

# Bianchi PeRpectives

An e-newsletter offering PR-related info to use, challenge and amuse.

VOLUME 14 - DECEMBER 2009

## Word Nerd

**Wik\*i\*al\*i\*ty** *n.* - reality as defined by consensus, particularly in a collaborative endeavor such as Wikipedia.

## Word of the Year

The **New Oxford American Dictionary** has announced its 2009 Word of the Year, claiming it has "both currency and longevity" and "real **lex-appeal**." Do you agree?

The word is ... **unfriend**. A verb meaning to remove someone as a "friend" on a social networking site.

See what words didn't make the cut [here](#).

## Latest Bianchi Biz Blog Post

*"Business Buzzwords to be Banned"*

Visit the [Bianchi Biz Blog](#)

## Client Kudos

Congratulations to ...

[Vercruysse Murray and Calzone](#) lawyers Robert Vercruysse, Gregory Murray, David Calzone, Daniel Bernard and Dorothy Hanigan Basmaji for being named to *D*Business magazine's list of Top Lawyers in Metro Detroit in labor and employment law

## Looking to 2010 - What's Next in Social Media?



2009 will be remembered for, among other things, the explosive growth and use of social media in the world of business.

Whether you're in the business-to-consumer or business-to-business realm, social media has arrived and has taken off running. And whether your company has jumped in with both feet or stood on the sidelines waiting and watching, there's little doubt that social media will have some role in your company's marketing and communications efforts in 2010.

There's no question that social media will continue to grow and evolve. New platforms, applications and tools will come, others will fall by the wayside. **The key thing to remember, regardless of the platform or tool, is that it's all about authenticity, value and connection.** If we focus on that in the year ahead, no matter what combination of media tools we use, we will all be more successful in 2010.

Here's wishing you a safe and joyous holiday season and a prosperous New Year!

*Jim Bianchi, APR*

President

categories.

## Charity Partners

December 17 marks the one year anniversary of the opening of the [S.A.Y. Detroit](#) Free Medical Clinic for Homeless Children. To donate, click here: <https://drmm.org/donate1.htm>

There are a lot of great things happening at [Habitat for Humanity Detroit](#) and [Habitat for Humanity Oakland County](#). Interested in making a donation this holiday season? [Click here](#) for Detroit or [here](#) for Oakland County.

## Recent Results

This year, Bianchi PR helped our clients garner exceptional print, broadcast, online and social media coverage. Year-to-date examples include:

- 2,030 stories with a circulation of 1.2 billion for the [American Iron & Steel Institute's](#) automotive market development unit;

- 768 stories with a circulation of 784 million for intellectual property law experts [Brooks Kushman](#); and

- 580 stories with a circulation of 424 million for clean-tech client [NxtGen Emission Controls](#).

## Upcoming Event

Join the [Women in Defense Michigan Chapter](#) for a bocce ball tournament and



## Social Media Campaign CHECKLIST - Check it Before You Wreck it

You know by now that your company should be involved in social media. You know it's become an **essential business tool** and you need to have a compelling and competitive online presence. But how do you ensure a strong start?

Before you jump in the game and start tweeting and blogging away, here are some things to consider that can help you **maximize your social media efforts** and make the most of the time you dedicate to it:

**Research, research, research** - Do you know where your target audience goes online? Do you know how they gather their information, in what format they like to receive it and what kinds of conversations they're taking part in? What kinds of conversations are being created by your competitors and peers? If you can't answer any of these, you have some work to do.

**The Present Reality** - In order to measure results later, you need to know where you're at now. You also need to know what level other players in your industry are at so you can increase your chances of hitting the right chord once you begin. See what comes up in Google results when you search keywords. Are you there? If not, who is? And if you are, is it where you want to be? What kind of feedback, if any, do you receive on your company Web site?

**Policy and Process** - Content posted online is viewable by everyone, all the time. Since social media is another face of your company and can impact your credibility and reputation, there should be simple policies put into place regarding who will post content, who should engage in conversations, who will respond if someone asks for more information or poses a complaint. Just like other project plans, being organized can cut down on a lot of growing pains.

**Get Schooled** - It may not seem like it takes much know-how to post a comment or write a blog post, but there are still some basics to learn. Social media differs from traditional communication and there are different rules. Old school messaging and publicity tactics are usually ignored in this arena. Social media is about getting involved in conversations, offering valued content and expertise and opening up new lines of connections.

**Ask for Help if You Need It** - Is your internal marketing or PR staff well-versed enough to singularly lead your social media initiative? Do they have enough time to dedicate to it? Often times, people in these roles have many other responsibilities and social media can get pushed to the back burner. Remember, even worse than not being involved in social media is doing it poorly or inconsistently. It might be in your best interest to look into getting help or guidance from a PR agency or outside consultant to keep you on track.

fundraiser, benefiting USA / Michigan Cares, a non-profit organization providing financial and advocacy assistance to active and veteran military personnel and their families. The event will be held at the Palazzo di Bocce in Orion on Tuesday, Jan. 19. For more information or to register, visit: [www.wid-mi.org](http://www.wid-mi.org).

## Thanks ...

... to [Habitat for Humanity Oakland County](#) for honoring Bianchi PR with its Golden Nail award for pro-bono PR services provided this year.

## Quick Links

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By utilizing social media, you'll be broadcasting the nature of your business, so it's definitely worth some time upfront to get smart before diving in. As business leader and philanthropist Eli Beard once said, "I learned how to embrace risk, as long as it was well thought out."

Ready to rumble? If your company is ready to execute its social media plan, click here to learn what you should be doing behind the scenes to make the most of it:

<http://www.bianchipr.com/social-media-campaign-tips.html>

## → Best of 2009 Downloads

New to the list? Missed an issue while on vacation? Accidentally deleted your favorite tipsheet? You're in luck! We've archived all of our e-newsletters and tipsheets on our Web site, including:

**E-newsletters:** (<http://www.bianchipr.com/bianchi-perspectives.html>)

[PR 2.0 and B2B use of Twitter](#)

[Media Interview Tips and Maximizing Trade Show ROI](#)

[Social Media for B2B Part I](#)

[Social Media for B2B Part II](#)

[Back to Basics: Media Relations](#)

[Phone Media Interview Tips](#)

[Crisis Communications Tips](#)

[Visual Communications](#)

[Being the Go-to Expert](#)

[The Press Release is Dead](#)

[Saying "No" to "No Comment"](#)

**PR / Social Media Tipsheets:** (<http://www.bianchipr.com/pr-social-media-resources.html>)

[Developing Social Media Content](#)

[Maximizing Your Trade Show ROI](#)

[Media Interview Tips](#)

[Finding Your Perfect PR Agency Match](#)

[Bianchi PR Twitter Guide](#)

[Crisis Communications Tips](#)

[Enhancing Your PR Program with Video](#)

[Selecting Company Experts](#)

[Getting More Mileage for Your News Release](#)

[Six Tips to an Acceptable Business Apology](#)

