



Social Networking

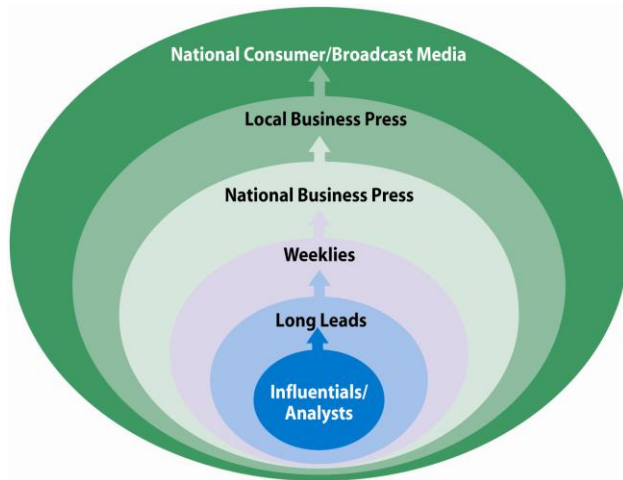
Getting Tapped In

**RightOnline
Austin, Texas**

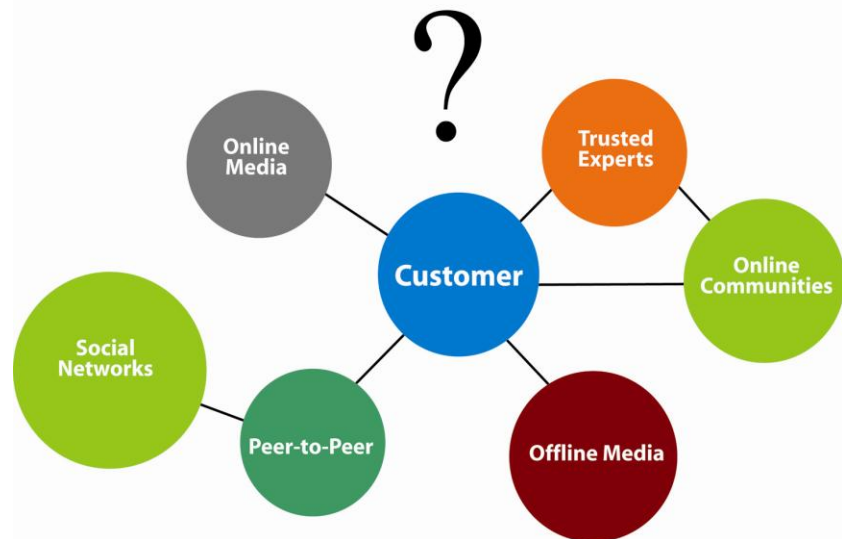
July 18, 2008



Old Model



Evolving Model





BBC

CNN

Austin American- Statesman

WSJ

New York Times

USA Today

BusinessWeek

NPR

CNBC

**Blogs Video Social Media
User Groups Wikis Podcasts
Consumer-Generated Content**

Top 10 Social Networking Sites

Site	U.S. Members	1 Year Change
MySpace	60.6 Million	7 %
Facebook	26.0 Million	83 %
Classmates Online	14.3 Million	20 %
LinkedIn	7.7 Million	146 %
Windows Live Spaces	7.6 Million	- 6 %
Reunion.com	7.2 Million	82 %
AOL Hometown	6.5 Million	- 11 %
Flixster	4.8 Million	70 %
Club Penguin	4.4 Million	39 %
Imeem	3.1 Million	102 %

Source: Nielsen Online, (U.S. Home, Work)
May 2007 – May 2008



[Account & Settings](#) | [Help](#) | [Sign Out](#)

[People](#) ▾ |
 [Jobs](#) ▾ |
 [Answers](#) ▾ |
 [Companies](#) ▾

Advanced Search

- [Home](#)
 - [Groups](#) +
 - [Profile](#) +
 - [Contacts](#) +
 - [Inbox \(13\)](#) +
- Add Connections



David Almacy

Vice President of Digital Strategies, North America at Waggener Edstrom Worldwide

What are you working on?

Your profile is 85% complete [[Edit](#)]

386 **Connections**
 link you to 2,504,000+ professionals

7,380 **New People**
 in your network since July 15

14 **Views**
 of your profile in the last 14

[Search 72,384 Jobs that pay over \\$100,000 at TheLadders.com](#)

Inbox

Zane Perry	Invitation to connect	Jul 17	take action ▾
Christopher Testa	Can you recommend...	Jul 15	archive
J. David Harvey	Invitation to connect	Jul 15	take action ▾
B. Bonin Bough	Invitation to connect	Jul 13	take action ▾
Chris Hopkinson	Dave Morin/Phi Delt.	Jul 8	take action ▾

Waggener Edstrom News

Recommend news to your co-workers ✕
 To recommend news articles, click a thumbs-up. An update will go out to your co-workers at Waggener Edstrom.

- Most Activity |
 Company |
 Industry
- [US corporations increasingly take regulatory lead from Brussels, not Washington](#) [Start discussion](#)
EUobserver | July 16, 2008
 - [Sponsors to Benefit Under a Tougher Stance in China By Stephanie Clifford](#) [Start discussion](#)
New York Times | July 11, 2008
- + [Submit a new article](#)
[See Discussions](#) | [See more News](#) »

People you may know

- Betsy Holahan**
 Communications Director at U.S. Senate Budget Committee

[invite](#) | ✕
 - Clay Boothby**
 Vice President at The Russ Reid Company

[invite](#) | ✕
 - Layton Hill**
 Global Customer Support Representative at Bloomberg

[invite](#) | ✕
- [See more](#) »

LinkedIn Answers Featured Question

Q. How has participating in sports made a difference in your professional life?

Asked by **Yao Ming**
 NBA All Star

[Answer his question now](#)

facebook Profile edit Friends ▾ Inbox ▾ home account privacy logout

Search


Applications edit

- Photos
- Groups
- Events
- Posted Items
- Mobile
- Video
- more

News Feed

Walt Gilbert became a fan of The Heritage Foundation.
 640 fans · Become a Fan
 Non-Profit · See more Pages

Dave Morin posted a link.
Matterhorn
 Source: www.vimeo.com




Part of the "Film in de buurt - Festival" in Rotterdam (2007) and shown at the Willem van den Hoed - exhibition, "Glass" at Galerie Litfasssäule in Munich until the 11th of November 2007.


« a truly incredible short film about one of my favorite mountains in the world. check it out.

Add a comment

Shaun Dakin is a fan of The Visa Business Network. Sponsored [?]




New ways to manage.
 Glenn Harrel joined The Visa Business Network and is finding new ways to manage his business better. Click to see how you can too.



Daniel Lippman joined the group At a Crossroads: Diplomacy and Iran Scholars Program.

Blain Rethmeier and Jessica Boulanger are attending RCA Movie Night - Swing Vote.
 It's hosted by Republican Communications Association. So far 292 people have been invited.



Requests

- 1 buy your friends request
- 1 other request

Notifications

- 15 new notifications

Updates

- 9 new updates

Status Updates

David is in T on Wednesday

Riche Zamor Jr. no se p me decido a irme a dorm lo que quería hacer hoy será otro día. Sin ago

Karalee Sargent wishing wasn't down so much. !

Amybeth Hale is excited days from now :) 1h ago

Applications edit

- Photos
- Groups
- Events
- Posted Items
- Mobile
- Video
- more

Events


Today RightOnline 9:00am

Birthdays

Today Olivier Knox

Tomorrow

War Hero or War Monger?



Vote and tell others what you think about McCain's military experience and other controversial issues.

More Ads | Advertise

facebook Profile edit Friends ▾ Inbox ▾ home account privacy logout Global

RightOnline
 Winning in a web 2.0 world...

Information

Event Info
 Host: Americans for Prosperity
 Type: Meetings - Convention

Time and Place
 Start Time: Friday, July 18, 2008 at 9:00am
 End Time: Saturday, July 19, 2008 at 7:00pm
 Location: Renaissance Austin Hotel
 Street: 9721 Arboretum Blvd
 City/Town: Austin, TX
 View Map

Contact Info
 Phone: 2023495893
 Email: newmedia@afphq.org

Description

For years, the left have been building a superior online political infrastructure, cultivating a powerful online community of activists, dominating the blogosphere, and leaving conservatives at a severe disadvantage in a web 2.0 world.

For conservatives tired of being left behind, we invite you to RightOnline. Join leading conservative bloggers and new media experts, America's foremost experts in grassroots mobilization, representatives from influential conservative organizations, and hundreds of citizen activists this July 18th and 19th in Austin, Texas.

RightOnline will serve as a meeting place for the free enterprise movement, focusing on how we can more effectively leverage the power of the internet and work together to achieve our common goals.

At the same time we convene in Austin, thousands of liberal online activists from around the country will be gathering just across town for the Netroots

Share + Export

Your RSVP

- Attending
- Maybe Attending
- Not Attending


RSVP

Other Information


- Guests are allowed to bring friends to this event.

Other Invites


Maybe Attending (55) See All



John R. Lott Jr.



Matthew Dybwad



Paul Adams

Not Attending (192) See All

The screenshot shows a Twitter profile for 'TheWhiteHouse'. At the top, there is the Twitter logo and a search bar. The profile header includes a profile picture of George W. Bush, the name 'TheWhiteHouse', and a status 'Following' with 'Device updates OFF'. The main content area displays a tweet about a personnel announcement by President George W. Bush, followed by four other tweets from the account. On the right side, there is an 'About' section with details like name, location, and bio, a 'Stats' section showing 9 following, 522 followers, 0 favorites, and 973 updates, and a 'Following' section with a grid of profile pictures. A 'block TheWhiteHouse' button is located at the bottom of the right sidebar.

The screenshot shows the Ustream TV homepage. At the top, there is a search bar and navigation links for Home, Live, All Shows, Recorded, and People. A prominent banner reads "LIVE, INTERACTIVE BROADCASTING. Try it now!" with a sub-headline "See what's on Ustream now! 495 Live Shows". Below this, there is a featured video player for "NASA Space Cast" showing a space shuttle launch, with a "Go to Show Room and Chat!" button. A sidebar on the right lists "Currently browsing all live shows" with various thumbnails. At the bottom, there are promotional banners for "music" (Get a FREE song everyday with just...) and "George Washington FROM COMMANDER IN CHIEF TO CHIEF EXECUTIVE".



The screenshot shows a Qik video player interface for a video by John Culberson. The video title is "Cong. Kevin McCarthy explains how proposed rule will limit Congress' use of social media". The video player shows a man in a suit speaking. To the left of the video is a profile for John Culberson, including his profile picture, name, and social media links (RSS, Add to iTunes, See me on Twitter). Below the profile, it shows "Member Since: 05/20/08" and "United States". The video player includes a "Download this Qik:" section with file format options (.flv, .3gp), a duration of 08:24, and 1680 views. There is also a "Share" button and a "Displaying 1-10 of 25 Qiks" section with a "Most Recent" filter. The video player also has tabs for "Info", "Live Chat", "Comments", and "Map".



friendfeed

David Almayc | [Account](#) | [Sign out](#)

[friends](#) [me](#) [everyone](#)

[friend settings](#)



David Almayc

[Change your picture](#)

[Share something](#)

posted a message on [Twitter](#)

"@Coverville when is Coverville 500? Would be awesome if it timed with @Blogworld in Vegas Sept 19-21."
2 hours ago - [Comment](#) - [More](#)

posted a message on [Twitter](#)

"@MichaelTurk @mdybwad my 10 year was awful! Sadly, most had not grown up yet. Odd, however, I had a blast at my wife's 10 yr reunion."

 favorited a video on [YouTube](#)

[Campaign 2008: The Digital Road to the White House](#)



March 9 at 12:10 am - [Comment](#) - [More](#)

posted a message on [Twitter](#)

"Facebook: David is back home, plowing through endless email. <http://tinyurl.com/58hk8m>"
Tuesday at 9:31 pm - [Comment](#) - [More](#)

Services



[Edit/add](#)

Discussion


 [Likes](#)
none this week, 1 all time

Subscriptions

-  [Amber Mac](#)
-  [Arthur Bushkin](#)
-  [Chris Brogan](#)
-  [Dave Morin](#)
-  [David All](#)
-  [Deborah Micek](#)
-  [Giovanni Gallucci](#)
-  [Kevin Dugan](#)

CapitalGig (5)

Capitol Hill Battles Over Twitter and Blackbe...



Rep. John Culberson (R-TX) is on Twitter @johnculberson. So is Rep. Tim Ryan (D-OH) @timryan. For those who don't know, Twitter is a microblog that enables users to "tweet" out short text messages in 1... >>

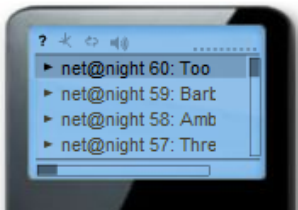
- Young Internet Voter.com
- Almacy '08: Hope, Change, Experience & Web Savvy!
- Why do Websites suck? Ask a Hippo!
- Feed me, Facebook!

Twitter

Update Recent **Archive** Public

What you are doing

net@night



- ▶ net@night 60: Too
- ▶ net@night 59: Bart
- ▶ net@night 58: Amb
- ▶ net@night 57: Thre

David Almacy - FriendFeed (5)

YouTube is Now Available on TiVo <http://tinyu...>

David posted a message on Twitter "YouTube ... >>

- Twitter testing new design?
- Just noticed that Twitter acquired Summize. ht...
- At Renaissance Austin plowing thru email & try...
- Touchdown in Austin, headed to Renaissance. (v...

White House News (5)

President Bush Participates in Tour of Califo...

President Bush on Thursday said, "It's been my honor to travel with the Governor and the Senato... >>

- President Bush Attends Funeral Service for Ton...
- Statement by the Press Secretary
- Personnel Announcement
- Nominations Sent to the Senate

Patrick Ruffini (5)

Three Innovative Republicans Running for Cong...



As the GOP at the national level seems to fall into a state of self-inflicted depression, and parti... >>

- Key Obama Flack: McCain Right on Vouchers
- Is Obama Investing Massively in Field Organizing?
- AK-1: Club Unleashes Ads Against Don Young
- Obama Telemarketers Armed with FISA Talking Po...

Weather

Washington, DC

Thursday	Friday	Saturday	Sunday
			
74°F	97°/75°F	95°/77°F	92°/77°F







Hourly Forecast | 10-Day Forecast

Powered by weather.com

YouTube Top 10

YouTube

Recently Added Categories

 bored	 skittles and ladiie	 Happy New Year 2008
 O.P. AVERY	 baby	 IBUT

iReport beta
Unedited. Unfiltered. News. [Feedback]

UPLOAD NOW! | **iReports** | **iReporters** | **Blog** | **SEARCH**

E-mail: Password: Remember me **LOGIN** [Reset password](#) // [Not a member? Register](#)

Newsiest Now (WHAT'S THIS?) **CNN INTERNATIONAL .com**

124,743 iReports worldwide
682 on CNN last month

Coming Soon! See where people are reporting from ...

Explore

- Tags
2008_election black_in_america china
economy election08 environment human
ireport_for_cnn mccain money movies
news_to_me obama offbeat office olympics
opinion politics rainn_wilson tibet [more](#)

+ People

Appeared on CNN
iReports used in CNN's news coverage

Fresh iReports latest and greatest community news // [more](#)

[Latest](#) [Highest Rated](#) [Most Viewed](#) [Most Commented](#) [Most Shared](#) [On CNN](#) [Newsiest](#) (WHAT'S THIS?)

Last 24 Hours // Last Week // All Time

Question for Dwight »
15 comments // ★★★★★ (12 ratings) // viewed 1,841 times
Pittsburgh, Pennsylvania
How do we deal with a stinky situation at work?
Tags: rainn_wilson, office

The Iphone 3g "Direct Fulfillment" Debacle »
Posted by: [Nugetsius](#)
15 hours ago



Welcome to ford.digitalsnippets.com - an online newsroom hosting the Social Media Press Releases (SMPR) of the Ford Motor Company. By subscribing to the RSS feeds for individual SMPRs, you will be instantly updated with the latest digital snippets related to that story. A Digital Snippet may take the form of copy, photos, video or audio that is optimized for the internet and easily reposted on any website. All Digital Snippets and SMPRs are subject to Creative Commons Licensing. You are free to use all of our content and multimedia files in your online news articles, blogs, enthusiast websites, and social networks. We only ask that you assign credit by linking back to the SMPR where you found the original content. To get you started, explore the following SMPRs:



Social Media Press R

PRODUCT SMPRs



Ford Verve Concept

Released 2008-01-13
PHOTOS UPDATED WITHIN PAST TWO WEEKS

PHOTOS UPDATED WITHIN PAST TWO WEEKS

Ford Verve Concept



CORPORATE SMPRs



Ford and the Environment

Released 2008-01-05
SNIPPETS UPDATED WITHIN PAST WEEK

SNIPPETS UPDATED WITHIN PAST WEEK

Ford and the Environment



Quick Links

- FORD VERVE CONCEPT
- CONCEPT BECOMES REALITY
- FIESTA FOREVER
- SPORTY, SOPHISTICATED EXTERIOR
- TECHNOLOGICALLY INSPIRED
- GLOBAL DESIGN VISION
- RECENT UPDATES
- PHOTOS | VIDEOS | QUOTES | TAGS | SHARE | LINKS | CONVERSATION | COMMUNITY

Click here to be notified of news updates automatically

CONTACT INFO

Charlotte Fisher
Design Communications
Ford Motor Company
313.323.7045
cfshe66@ford.com

EveryScape Beta

Search: [Go](#) [Switch to Address Locator](#) [Link to this page](#) [About EveryScape](#)

Scape Memo New!
What is this?
Create New Memo
Copy Memo Link
Add Memo to My Account
Share

Categories
Popular Places
Nightlife
Hotels & Lodging
Community
Restaurants
Services
Shopping
Sites & Activities
Transportation

Destinations
Boston, MA
- Cambridge, MA
- Lexington, MA
New York, NY
Miami, FL
Aspen, CO
Breckenridge, CO

Overview | Reviews | Photos | Videos | News | Web | What's Nearby

Renaissance-Mayflower - Overview [Return to Listings](#)

1127 Connecticut Ave NW, Washington, DC 20036
(202) 347-3000
[Get Directions](#)

Category: Hotels & Lodging
Type: Hotels

Business Info
[Visit Website](#)

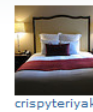
Want to Build the World?
Become an EveryScape Ambassador
[Click to find out how](#)



Overview | Reviews | **Photos** | Videos | News | Web | What's Nearby

Renaissance-Mayflower - Photos

[Return to Listings](#)



crispyteryaki

Hotel

Despite a mishap with an incompetent shuttle driver who dropped me off at the WRONG HOTEL, I finally made it to the Renaissance Mayflower. Nice room.

Tags: hotel renaissance mayflower room livestrong lance armstrong foundation livestrong day washington, d.c. travel



crispyteryaki

North Carolina Room

The North Carolina Room @ the Renaissance Mayflower, home of all the (official) action today: registration!

Tags: renaissance mayflower north carolina room registration livestrong lance armstrong foundation livestrong day washington, d.c. travel



Chuck Diesel

Renaissance Mayflower Hotel

Corner of Connecticut ave & Desales st NW

Tags: DC Washington D.C. The District Connecticut Avenue Hotel Hummer Renaissance Mayflower Hotel Mayflower Connecticut & Desales Desales Street NW



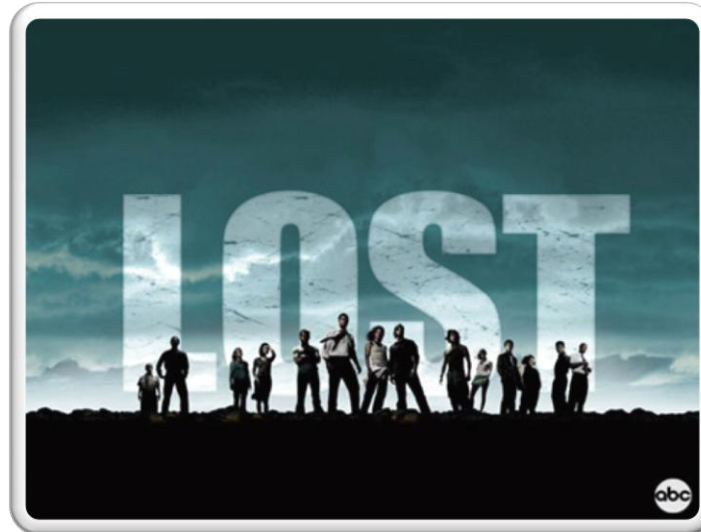
webrefdesk

Ram and God

Renaissance Mayflower: Washington DC

Tags: ala2007 washingtondc alaannual2007 nmrtannual07

Fictional



The LOST "Experience"

"Rachel Blake"
YouTube
Fan sites
Mobisodes



Reality



The New Tools of the Trade

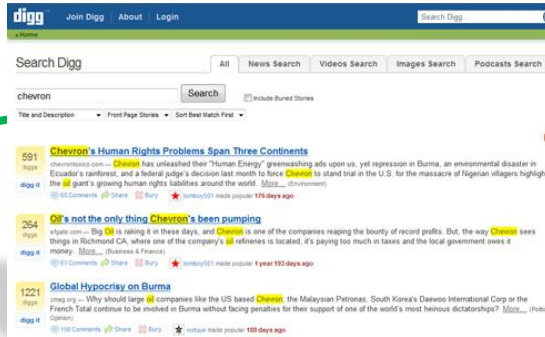
15



Traditional Outlets



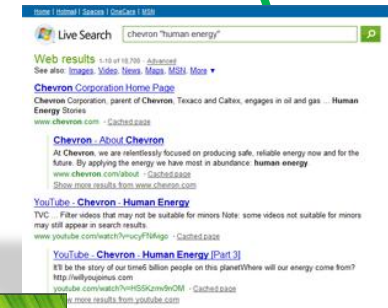
Social Media



Video



Search

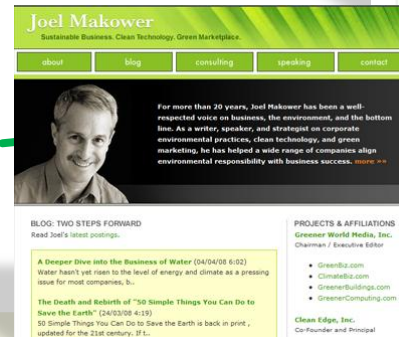


RightOnline

NGOs



Blogs



Mobile





Contact Info

David Almac
Vice President, Digital Strategies
Waggener Edstrom Worldwide
Washington, DC
(202) 326-0780
dalmacy@waggeneredstrom.com

