

#asbpe

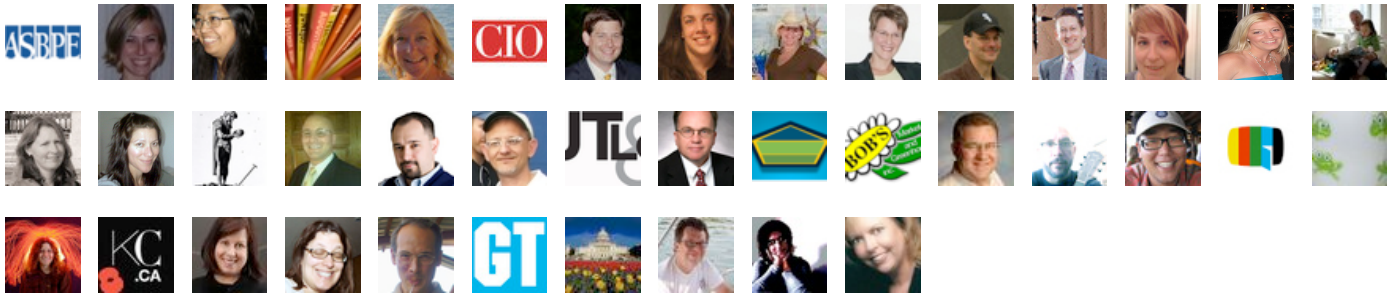
ASBPE Digital Symposium v2

Tweets from 2009 ASBPE Digital Symposium, oldest posts first

Trending Words

rt, digital, web, @harrymccracken, -, b2b, asbpe, people, online, azbee, &, content, don't, communities, readers

Event Participants





We'll be tweeting live from ASBPE's Digital Symposium tomorrow, 9 a.m.-5 p.m. Pacific time. Search for hashtag #asbpe

05-Nov-09 20:41 | asbpe



In San Francisco for Digital Azbee awards from the #ASBPE. Finally finished catching up on e-mail. Now I'm going to sleep!

06-Nov-09 03:15 | meridith



Live tweeting from ASBPE's Digital Symposium @ Hyatt Regency Burlingame today, 9am - 5pm PST. (via @asbpe) #asbpe #fb

06-Nov-09 14:17 | mariedomingo



Reminder: Look for live tweets from ASBPE's Digital Symposium Nov. 6, 9 a.m.-5 p.m. PST. Search for #asbpe

06-Nov-09 15:10 | asbpe



Expecting Digital Azbee golds for @twailgum and @meridith today. #asbpe

06-Nov-09 15:16 | stephanieoverby



hit it over the green monster today @twailgum, @meridith, @ASacco at #asbpe awards. you are an all-star team.

06-Nov-09 15:25 | Imcloughlin



RT @Imcloughlin: hit it over the green monster today @twailgum, @meridith, @ASacco at #asbpe awards. you are an all-star team.

06-Nov-09 16:01 | CIOonline



RT @Imcloughlin: hit it over the green monster today @twailgum, @meridith, @ASacco at #asbpe awards. you are an all-star team.

06-Nov-09 16:01 | bcarlsonCIO



Switching gears today from urban development to B2B publishing...tweeting from the ASBPE Digital Symposium in San Francisco. #asbpe

06-Nov-09 16:24 | ktom17



Listening to @harrymccracken discuss writing for search & navigation. #asbpe

06-Nov-09 17:28 | ktom17



ASBPE Digital Symposium underway. Great B2B journalism tips to come #asbpe

06-Nov-09 17:29 | TonieAuer



@ASacco @meridith good luck at the Digital Azbees! #ASBPE

06-Nov-09 17:31 | abbielundberg



I need to learn about Google Wave. I've heard people say it three times before 9:30 a.m. today. Find it at wave.google.com #asbpe

06-Nov-09 17:32 | TonieAuer



#FF @asbpe: live tweets from ASBPE's Digital Symposium. Search for #asbpe

06-Nov-09 17:34 | jimcarper



"If you don't fail, you're not going to learn anything." -- @harrymccracken on B2B web publishing at #asbpe

06-Nov-09 17:43 | ktom17



Factoid disclosed today by @HarryMcCracken ... only allows less than 1 percent of his brain to SEO. #asbpe

06-Nov-09 17:57 | mariedomingo



Link Love is important. People learn content, like it and decide it is good enough to tell their readers about it, McCracken says. #asbpe

06-Nov-09 17:58 | TonieAuer



"I don't devote a lot of time to making Google happy; I devote time to making my readers happy. Google comes along." @harrymccracken at #asbpe

06-Nov-09 18:00 | ktom17



Get noticed by being first. "If you break news, even if you're a small site, people will know." @harrymccracken at #asbpe

06-Nov-09 18:01 | ktom17



harrymccracken and technologizer are McCracken's Twitter handles. #asbpe

06-Nov-09 18:02 | TonieAuer



Harry McCracken web tips: Don't stuff stories with keywords. Don't write like a robot. Don't do anything that feels like voodoo. #asbpe

06-Nov-09 18:07 | paulheney



Don't stuff stories with keywords. Readers are going to realize you're writing for Google, not them. @harrymccracken at #asbpe

06-Nov-09 18:08 | ktom17



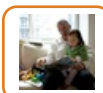
Good tip, @ktom17! Don't stuff stories with keywords. Readers R going to realize you're writing for Google, not them. @harrymccracken #asbpe

06-Nov-09 18:09 | toryk



Apply to Google News to have your site listed. Will attract readers & they don't let just anyone in, McCracken said. #asbpe

06-Nov-09 18:13 | TonieAuer



I'm not at the ASBPE Digital conference. But I'm following the tweets at #asbpe. You should too

06-Nov-09 18:13 | paulconley



Link unto others as you would have them link unto you. #asbpe

06-Nov-09 18:14 | TonieAuer



"Link unto others as you would have them link unto you." This includes to competitors. @harrymccracken at #asbpe

06-Nov-09 18:15 | ktom17



"The smaller you are on the web, the louder you have to be to get heard on the web." --@harrymccracken #asbpe

06-Nov-09 18:15 | meridith



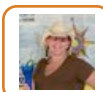
Don't worry about linking people off your site, if content isn't good, you're just making it easy. If its good, they'll come back. #asbpe

06-Nov-09 18:16 | TonieAuer



Long only work if you slice it up into bite-sized chunks. Even if its 5000 words it needs to be a quick read. #asbpe

06-Nov-09 18:19 | TonieAuer



McCracken: Envision the headline without the story: does the headline still make sense, does it make you want to read? #asbpe

06-Nov-09 18:26 | TonieAuer



Don't hit char limit on Twitter. Leave room for "RT" and your "@ name" so u can be easily retweeted. @harrymccracken at #asbpe

06-Nov-09 18:28 | ktom17



RT @meridith: "People who tell you shorter is better [on the web] are wrong."--@harrymccracken, speaking about story length, at #asbpe

06-Nov-09 18:31 | atbennett



Good luck to @asacco, @meridith, and @twailgum!! #asbpe

06-Nov-09 18:36 | Diann_D



Listening to "Leveraging the power of B2B social communities" at #asbpe

06-Nov-09 18:48 | ktom17



Social Media: broader than you think. Surveys, virtual events, blogs, Web communities, Hinda Chalew says. #asbpe

06-Nov-09 18:54 | TonieAuer



Use types of media where your audience is. Where is your target market? You could be wasting your time in some facets, Chalew said. #asbpe

06-Nov-09 18:57 | TonieAuer



Social media is just as much about building your personal brand as your company's. Hinda Chalew at #asbpe

06-Nov-09 18:58 | ktom17



"If someone already wrote about it, if you don't have a different spin on it, you're late." --Hinda Chalew at #asbpe

06-Nov-09 19:00 | ktom17



Retailers/Wholesalers: good social media info coming out of seminar for journalists today. Follow #asbpe

06-Nov-09 19:01 | jimcarper



Social media: "If you're not going to do it on a regular basis, don't do it, b/c you will have no traction in creating an audience" #asbpe

06-Nov-09 19:03 | ktom17



Great 2 see ASBPE use twitter this way! Now about that Web site. . . RT @paulconley: ... I'm following the tweets at #asbpe. You should too

06-Nov-09 19:07 | johnbethune



"[B2B] is more about the brand, the community, the conversation, than it is about the medium." --Jim Sulecki at #asbpe

06-Nov-09 19:12 | ktom17



RT @meridith: "People who tell you shorter is better [on the web] are wrong."--@harrymccracken, speaking about story length, at #asbpe #CIO

06-Nov-09 19:14 | TriumphCIO



Okay, so there's a hashtag #asbpe for today's Digital Symposium, for those b2b editors who are interested

06-Nov-09 19:14 | jasonhiner



Kellie Parker: 54 % of members log into their online community at least once per day. #asbpe

06-Nov-09 19:46 | TonieAuer



Choose your platform wisely - its like speed dating, Kellie said. #asbpe

06-Nov-09 19:47 | TonieAuer



55% people say their online communities are at least as important real world communities (USC study) via @kellieparker #asbpe

06-Nov-09 19:48 | jasonhiner



Know what culture you want to create, set the tone from the first post. LinkedIn is professional & you know it. #asbpe

06-Nov-09 19:54 | TonieAuer



RT @jasonhiner 55% people say their online communities at least as important as real world communities (USC) via @kellieparker #asbpe

06-Nov-09 19:54 | TimTechPR



For your online community, have a written comm. standards document against which all contributions can be held to. @kellieparker at #asbpe

06-Nov-09 19:55 | ktom17



It's hard for one person to build a successful online community. It needs to be a group effort. --@kellieparker at #asbpe

06-Nov-09 20:01 | ktom17



@kellieparker Great presentation today at the #ASBPE! Thanks for sharing your 10 yrs of wisdom and expertise!

06-Nov-09 20:03 | meridith



#followfriday shout @ktom17 4 kicking out outstanding info on content management 2day #asbpe? you know, she's an editor a v. important mag!

06-Nov-09 20:13 | BMOxieBMore



RT @meridith "People who tell you shorter is better [on the web] are wrong."--@harrymccracken, speaking about story length, at #asbpe

06-Nov-09 20:33 | stephanieoverby



RT @richardljones: RT @stambascio #asbpe

06-Nov-09 20:41 | BobsMarket



Having lunch at #asbpe digital summit with @harrymccracken and Eric Knorr

06-Nov-09 20:58 | jasonhiner



RT jasonhiner Okay, so there's a hashtag #asbpe for today's Digital Symposium, for those b2b editors who are interested.

06-Nov-09 21:11 | sidraisch



congrats to all the #ASBPE digital awards winners.

06-Nov-09 21:18 | jtlongandco



55% people say their online communities are at least as important real communities (USC study) via @kellieparker #asbpe (via @jasonhiner)

06-Nov-09 21:27 | Taylor810ce



@alexlcohen: I'm checking to see if we have the list available. If so, I'll post a link. #asbpe

06-Nov-09 22:01 | TonieAuer



Yes PLEASE! RT @ktom17: Tear down the walls that separate print editors from Web editors. --Business Week's Tom Giles at #asbpe

06-Nov-09 22:01 | karmacakedotca



BusinessWeek (website of the year) puts news items on site multiple times daily. Timestamp articles so readers know they're fresh. #asbpe

06-Nov-09 22:06 | TonieAuer



"Tear down the walls that separate print editors from Web editors." Business Week's Tom Giles at #asbpe

06-Nov-09 22:06 | jasonhiner



BusinessWeek takes Web Site of the Year honors in Digital Azbee Awards. See all winners: <http://ow.ly/zYNi> #asbpe

06-Nov-09 22:09 | asbpe



BusinessWeek Editor Tom Giles: Context is as important today as content. #asbpe

06-Nov-09 22:23 | TonieAuer



why are the apostrophes coming out like 's? Anyone know? #asbpe

06-Nov-09 22:25 | TonieAuer



Tom Giles: Need to create context and collaboration, not just content. #asbpe

06-Nov-09 22:27 | TonieAuer



We're not just reporting it & throwing it out there. Readers want opportunities to talk about it & to engage. --Tom Giles at #asbpe

06-Nov-09 22:32 | ktom17



In 30 years of working with CMSes, "I've learned one thing: They all suck." --Frederic Paul at #asbpe session on working with a new CMS

06-Nov-09 22:54 | ktom17



Editors must give their input into the CMS selection, b/c otherwise it's left up to the techies. --Frederic Paul at #asbpe

06-Nov-09 22:55 | ktom17



CMS = A necessary evil. But, you do need one and the choices DO matter. #asbpe

06-Nov-09 22:55 | TonieAuer



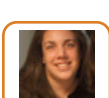
Frederic Paul - "All CMSes suck, but some suck less than others." #asbpe [Truer words were never spoken]

06-Nov-09 22:57 | jasonhiner



When choosing a CMS, you have to choose the balance of flexibility & control you want; you can't have all of both. --Frederic Paul at #asbpe

06-Nov-09 22:57 | ktom17



A CMS with greater flexibility is less protected and more likely to crash. --Frederic Paul at #asbpe

06-Nov-09 23:00 | ktom17



RT @ASBPE: BusinessWeek takes Web Site of the Year honors in Digital Azbee Awards. See all winners: <http://ow.ly/zYNi> #asbpe

06-Nov-09 23:21 | mspizziri



Content Management Systems are like whack-a-mole. You hit one thing & something else comes up - Tyler Davidson. #asbpe

06-Nov-09 23:25 | TonieAuer



RT @mspizziri: RT @ASBPE: BusinessWeek takes Web Site of the Year honors in Digital Azbee Awards. See all winners: <http://ow.ly/zYNi> #asbpe

06-Nov-09 23:29 | jtlongandco



Live tweets from ASBPE Digital Symposium - lots of great tips on CMS, social media, more at #asbpe

06-Nov-09 23:30 | mspizziri



Travel peeps: don't feel bad about lack of monetization/social media. B2B pubs haven't figured it out yet either #asbpe

06-Nov-09 23:45 | travelojos



Favorite new term for pieced-together editorial website: Franken-site. #asbpe

07-Nov-09 00:17 | TonieAuer



Web is essential. You can't be just a print writer - Steve Towns. #asbpe

07-Nov-09 00:19 | TonieAuer



Try to add context around mainstream news. - Steve Towns #asbpe

07-Nov-09 00:22 | TonieAuer



B2B Web-first survival tactics: All editors, including top-level, must contribute. --Government Technology's Steve Towns at #asbpe

07-Nov-09 00:22 | ktom17



B2B Web-first survival tactics: Be flexible. e.g., if an editor is writing the print cover story, lessen Web load. --Steve Towns at #asbpe

07-Nov-09 00:23 | ktom17



RT @TonieAuer: Try to add context around mainstream news. - GT Editor Steve Towns at #asbpe awards

07-Nov-09 00:31 | govtechnews



RT @TonieAuer: Web is essential. You can't be just a print writer - Steve Towns. #asbpe

07-Nov-09 00:31 | govtechnews



Developing web content: producing 20 stories a month not done before. Daily writing puts staff in closer touch with subjects. #asbpe

07-Nov-09 00:32 | TonieAuer



RT @ktom17: B2B Web-first survival tactics: All editors, inc. top-level, must contribute. Steve Towns at #asbpe

07-Nov-09 00:32 | govtechnews



Increasing Web content has made staff more engaged & knowledgeable by putting them in closer contact with subjects. --Steve Towns at #asbpe

07-Nov-09 00:32 | ktom17



Web-only publishing offers freedom from "calendar tyranny": no more obligatory content, greater creativity. --Eric Knorr at #asbpe

07-Nov-09 00:58 | ktom17



Try crazy ideas and get over fear of failure - Eric Knorr #asbpe

07-Nov-09 01:03 | TonieAuer



Tips for going Web-only: watch #s, but don't be a slave to them; know your culture and be a slave to it. --Eric Knorr at #asbpe

07-Nov-09 01:06 | ktom17



Tips for going Web-only: try crazy ideas (don't be afraid to fail); don't try to reinvent the print process. --Eric Knorr at #asbpe

07-Nov-09 01:07 | ktom17



Know your online readers by getting them to register; eventually advertisers are going to want more detailed metrics. --Eric Knorr at #asbpe

07-Nov-09 01:12 | ktom17



Thanks to all of the fantastic speakers at ASBPE's Digital Symposium! A lot of great info packed into one day! #asbpe

07-Nov-09 01:17 | ktom17



Thanks for all the great #asbpe tweets, @ktom17 !

07-Nov-09 01:21 | mspizziri



RT @TonieAuer: Long only work if you slice it up into bite-sized chunks. Even if its 5000 words it needs to be a quick read. #asbpe

07-Nov-09 02:48 | pwoodwardhk



Challenges of attracting members under discussion. What makes ASBPE membership attractive to you? What do you want out of it? #asbpe

07-Nov-09 18:01 | TonieAuer



RT @TonieAuer Challenges of attracting members under discussion. What do you want out of ASBPE membership? What made you join? #asbpe

08-Nov-09 15:49 | lucy1375



See slides of the 2009 Digital Azbee Award winners: <http://ow.ly/AJTf> #asbpe

09-Nov-09 15:59 | asbpe



Slide show of Digital Azbee winners includes links to the actual sites. <http://ow.ly/AK1l> #asbpe

09-Nov-09 16:05 | asbpe



Congrats to the ASBPE winners. RT @ASBPE Slide show of Digital Azbee winners includes links to the sites. <http://ow.ly/AK1l> #asbpe

09-Nov-09 16:11 | paulconley



RT @paulconley: Congrats to the ASBPE winners. RT @ASBPE Slide show of Digital Azbee winners <http://ow.ly/AK1l> #asbpe

09-Nov-09 16:15 | estherschindler



RT @estherschindler @paulconley: Congrats to the ASBPE winners. RT @ASBPE Slide show of Digital Azbee winners <http://ow.ly/AK1l> #asbpe

09-Nov-09 16:21 | bakercom1