

NJ Social Media

Featuring people, businesses and non-profits in New Jersey who use Social Media to connect

**JOIN THE CONVERSATION:
HEAR WHAT
NJ SOCIAL MEDIA
USERS ARE SAYING**



**What is your
favorite
social media
tool or site?**

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NJ Social Media Conference includes:

- ▶ Speaker and Panelist sessions
- ▶ Continental Breakfast
- ▶ Hot Buffet Lunch
- ▶ Speed Networking
- ▶ Breakout Sessions
- ▶ *Be The Media* & *Crush It* books



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NJ Social Media Conference *The Role of Media in Social Media*

KEYNOTE SPEAKER AND
CONFERENCE MODERATOR

David Mathison,
author, *Be The Media*
Media Renaissance



David Mathison

This keynote empowers participants to use the new media and social media tools available, such as Twitter, Facebook, YouTube video, blogs, podcasting, internet radio, etc. – in addition to old media such as newspapers, radio, and television. Mathison uses real world case studies and best practices from leading web sites, blogs, videobloggers, podcasters, and social media practitioners.

Designed to give quality hands-on training through case studies and examples. Audience participation is key to the success of this keynote, and attendees are encouraged – and even trained – to use their mobile devices and laptops to live-tweet, blog, and podcast the presentation.

About our Keynote Speaker

David Mathison is an internationally recognized media consultant, speaker, publisher, radio host, and hi-tech entrepreneur, with over 25 years experience in content distribution. His book, *BE THE MEDIA*, was featured in the New York Times after he sold over 5,000 copies in eleven days via his web site, Twitter, and Facebook.

From 1995-1999, Mathison was Vice President with Reuters, the world's largest news agency, where he pioneered online content syndication. From 1999-2002, he was CEO of the Kinecta Corporation (now part of Oracle), where he raised \$30 million in under two years. Mathison has a Masters degree from Columbia University.

FEATURED SPEAKER

Alan Levy,
CEO, *BlogTalkRadio*

**Adding a "Real" Voice to the
Social Media Conversation**



Alan Levy

In this presentation, Alan Levy, CEO of BlogTalkRadio, will discuss the latest trends in social media marketing and how individuals and organizations of any size can join the conversation on the social web, leveraging the power of their voices and the voices of their community. Attendees will:

- Learn about the trends in social media marketing
- Explore the benefits of leveraging different types of audio content in the social media environment (podcasting, micro-podcasting, interactive talk radio)
- Understand how integrating the phone into the social media mix can power interactive, engaging, and moderated online dialogues
- Learn about how companies large and small are integrating compelling audio content into their overall social media strategies
- Discover how platforms and services like BlogTalkRadio, Cinch and others make it easy for companies to create and publish content and share it on Facebook, Twitter, iTunes, and more
- Learn how to moderate and control user generated audio content in the social media space
- Learn tips and tricks for getting started and measuring success

About BlogTalkRadio

BlogTalkRadio has redefined the concept of audio broadcasting and become the world's largest social radio network, where tens of thousands of individuals and businesses have aired more than 500,000 episodes since the network's launch in 2006. Fueled purely through organic growth, BlogTalkRadio is attracting a community of 4-plus million unique visitors a month (comScore March 2010).

www.NJSocialMediaConference.com

Date: Friday, June 18, 2010
Time: 8:30 a.m. – 2:30 p.m.

Location:
Crowne Plaza-Somerset
110 Davidson Ave,
Somerset NJ 08873

\$149 Early Registration by June 5
\$179 Registration by June 16

Limit: 150 Attendees

*Keynote Speaker &
Conference Moderator:*

David Mathison,
Author, *Be The Media*

Featured Speaker:

Alan Levy, CEO,
BlogTalkRadio

Presenting via Video (pre-recorded):

Gary Vaynerchuk
Author, *Crush It*

What is your favorite social media tool or site?

By Eva Abreu

I asked this question to the ten finalists of the NJ Social Media Hall of Fame Awards. Here are their replies:

Lucy Banta, <http://twitter.com/njfamilymag>, Mountain-side: Twitter is my favorite social media tool as it lets you connect instantly to people discussing a wide range of topics.

Itamar Kestenbaum, <http://www.twitter.com/tweetamar>, Montclair: Of all the innovative monitoring tools out there, plain-old Twitter Search (<http://search.twitter.com>), if used correctly, can be turned into your "mission control" for both monitoring your brand (at least on Twitter) and finding new people who'd be interested in your brand.

Jessica Levin, <http://www.twitter.com/jessicalevin>, Edison: My favorite social media tool is the one that leads to the most real-life, face-to-face connections because for me it's not about the tool, but about the people.

Steven Lubetkin, <http://www.twitter.com/podcaststeve>, Cherry Hill: My favorite social media tool is TweetDeck (<http://www.tweetdeck.com>). I use it for my regular activities in Twitter, including following live-tweeted events via hashtag searches; it also includes a customizable URL shortening utility that I use to shorten URLs even when I'm not using the shortened reference in a Tweet.

Don Povia, <http://www.twitter.com/hhrmediagroup>, Mercer County: Twitter has become my favorite social media tool in that it provides an instant forum, focus group, soap box or support system to thousands of self-selecting individuals who care enough to not only follow, but respond to statements and inquiries I may randomly throw out in public.

Sheila Sayah, <http://www.twitter.com/njplaygrounds>, Springfield: I love Facebook, because it has connected me with so many great people;



NJ
Social Media
 Hall of Fame Awards

NJ Social Media Hall of Fame
 2009 Inductees!

- Lucy Banta
- Jessica Levin
- Amy Vernon

it's very easy to get a quick answer/opinion on something for my site or an article I'm writing and allows me to keep connected even if it isn't one-on-one.

Deborah Smith, <http://www.twitter.com/jerseybites>, Point Pleasant: My favorite app is Hootsuite (<http://hootsuite.com>), which allows me to manage multiple Twitter accounts, set up search feeds and columns with key contacts, schedule tweets and track click through's.

Amy Vernon, <http://www.twitter.com/amyvernon>, Union County: Digg (<http://digg.com>), because it was the first social media site I got involved in; I can be kind of sentimental that way – and I still get a bit of a thrill when I hit the front page.

Leora Wenger, <http://www.twitter.com/leoraw>, Highland Park: Twitter is my favorite. I find it so easy to meet others, share info, and connect; you can tweet a catchy phrase, add a link, and it's so easy to RT (retweet) what others say, to let them know you find their knowledge useful.

Lynette Young, <http://www.twitter.com/lynetteradio>, Princeton: My favorite tool is HootSuite because it allows me to access multiple social technology platforms (Twitter, Facebook, Facebook Fan pages, LinkedIn, Ping.fm, Wordpress, MySpace & Four-square) from one dashboard as well as manage multiple client team accounts.

Do you have a favorite social networking site or tool? Have a question about social media? Email: editor@njsocialmedia.com

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