from IAMomez, TBouie17, killaKofficial, MetroQuimica, DylanFραιetta, MedDevicesDaily, and MedDeviceMark. The tweets focus on ISO standards, regulatory agreements, and medical device trade talks.
- accreditation canada**: Shows tweets from chrgonline, bb02997448, and MOIKUWAITNEWS. The tweets discuss accreditation scores, discrepancies between accreditation and patient ratings, and the acquisition of accreditation by Dasman Diabetes Institute.
- safety standards canada**: Shows tweets from HeyNeighbours and iwresearch. The tweets discuss temporary foreign pilots and OHS training practices.

5: Hashtag research

assnchat

definition

#assnchat: Add a definition for #assnchat.

prolific users

Arwin Adriano @adrianoarwin updates: 9,479 followers: 429	Rentfusion.com @rentfusion updates: 840 followers: 385	Kendra McMurray, CMP @Meeting_Pro updates: 1,524 followers: 869
Beth Ziesenis @AskBethZ updates: 7,573 followers: 2,400	Meet Whistler @MeetWhistler updates: 420 followers: 389	Bussolati @bussolati updates: 1,780 followers: 725

related hashtags

recent tweets (live stream)

- Arwin Adriano** @adrianoarwin: How Mobile Technology Is Changing World Travel [truncated]
- Ray van Hilst** @RvanHilst: And Socmed is as much about SEO now as it is about [truncated] Retweeted by Cecilia Sepp
- Bussolati** @bussolati: I heard of a communications manager who doesn't [truncated]
- Meet Whistler** @MeetWhistler: Great #event ideas! @EproGerl: 15 ways to promote [truncated]
- CommPartners** @CommPart: We hope you're enjoying the snow as much as we are [truncated]
- Beth Ziesenis** @AskBethZ: NE/SAE Attendees Release Their Inner Nerds! http:// [truncated]
- Rentfusion.com** @rentfusion: Searching for a start in mobile for your #tradeshov [truncated]
- Arwin Adriano** @adrianoarwin: Planning an Event? Don't Forget to Include Singing [truncated]

www.hashtags.org

Date range: Apr 15 - Apr 22 Update

366 tweets **256** users **130,868** reach **342,457** impressions

Timeline

Top Tweets

- wsmconference** @wsmconference **28** 5:57 am **9**
40 countries represented at #wsmc - a big step forward for #socialmarketing. Lets make the most of these days together to make real #change
- wsmconference** @wsmconference **28** Apr 17 **7**
#wsmc truly a GLOBAL.conference. 40 countries represented at the conference starting sunday in #toronto #socialmarketing. Cant wait to start!
- Ogilvy Washington** @OgilvyDC **44** Apr 18 **6**
Onward to Toronto! Read Tom Beall's post on what to expect at the 2013 @wsmconference http://t.co/GvN8DjFLC #wsmc (c) #socialmarketing
- ICE Creates** @ice_creates **43** Apr 18 **4**
Off to @wsmconference? Keep an eye out for us! We'll be capturing your thoughts & visions in a rich picture #wsmc http://t.co/6bBTUXVKWK

Top Sites

Domains Links

twitter.com	100%
wsmconference.com	
ogilvypr.com	
bit.ly	

Share of Voice

www.keyhole.co

6: Geographic trend identification

The screenshot displays the Trendsmap+ interface for Dar Es Salaam, Tanzania. The top navigation bar includes the Trendsmap+ logo, a user profile for 'mikekujawski', a 'Sign Out' button, and a search bar for locations and current topics. Below the navigation, there are links for 'Public', 'Plus', 'Products', 'About', and 'Contact'.

The main content area is titled 'Dar Es Salaam, Tanzania on Twitter' and includes a subtitle 'Popular & breaking twitter trends in Dar Es Salaam, Tanzania'. A list of trending terms is shown on the left, each with a 'view globally' button:

- @ Mariastsehai
- @ Bdozen
- # Airtelsucks
- # Qna
- aston
- villa
- RVP
- Trafford
- # Changetanzania
- tanzania

The right side of the interface features a '7 Day Volume' chart, 'Dar Es Salaam Trending Links' (including a Facebook link, a news article about Peroni Beer, and a job listing), 'Trending Dar Es Salaam Images', and 'Dar Es Salaam Latest Tweets' (including tweets from Rain Rain Rain, I can't got no worries with my #LORD, and @Chai_Racka).

Two maps are overlaid on the right side of the interface. The top map shows a detailed view of Dar Es Salaam with various trending terms and user handles placed geographically, such as 'corruption', 'kuwa', 'alai', 'doom', 'shackles', 'kama', '@vinieo', 'parliament', 'suarez', '@robertalai', 'watu', 'ivanovic', '#shacklesofdoom', 'alama', '#playersonthesuarezmenu', 'cabinet', 'kenya', 'suarez', '#whenalawasyoung', '#mwanamkeni', 'lughha', 'mombasa', 'counselling', 'villa', 'aston', 'instagram', 'tanzania', '@bdozen', 'tanzania', 'Dar Es Salaam', 'mariastsehai', '#airtelsucks', '#airtelsucks', and '#qna'. The bottom map shows a broader view of Tanzania with terms like '#changetanzania', '@mariastsehai', 'Dar Es Salaam', 'mariastsehai', '#airtelsucks', '#airtelsucks', and '#qna' placed across the country.

7: Aggregate social content search

socialmention*

Real-time social media search and analysis:

 in Blogs Search

[or select social media sources](#)

Trends: [Shamu](#), [killer whale kills trainer footage](#), [FE](#), [Mosi Tatupu](#), [hampton beach fire](#), [nowplaying](#), [Susan Boyle](#)

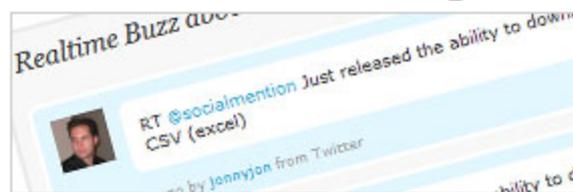
Social Media Alerts

Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

[Create an alert](#)

Realtime Buzz Widget



Display realtime buzz on your site or blog.

[Get the widget](#)

www.socialmention.com

9: Creating a custom RSS feed library

The screenshot displays the Feedly mobile application interface. At the top, a green banner contains the text: "Feedly Mobile 14.1 is out on iOS and Android: [New title-only view and some critical bug fixes.](#)". Below this, the main content area is titled "All" and shows "9,337 unread articles // [keyboard shortcuts](#)". A list of RSS feeds follows, each with a source icon, source name, title, and a brief description. The sidebar on the left includes a user profile for "Mike Kujawski" with options for "Organize // Prefs // Logout", a "Today" section with "Saved For Later" and "Add Content", and a list of categories such as "Business Developm...", "CEPSM", "Competition", "Cultural Anthropology", "Friend's Blogs", "Government 2.0", "Government Blogs", "News", "Non-Profit Marketing", "Ottawa Blogs", "Social Marketing", "Social Media Marke...", "Statistics", and "Tech".

Feedly Mobile 14.1 is out on iOS and Android: [New title-only view and some critical bug fixes.](#)

All

9,337 unread articles // [keyboard shortcuts](#)

- CBC News - Latest Cana... **Quebec family found electrical problem before fatal fire** The tenants of a Thurso, Que., home destroyed by an electrical fire had complained of an el
- Slaw **The "Human Excellence" of Judging** The "human excellence" of judging The decision by Justice O'Donnell in R. v. Duncan (on SLAW here) has gained
- Slaw **Monday's Mix** Each Monday we present brief excerpts of recent posts from five of Canada's award-winning legal blogs chosen at random* from forty-one re
- BBC News | News Front... **Japanese police target anonymous net** 18 Japanese police are calling for people who "abuse" the Tor anonymous browsing network to be stopped from
- TechCrunch **Sprint Forms Committee To Assess \$25.5B Dish Offer, Weigh Up If Softbank Will Increase Its Bid** 36 More developments on the unsolicited Dis
- CNN.com - Breaking Ne... **It's Earth Day -- time for a quiz** 500+ It's Earth Day. "We treat this world of ours as though we have a spare in the trunk," a famous saying goes.
- CNN.com - Breaking Ne... **Earth Day** 500+ It's Earth Day. "We treat this world of ours as though we have a spare in the trunk," a famous saying goes.
- CBC News - Latest Cana... **Edmonton Oiler causes controversy with tweet** A tweet made by Edmonton Oiler Nail Yakupov Sunday morning raised some questions within Edmont
- CBC News - Latest Cana... **China ramps up earthquake disaster response efforts** Efforts underway today in China's mountainous Sichuan province after a quake Saturday that kil
- TechCrunch **HTC Now Offers 32GB Unlocked HTC One Via Its Web Store** 30 HTC really wants you to buy an HTC One, and it's making sure that you have every op
- AJE - AJ Jazeera English **Private US rocket Antares makes test flight** 9 Orbital Sciences' co-launch with NASA from Virginia spaceport paves way for cargo flight to International S
- CNN.com - Breaking Ne... **California discovers gold again** 33 Alex Castellanos says the state's Lt. Gov. Gavin Newsom has the right idea: reinvent government with today's technol
- CNN.com - Breaking Ne... **3 more homes for life in the universe?** 78 Is anybody out there? A discovery by NASA's Kepler satellite sheds new light on that question, says Meg Urry
- AllAfrica News: Latest **Liberia: '90 Percent Women Are Victims of Rape'** [NEWS]The Executive Director of the Dr. Roz's Healing Place says over 90% of Liberian women are v
- AllAfrica News: Latest **Somalia: Somali Women Cashing in On Business** [IPS]Mogadishu -In the Hamarweyne market, Mogadishu's largest, 24-year-old Maryama Yunis is fin
- AllAfrica News: Latest **Nigeria: D'Banj Releases Scape Goat Remix Ft Kanye West** [Vanguard]It was one of the songs D'banj then under MoHits Records first presented to
- AllAfrica News: Latest **Liberia: Germans On Investment Mission in Liberia** [NEWS]Visiting European Investors have disclosed plans to bring new investment into the Liberia
- AllAfrica News: Latest **Nigeria: Police Raid Delta Kidnap Headquarters, Arrest 50 Suspects** [Vanguard]POLICE in Delta State, weekend, raided Kokori, an Urhobo commur
- AllAfrica News: Latest **Nigeria: Catholic Church Bombing - Kabiru Sokoto Pleads Not Guilty, Remanded in Prison** [Vanguard]Abuja -The Abuja Division of the Federal I
- AllAfrica News: Latest **Nigeria: Alleged Treason - Supreme Court Okays MASSOB Leader, Uwazuruike, Six Others for Trial** [Vanguard]The Supreme Court, Friday, ga
- AllAfrica News: Latest **Namibia: Industrial Action At Namport** [New Era]Walvis Bay -While top management and the board of directors of the Namibia Ports Authority (Namport)
- AllAfrica News: Latest **Nigeria: Receding Into Darkness** [Daily Trust]Perhaps nothing best illustrates the failure of the government's power sector policy than last Easter church e
- AllAfrica News: Latest **Liberia: 'Gimmick Orchestrated' - Kailondo Suspects 'Hidden Hands'** [NEWS]Businessman George Kailondo has rebuffed allegation of armed robb

10: Automating tasks

The screenshot shows the IFTTT dashboard for user 'mikekujawski'. At the top, there are navigation links: 'My Recipes', 'Create', 'Browse', 'Channels', and 'mikekujawski'. The main heading is 'Dashboard'. Below this, there are four summary cards: 'My Personal Recipes' (2, 1 are turned on, with a 'Create a Recipe' button), 'My Shared Recipes' (0, used 0 times by other people, with a 'View my public profile' link), 'Community' (Join the conversation on Twitter and Facebook, with 'Follow @ifttt' and '50.4K followers' buttons), and 'Invitations' (Help us spread the word, with an 'Invite a friend!' link). Below these is a 'Suggested Recipes' section with nine recipe cards. Each card shows a visual representation of the automation (e.g., RSS to Twitter, RSS to Email, Facebook to Dropbox) and includes the recipe title, author, and usage statistics.

My Personal Recipes
2
1 are turned on
[Create a Recipe](#)

My Shared Recipes
0
used 0 times by other people
[View my public profile](#)

Community
Join the conversation on Twitter and Facebook.
[Follow @ifttt](#) | 50.4K followers
[Like](#) | [25x](#)

Invitations
Help us spread the word.
[Invite a friend!](#)

Suggested Recipes

- RSS > Twitter**
by demolins on Oct 17, 2011
used 17,374 times
- Get all the updates to IFTTT via email!**
by linden on Nov 14, 2011
used 20,751 times
- Text me the weather every morning**
by sullytaylor on Mar 13, 2012
used 13,398 times
- When a new album is added to Amazon's Top Free MP3 Albums, send me an email.**
by cassia47 on Dec 24, 2011
used 12,009 times
- Every time you are tagged in a photo on Facebook, it will be sent to Dropbox.**
by m364rhynch06 on Sep 21, 2011
used 21,210 times
- star ★ a Gmail, send it to Evernote**
by alexander on Oct 27, 2011
used 13,273 times
- Send links I post on Facebook to Evernote**
by littlemagdayfish on Dec 30, 2011
used 8,472 times
- Lifehacker Dealhacker Posts sent to Email**
by groscope352 on Aug 14, 2012
used 6,402 times
- RSS -> Mail**
by xib on Oct 7, 2011
used 2,031 times

start connecting



use the right tools



setup guidelines



Go to: www.socialmediagovernance.com

don't re-invent



dedicate resources

Role	Description	Quantity
Corporate Social Strategist	The program leader for social business, the strategist is responsible for overall vision and accountability towards investments. The strategist is primarily internally-facing, rallying business units. To learn more about this role, read our previous report "Career Path of the Corporate Social Strategist." ¹⁴	1.5
Social Media Manager	This role coordinates with business units to launch social media initiatives. The social media manager may straddle internal and external communications, direct resources, and formulate program plans.	2
Community Manager	Primarily outbound and customer-facing, this role is a trusted member of the community, serving as a liaison between the community and the brand. The community manager spends more time with the community, rather than within stakeholders.	3
Social Analyst	Using brand monitoring, social analytics, web analytics, and traditional marketing tools, the social analyst is responsible for measurement and reporting across the entire program and for individual business units.	1
Web Developer	The web developer typically already exists at the company, yet provides dedicated assistance to help plan, brand, configure, and integrate social technologies as stand-alone efforts, or into existing systems.	1.5
Education Manager	This often part-time role is designed to serve multiple business units and rank-and-file employees in planning and organizing social media education, including best practices, policies, and resources.	.5
Business Unit Liaison	As an interface inside of larger corporations, this role serves as an internal conduit to coordinate efforts with other business units, in order to provide them with resources, as well as ensure consistency.	1.5
Average Total Size of Corporate Social Media Team*		11

don't be a robot

~~“Welcome to our website. It is our mission to serve you.”~~

If you engage, make sure your content is:

- Relevant, useful, and interesting
- Easy to understand and share
- Friendly, conversational, and engaging
- Action-oriented
- Doesn't sound like you “copy and pasted” a press release



tag your content

Blackberry blogging business intelligence Canada
Canadian Government cepsm communications conference
data Facebook goc Google gov20 **Government**
Government 2.0 Government Blogging guidelines
iPhone learn in 60 seconds LinkedIn **marketing**
Mike Kujawski mikekujawski Mobile open data
ottawa Policy privacy public safety canada public
sector Social Marketing Social Media **Social**
Media social media marketing social media
monitoring Statistics strategy tools tweetdeck
twitter unconference video **Web 2.0** web20
youtube

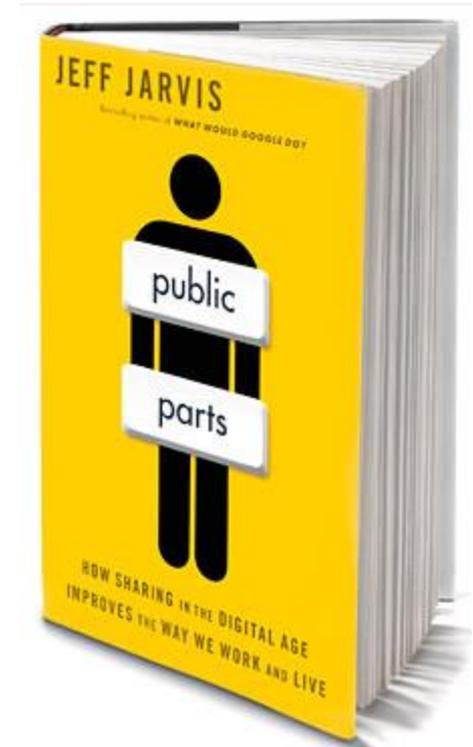
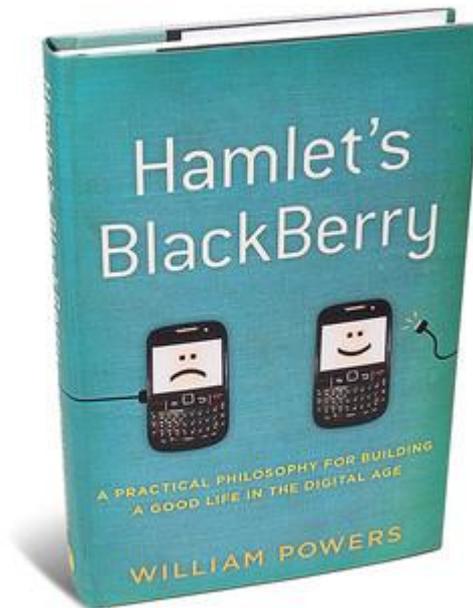
be respectful



be transparent



read all sides...



meet in-person



take the plunge



the rest will follow...



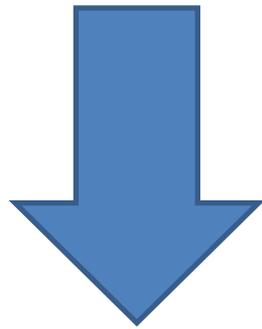
HAVE FUN

embracing the modern digital landscape

Thanks for your time!



Google™



“mike kujawski”

Subscribe to my FREE blog posts (www.mikekujawski.ca)

The image shows a screenshot of a website with a dark red header. The header contains navigation links: HOME, ABOUT, MENTORING, SPEAKING, CONTACT, and a SEARCH bar. Below the header, there are two main content areas. The left area has two sections: 'Mentoring' with a photo of a man and text describing him as a marketing & social media strategy consultant, and 'Speaking' with a photo of the same man and text describing him as an international keynote speaker. The right area features a large photo of Mike Kujawski with his name 'MIKE KUJAWSKI' in large white letters. To the right of the photo are social media icons for Twitter, LinkedIn, Facebook, YouTube, and a 'Follow Me' button. Below the photo is a Twitter feed with a tweet: 'Is there a #w2p and/or #goc Google+ circle yet? about an hour ago'. A large green arrow points from the tweet to the 'New Citizen-App Challenge for Canadians' article. Below the tweet is a section for 'UPCOMING TRAINING' with a date '14 May 2012' and 'Strategic Social Media Engagement 1-Day Workshop Ottawa'. Below that is a section for 'SLIDES' with a presentation titled 'The State of Mobile ...in the Canadian Government' featuring a red maple leaf and a smartphone showing '2011'. The main content area on the left has two articles. The first is 'New Citizen-App Challenge for Canadians' dated 'May 04, 2012'. It includes a paragraph about an open data /app contest, a '7 tweets' button, and a 'retweet' button. The second article is 'Social Media Defined. Boring but Necessary.' dated 'May 02, 2012'. It includes a paragraph about the author's perspective on social media, an '8 tweets' button, and a 'retweet' button. At the bottom of the main content area, there is a 'Public Sector Marketing 2.0 - Mike Kujawski's blog on government, association and non-profit marketing in a Web 2.0 world' section with a 'Subscribe Here' button and icons for RSS and email.

HOME ABOUT MENTORING SPEAKING CONTACT SEARCH

marketing & social media strategy consultant and trainer focused primarily on helping public sector organizations achieve their objectives more efficiently and effectively

Mentoring

international keynote speaker on the topics of strategic marketing, new media, modern communications, social media engagement and government 2.0

Speaking

MIKE KUJAWSKI

Public Sector Marketing 2.0 - Mike Kujawski's blog on government, association and non-profit marketing in a Web 2.0 world

Subscribe Here

May 04, 2012

New Citizen-App Challenge for Canadians

Whenever I come across a new open data /app contest initiative specific to Canada, I feel it's part of my duty to spread the word. I've mentioned this before in my post "How using a marketing approach can help open data", and I encourage any of you interested in advancing this field to do the same.

7 tweets

retweet

» Read more...

0 Comment

May 02, 2012

Social Media Defined. Boring but Necessary.

Once in a while I like to go back to the basics. A while back I wrote a post clarifying the meaning of the word "marketing" and corresponding terms such as social marketing, social media marketing, and social media engagement.

8 tweets

retweet

The key problem I see now is people using the broad term "social media" when in fact they mean either "social media tools" or "social media engagement". Rarely do they mean both.

Is there a #w2p and/or #goc Google+ circle yet?
about an hour ago

Next Promotions Drive 1 in 4 to Purchase
http://t.co/d6gkvIKi via
marketingcharts #mobile
about 3 hours ago

More tweets >

UPCOMING TRAINING see all training >

14 May 2012
Strategic Social Media Engagement 1-Day Workshop
Ottawa

SLIDES see all presentations >

The State of Mobile
...in the Canadian Government

2011

Browse our Centre's FREE resources (cepsm.ca/resources)

Resources

[\[Edit this page \]](#)



MK's Learn in 60 Seconds Video Series

Don't have time to waste? Watch Mike Kujawski explain potential uses of various social media tools ...



CEPSM Guide to Branding in the Public & Non-Profit Sectors

A step-by-step guide to the strategic branding of public sector organizations based on global best-practices.



CEPSM Blogs

Be sure to read and subscribe to our individual blogs based on your area of interest.



CEPSM E-Communications

Sign-up for the CEPSM Monthly Update as well as additional special promotions, training opportunities and MARCOM Annual Forum updates.



GC Open Data Portal

The Open Data Pilot seeks to improve the ability of the public to find, download and use GoC data.



Government 2.0 Wiki

Browse through this collaborative wiki archive of social media engagement examples provided by governments around the world.



Social Media Sub-Council Wiki

The Social Media Subcouncil is a group of U.S. government web managers bringing together social media best practices.



Mobile Government Wiki

Take a look at the growing list of mobile government websites and applications in Canada.



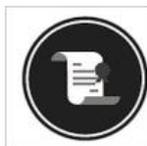
MK Presentation Slides

Browse through a few of Mike Kujawski's visual presentations on the topics of digital marketing, social media, and business intelligence.



GOV.POLITWITTER.ca

A great companion tool to Politwitter that tracks social media activity by Canadian governments institutions & organizations.



Marketing Degree Guides

A wealth of all the latest information about the field of marketing including statistics, guides and reports.



Twitter Guides for Government

Be sure to download this helpful set of Twitter guides for government departments, agencies and staff.



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Website: cepsm.ca

Google: "mike kujawski"

