



CHENEY & COMPANY

Social networking:

new ways of doing the same old things



2010

Bewildered by the onslaught of online options in the media mashup?



multi-tech multitaskers

device agnostic

mobile web

instant message

Google Wave

collaborative platforms

conversation marketing

cross-media synergy

Yakabod

People Browser

twitpic

message routing

mobile texting

information overload

twtpoll

ambient updates

micro-messaging

mobile sites

Sharepoint

twitterfeed

simple and intuitive

trending

rudimentary social networking

tweetdeck

skeleton code frameworks

digsby

member-driven communities

user-generated content

manymoon

Dear Friends,

As I write this year's message, we are bidding adieu to the first decade of the new millennium—the specter of Y2K is long since forgotten. What's our latest preoccupation? Well, if there's a recurring theme I've heard again and again over the last ten years, it's that life is literally speeding up, and we seem busier every day. Much is attributed to the rush of new technology.

I've been thinking about the adaptation of familiar *homo sapiens* social behaviors to the explosion of online communication software and devices. We used to share news by telling stories around the fire. Then we read the newspaper and watched TV. Now we're sending out our phone photos and checking the news on iPods. There's no one in charge and no end in sight. How do we find our footing in the changing landscape of tweets, pokes, texts and hashtags?

Ultimately, we human beings are still compelled to do the things that have always come naturally to us as social beings—make friends and find mates, observe family milestones, educate, sell and buy, pray, play, compete, collaborate and squabble.

It's exciting to know that our basic need for interaction has so many means of expression. The new lesson we must learn is how to balance self-interest with the good of the flock. Here's hoping 2010 will see the dawn of a decade in which the cacophony of the irrelevant and unproductive gives way to the harmonious ring of meaningful speaking and thoughtful listening.

Peace be with you.

A handwritten signature in black ink, appearing to read 'Carol L. Cheney', with a stylized, flowing script.

Carol L. Cheney

The very essence of instinct is that it's followed independently of reason.

CHARLES DARWIN

Courtship rituals



Relationship status: Single? In a relationship? It's complicated ✓

S M T W T F S **january**

						New Year's Day 1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
	Martin Luther King Jr. Day						
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	○
31							

S M T W T F S **february**

		Groundhog Day					
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
Chinese New Year; Valentine's Day	Presidents Day						
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
○	28						

**But enough about me, let's talk about you...
what do you think about me?**

The monologue is history. Now it's all about **a dynamic exchange of information**
linkedin, hulu, SurveyMonkey, craigslist, eBay, YouTube, bebo, flickr, tripadvisor, Ning
yelp, unigo, foursquare, digg, reddit, BlackPlanet StumbleUpon
IMDb, CollegeHumor, Epernicus, current tv, Shelfari, wasabi, nexopia, LiveJournal



trump the competition

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
Daylight Saving begins			St. Patrick's Day			Vernal Equinox
14	15	16	17	18	19	20
21	22	23	24	25	26	27
	○ Passover begins					
28	29	30	31			

april

S	M	T	W	T	F	S
				April Fool's Day	Good Friday	
				1	2	3
Easter						
4	5	6	7	8	9	10
11	12	13	14	15	16	17
				Earth Day		
18	19	20	21	22	23	24
			○			
25	26	27	28	29	30	

It's comforting to stay in close contact with our loved ones.

Plus, we love sharing our vacation pics.



security huddle

FACEBOOK HELPS YOU CONNECT AND SHARE WITH THE PEOPLE IN YOUR LIFE

OVER 50 MILLION PROFESSIONALS USE LINKEDIN TO EXCHANGE INFORMATION, IDEAS AND OPPORTUNITIES.

CAFEMOM IS A PLACE FOR MOMS AND MOMS-TO-BE TO CONNECT WITH ONE ANOTHER. WE INVITE YOU TO TAKE A LOOK AROUND CAFEMOM AND JOIN THE MOMS WHO ARE ALREADY SHARING, SUPPORTING, AND HAVING FUN WITH ONE ANOTHER AT CAFEMOM.

MYSPACE: BROWSE PEOPLE, FIND FRIENDS, MORE.

TWITTER: SHARE AND DISCOVER HAPPENING RIGHT NOW, ANYWHERE

KABOODLE: SHOPPING IS OVER. HAWTH FRIENDS

AT LIVINGSOCIAL, YOU CAN KEEP TRACK OF WHAT YOU LIKE, DISCOVER NEW THINGS TO TRY, AND FIND OUT WHAT YOUR FRIENDS ENJOY, ALL IN ONE PLACE.

SPORTSMATES: WELCOME TO THE REVOLUTION

S	M	T	W	T	may	
					F	S
						1
2	3	4	Cinco de Mayo 5	6	7	8
Mother's Day 9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	Memorial Day 31					

S	M	T	W	T	june	
					F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
Father's Day 20	Summer Solstice 21	22	23	24	25	26
27	28	29	30			



lurkers



friends

opinion leader



However surprising the social scene, we always manage to find a familiar role.



innovator



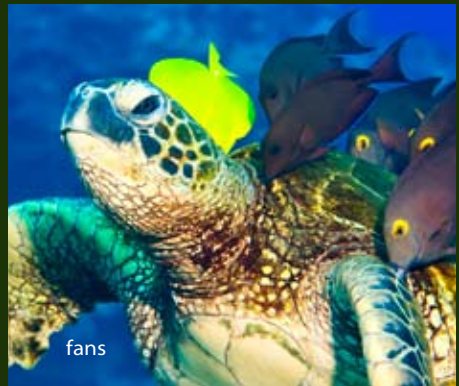
early adopter



stalker



followers



fans

group dynamics
online or in the field

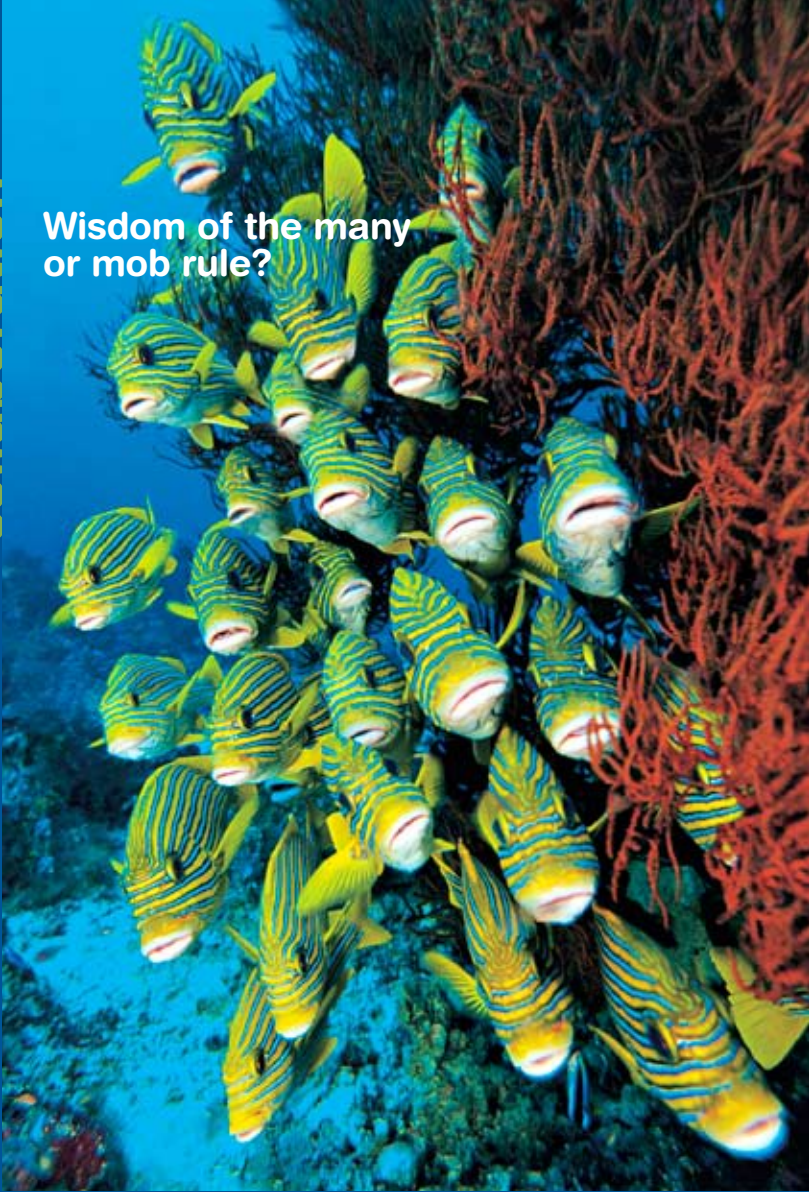
july

S	M	T	W	T	F	S
				1	2	3
Independence Day						
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
○						
25	26	27	28	29	30	31

august

S	M	T	W	T	F	S
1	2	3	4	5	6	7
				Ramadan begins		
8	9	10	11	12	13	14
15	16	17	18	19	20	21
		○				
22	23	24	25	26	27	28
29	30	31				

Wisdom of the many or mob rule?



Crowdsourcing uses the Internet, instant messaging and microblogging technologies to coordinate a crowd to solve problems or perform tasks traditionally performed by a single person or small group. For example: In June 2009, following allegations of fraud in the Iranian presidential election, protesters used Twitter as a rallying tool and as a method of communication with the outside world after the government blocked several other modes of communication • Wikipedia • Katrina PeopleFinder Project collected 90,000 entries for lost persons • Galaxy Zoo lets members of the public classify a million galaxies • Philoptima crowdsources research and development on social causes • Amazon Mechanical Turk crowdsources “HITs” (Human Intelligence Tasks) • Foldit invites the public to play protein-folding games to discover folding strategies • OpenStreetMap is a free editable map of the world, with more than 100,000 contributors.

S M T W T F S **september**

			1	2	3	4
	Labor Day		Rosh Hashanah begins		Eid Ul-Fitr	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
			Autumnal Equinox	○	Yom Kippur begins	
19	20	21	22	23	24	25
26	27	28	29	30		

S M T W T F S **october**

					1	2
3	4	5	6	7	8	9
	Columbus Day					
10	11	12	13	14	15	16
					○	
17	18	19	20	21	22	23
24	25	26	27	28	29	30
Halloween	31					

There's one in every crowd who
just can't stop clacking his beak.



Do we *care* what he ate for breakfast?

tweets
feeds
blogs
tags
texts
pokes
blocks
moblogs
meetups
tweetups
pings
podcasts
protocols
platforms
ologrolls
friends
fans
followers
chats
groups

november

S	M	T	W	T	F	S
		Election Day				
	1	2	3	4	5	6
Daylight Saving ends	7	8	9	10	Veterans Day	12
					11	13
14	15	16	Eid Ul-Adha	17	18	19
						20
○				Thanksgiving		
21	22	23	24	25	26	27
28	29	30				

december

S	M	T	W	T	F	S
			Chanukah begins			
			1	2	3	4
		Al-Hijira				
5	6	7	8	9	10	11
				Ashura		
12	13	14	15	16	17	18
		○				
		Winter Solstice				Christmas
19	20	21	22	23	24	25
Kwanzaa begins					New Year's Eve	
26	27	28	29	30	31	

CHENEY & COMPANY

Since 1983, organizations have chosen Cheney & Company to help them identify and solve marketing communications issues. They appreciate our close working partnerships, creativity, high standards of craftsmanship and the certainty that our production direction results in the best quality and value available today. Our services include:

- communications audits, research & planning
- organizational & program branding
- graphic design
- copywriting & editorial
- recruitment & fundraising materials
- newsletters & magazines
- website strategy & design

Printing
THAMES PRINTING
www.thamesprinting.com

20 Grand Avenue
New Haven, CT 06513

phone: 203.562.7719
web: www.cheneyandco.com