

# #sm09

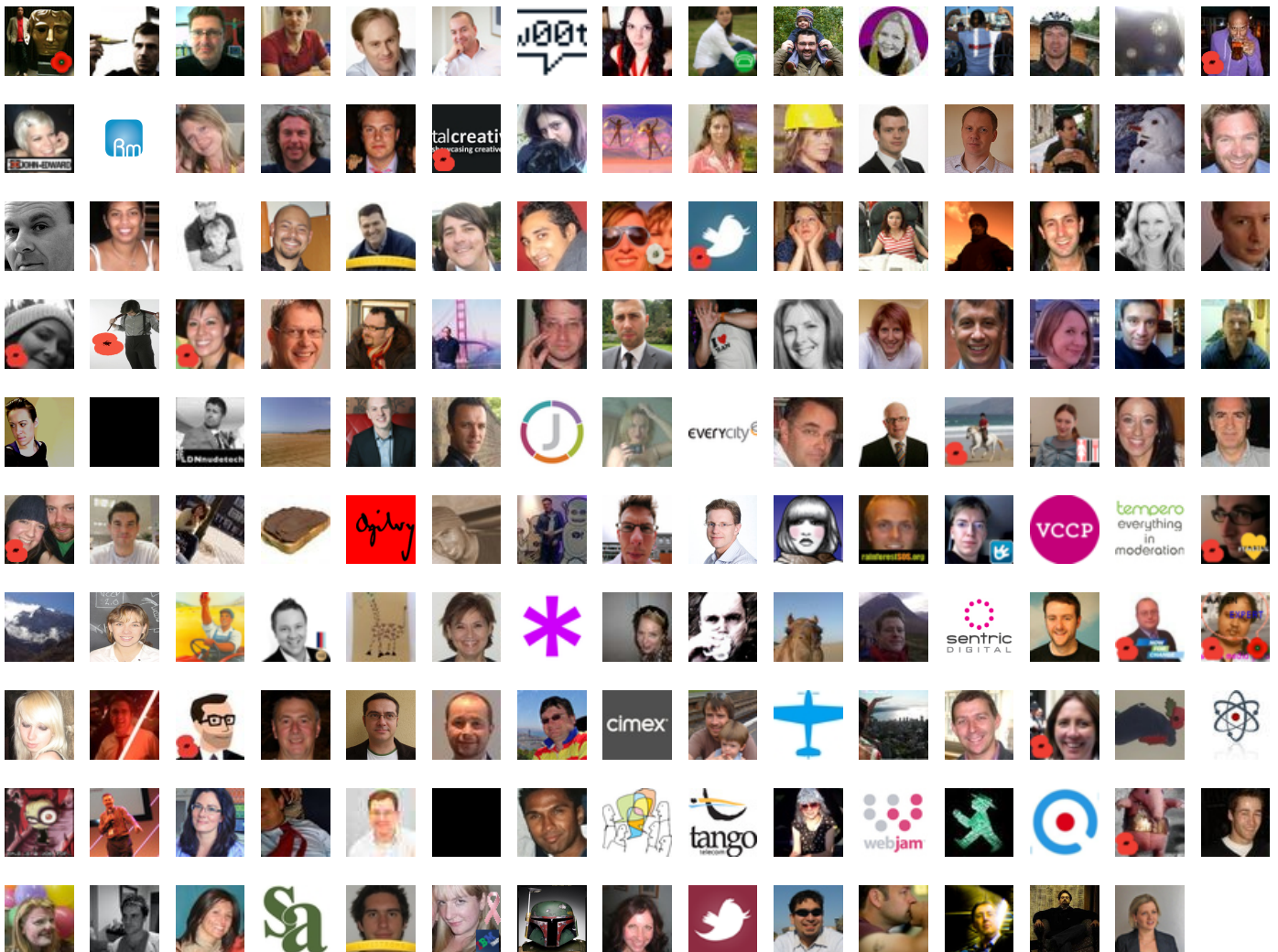
## Social Media '09

<http://gd4.us/f0>

## Trending Words

social, -, rt, media, stick, celeb,  
media:, new, &, talk, see,  
@sarahbeeny, great, good, it's

## Event Participants





My take on yesterday's Social Media '09 conference in London's Marble Arch: <http://gd4.us/f0> #sm09

13-Nov-09 13:40 | cr



RT @Econsultancy: The ugly side of the social web <http://bit.ly/47Irip> #sm09

13-Nov-09 11:52 | iainbroome



Great to see so many friends and colleagues and to meet many new ones at #SM09 - congrats to @simongrice and his Mashup Events team

13-Nov-09 11:50 | drewellis



RT @andrewgerrard: @simongrice @emmajell @hofmeyr @tonyfish Thanks all for #sm09 yesterday - top effort!

13-Nov-09 11:31 | JoshFeldberg



is there a list of tweeters from #sm09 @simongrice

13-Nov-09 11:30 | JoshFeldberg



my slides presented at #sm09 in London <http://bit.ly/sm09slides> with some practical advice for brands and social media

13-Nov-09 11:30 | andrewgrill



@simongrice @emmajell @hofmeyr @tonyfish Thanks all for #sm09 yesterday - top effort! Gonna have to revisit the vids to review & digest

13-Nov-09 11:13 | andrewgerrard



#sm09 was in turns very interesting and slightly chaotic. All in all a bold concept and to be applauded we reckon.

13-Nov-09 11:06 | w00tmedia



RT @IanSanders: Respect to @SarahBeeny - did her talk at #sm09 with her new baby <http://bit.ly/4AK3eA> (pic via @paul\_clarke)

13-Nov-09 10:13 | vikkichowney



@jaggeree loved your talk at #sm09 - nice one! If you need someone to help with marathon/running fundraising i'd love to. I race 2x a month

13-Nov-09 10:12 | Claire



Aww! RT @greenwellys: Loving @SarahBeeny - one for all the parents out there - did her pres at #sm09 with her new baby: <http://bit.ly/4AK3eA>

13-Nov-09 10:10 | henweb



RT @CMRLee for anyone at #sm09 yesterday, doing a piece for <http://bit.ly/VR4ZF> on what "being social" really means. pls DM for more - ta

13-Nov-09 10:09 | ClaireatWaves



Loving @SarahBeeny - one for all the parents out there - did her pres at #sm09 with her new baby: <http://bit.ly/4AK3eA>

13-Nov-09 10:08 | greenwellys



RT @IanSanders: Respect to @SarahBeeny - did her talk at #sm09 with her new baby <http://bit.ly/4AK3eA> (pic via @paul\_clarke)

13-Nov-09 10:07 | DavidHart



@kristainlondon #sm09 @hofmeyr or @simongrice would know when they're going up :-)

13-Nov-09 10:03 | ClaireatWaves



summary of Social Media 09 #sm09 for the marketing team. Lots of juicy stuff to report on. Great event @mashupevent (via @seanparry)

13-Nov-09 09:24 | simongrice



@quietriots - really enjoyed your presentation yesterday at #sm09 - brilliant idea. Could you ping me your email address pls?

13-Nov-09 09:22 | barrybridges



Great event yesterday at #sm09

13-Nov-09 09:21 | MattyOSHEA



RT @tepilo: RT @IanSanders Respect to @SarahBeeny - did her talk at Social Media 09 #sm09 with her new baby: <http://bit.ly/4AK3eA>

13-Nov-09 09:16 | GeorgiaBrown



This made me feel like I was there :) RT @andrewgrill: great summary of #sm09 from @freecloud <http://bit.ly/sm09review>

13-Nov-09 09:04 | Beth\_Carroll



Can't believe I missed @SarahBeeny and her baby at #sm09 :(

13-Nov-09 09:02 | Beth\_Carroll



@freecloud Haha - so everybody gets an award. How very diplomatic of you. Good capture tho' :) #sm09

13-Nov-09 09:02 | andrewgerrard



Awww so cute @tepilo @IanSanders Respect to @SarahBeeny - did her talk at Social Media 09 #sm09 with her new baby: <http://bit.ly/4AK3eA>

13-Nov-09 08:55 | RainbowKate



RT @tepilo: RT @IanSanders Respect 2 @SarahBeeny-did her talk Social Media 09 #sm09 w/new baby: <http://bit.ly/4AK3eA> (pic via paul\_clarke)

13-Nov-09 08:54 | FrancoiseM



RT @IanSanders Respect to @SarahBeeny - did her talk at Social Media 09 #sm09 with her new baby: <http://bit.ly/4AK3eA> (pic via paul\_clarke)

13-Nov-09 08:52 | tepilo



is preparing a summary of Social Media 09 #sm09 for the marketing team. Lots of juicy stuff to report on. Great event @mashupevent

13-Nov-09 08:47 | seanparry



RT @andrewgrill great summary of the Social Media event held in London yesterday #sm09 from @freecloud <http://bit.ly/sm09review>

13-Nov-09 08:46 | maineassociates



@sean376 I learned that complaining about people that introduce themselves as social media experts makes us more influential. #sm09

13-Nov-09 08:42 | PBizzle



@andrewgrill great summary of the Social Media event held in London yesterday #sm09 from @freecloud <http://bit.ly/sm09review>

13-Nov-09 08:24 | iainbroome



great summary of the Social Media event held in London yesterday #sm09 from @freecloud <http://bit.ly/sm09review>

13-Nov-09 08:23 | andrewgrill



a few late additions; here's the #sm09 photos. go find yourself! <http://bit.ly/40up6K>

12-Nov-09 22:22 | paul\_clarke



Thought SM09 was v interesting wiht great speakers! #sm09

12-Nov-09 22:04 | SharmeeMavadia



#sm09 social media 09 Interesting mix of speakers and debate going on , whirlwind download of info. MTV dude freestyling rocked.

12-Nov-09 21:43 | stewarttownsend



RT @JonAkwue: @paul\_clarke That should of course say: Pity you could'NT stick around, but good to see you there #sm09 Must be getting tired

12-Nov-09 21:33 | JonAkwue



@paul\_clarke Thanks for taking the great photo's @ #sm09. Pity you could stick around, but good to see you there

12-Nov-09 21:30 | JonAkwue



RT @drnatalie @kitson @katylindemann Social inside out: Can't be social externally if you're not social internally #sm09 #scrm #crm | YEP!

12-Nov-09 21:22 | klrichardson



@barrybridges or indiscretely ;-) #sm09

12-Nov-09 21:22 | freecloud



@riazkanani Thanx! It was good to meet you albeit briefly today @ #sm09

12-Nov-09 21:21 | JonAkwue



#sm09 was fun. It's interesting to note the twitter activity isn't really conversational tho: just lots of people spouting discretely.

12-Nov-09 21:19 | barrybridges



RT @emmajell: We will be holding a raffle for <http://twitpic.com/p9jim> @Hofmeyr 's shirt (not incl chest hair) at mixer\* 2nd Dec #sm09

12-Nov-09 21:15 | hofmeyr



At the Sanderson in the outdoor rain garden after fab afternoon at #sm09. Spread it over 2 days next time. Thanks to @tonyfish and #mashup

12-Nov-09 21:13 | Joshuarex



RT @marshallmanson Robin Wright: Behavior change drives attitude change. Not the other way around. #sm09

12-Nov-09 21:10 | riazkanani



What is ether? #sm09 #radio4

12-Nov-09 21:07 | emmajell



Enjoying beer post #sm09 HUGE thanks to all the fantastic speakers. Job well done:-)See you at mixer\* 2nd Dec We'll b rafflin' Phil's shirt!

12-Nov-09 21:05 | emmajell



We will be holding a raffle for <http://twitpic.com/p9jim> @Hofmeyr 's shirt (not incl chest hair) at mixer\* 2nd Dec #sm09

12-Nov-09 21:01 | emmajell





Great day at #sm09 with many humbling comments afterwards - glad my 7.5 minutes resonated. If u need to contact me <http://bit.ly/eandrew>

12-Nov-09 19:37 | andrewgrill



Plans to walk back to clerkenwell from #sm09 ruined by rain! Sigh.

12-Nov-09 19:28 | kristainlondon



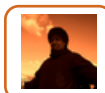
Was cool tellin every1@ #Sm09 about swine flu soc media monitorin, now off 2c the bif!

12-Nov-09 19:27 | heatherjhampson



@jaggeree sure knows what he's on about: On the horizon of a real-time networked society  
<http://slidesha.re/2r2YXo> #sm09

12-Nov-09 19:07 | manuelaboyle



Any of my followers @ #sm09, in absence of wine fueled networking session hoping for a twitterworking session!

12-Nov-09 19:06 | mattpollington



RT @joodoo9: 50 free beta testing accounts to Brandwatch #socialmediamonitoring #sm09 <http://bit.ly/27N93G> going like hot cakes!!

12-Nov-09 19:04 | Claire



RT @katylindemann: Mktg do talking. Insight / customer service do listening: why brands struggle w/ 2-way comms #sm09

12-Nov-09 18:59 | dbarrowcliff



Enjoyed #sm09 v much. If you're wanting social media analysis + insights & recommendations, get in touch.  
<http://www.millwardbrown.com>

12-Nov-09 18:51 | dbarrowcliff



RT @kitson: RT @katylindemann Social from the inside out: Can't be social externally if you're not social internally #sm09 #scrm #crm | YEP!

12-Nov-09 18:50 | drnatalie



Some good stuff at #sm09 - loved seeing the audience's tweet-heckles (tweckles?) in real time on the screen.

12-Nov-09 18:49 | Concannon



Teeth-grindingly true RT @katylindemann: Mktg do talking. Insight / customer service do listening: why brands struggle w/ 2-way comms #sm09

12-Nov-09 18:47 | melex



Just got to the snorkel mask conference, seems busy #sm09

12-Nov-09 18:47 | rhys\_jesterix



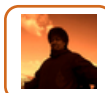
RT @Jellyhaus @mashupevent #sm09 the female web hugely influential in future of social media many brands are stupidly ignoring importance

12-Nov-09 18:46 | gina\_romero



Hello to everyone at #sm09 and @andrewgrill I vote stick em all on slideshare. Now. Drink my beer.

12-Nov-09 18:40 | davidcushman



Had to shoot off from #sm09 for an airport run, the wine was calling, please give it a good home all who attended

12-Nov-09 18:38 | mattpollington



@simongrice and @mashupevent. Top day at #sm09. Sorry I've had to dash off.

12-Nov-09 18:32 | jaggeree



RT @katylindemann: Depressing how much the terms 'monetise' & 'consumer' are used instead of 'business model' & 'people' #sm09

12-Nov-09 18:31 | charlesfrith



RT @lanSanders: Respect to @SarahBeeny - did her talk at #sm09 with her new baby <http://bit.ly/4AK3eA> (pic via @paul\_clarke) > lovely

12-Nov-09 18:26 | drmcewan



RT @lanSanders: Respect to @SarahBeeny - did her talk at #sm09 with her new baby <http://bit.ly/4AK3eA> (pic via @paul\_clarke)

12-Nov-09 18:21 | stephtara



@prgeek Congrats! Let me know what you think after you read Viral Loop. #SM09

12-Nov-09 18:18 | Penenberg



Depressing how much the terms 'monetise' & 'consumer' are used instead of 'business model' & 'people' #sm09

12-Nov-09 18:17 | katylindemann



Brilliant perspective on the future RT @jaggeree <http://www.slideshare.net/jaggeree/realtime> - slide deck for the people down the back #sm09

12-Nov-09 18:16 | Jasonfas



@alexmyers when socialmention is down try whos talkin' not as easy to navigate but good alternative #sm09

12-Nov-09 18:16 | JoshFeldberg



@andrewgrill eh? I like starbucks! #sm09

12-Nov-09 18:15 | JoshFeldberg



Almost beer-o'clock at #sm09

12-Nov-09 18:14 | andrewgrill



#sm09 another Aussie at the back. Nero coffee is better.

12-Nov-09 18:14 | LongreachMobile



#sm09 charity is a crap product? Wow. Let's sex it up then.

12-Nov-09 18:13 | CityArchitect



Another Aussie up next - we are not alone but Josh trashed my love of Starbucks #sm09

12-Nov-09 18:13 | andrewgrill



@katylindemann I remember Technorati when it worked, my rank just goes backwards and lastweek it flooded the web with corrupted RSS #sm09

12-Nov-09 18:11 | andrewgrill



HUGE respect! RT @lanSanders: Respect to @SarahBeeny - did her talk at #sm09 with her new baby <http://bit.ly/4AK3eA> (pic via @paul\_clarke)

12-Nov-09 18:10 | GayFriendly



Links I referenced during my talk Dave Edwards <http://bit.ly/nublack> and 4 rules <http://bit.ly/4rules> #sm09

12-Nov-09 18:02 | andrewgrill



@jaggeree gave an inspiring and optimistic talk about how the world could be better through social media. #sm09

12-Nov-09 18:02 | petermckj



As token Aussie hope I did our country proud at #sm09 I blog at <http://LondonCalling.mobi>

12-Nov-09 18:01 | andrewgrill



The Threadless crew made that 'Flagpole Sitta' lipdub vid. Not a lot of people know that. #sm09

12-Nov-09 18:01 | prgeek



RT @IanSanders: Respect to @SarahBeeny - did her talk at #sm09 with her new baby <http://bit.ly/4AK3eA> (pic via @paul\_clarke)

12-Nov-09 18:00 | FrancoiseM



#sm09 'Real time, real world'. Nice use of visualisations. 'data plus time is story' Nice quotes.

12-Nov-09 18:00 | JonAkwue



@andrewgerrard - no problem, top job on the tweeting at #sm09 thank you!

12-Nov-09 17:58 | Liberatelloyd



Anyone enjoying this SUPERB talk by @jaggeree would like matt jones & tom coates' talk 'polite pertinent & pretty' on informatics #sm09

12-Nov-09 17:57 | katylindemann



@BenAS @Liberatelloyd @iainbroome @Greevsie @joningham Thanks for all the RTs - much appreciated #sm09

12-Nov-09 17:56 | andrewgerrard



@jaggeree thanks! I'm listening to you now. You're doing well. #sm09

12-Nov-09 17:55 | JonAkwue



@andypiper Thanks for the RT - I remember your IBM pres. at #SOMESSO as the 1st person I heard talk properly about the social org. #sm09

12-Nov-09 17:52 | andrewgerrard



Respect to @SarahBeeny - did her talk at #sm09 with her new baby <http://bit.ly/4AK3eA> (pic via @paul\_clarke)

12-Nov-09 17:52 | IanSanders



@Penenberg Just won a copy of your book at #SM09 (yay).

12-Nov-09 17:51 | prgeek



<http://www.slideshare.net/jaggeree/realtime> - slide deck for the people down the back #sm09

12-Nov-09 17:50 | jaggeree



@mashupevent #sm09 is google wave next Twitter?

12-Nov-09 17:50 | jellyhaus



So true, brand is about the truth not just promotion. #sm09

12-Nov-09 17:48 | everycitycloud



"noone can be an expert in social media because noone has been 'taught' it " from @andrewgrill #sm09

12-Nov-09 17:47 | MattyOSHEA



finally online... loving #sm09. Great presentation on Govt and social by @JonAkwue

12-Nov-09 17:47 | JoshFeldberg



An ex is a has been. A spurt is a drip under pressure. #sm09

12-Nov-09 17:47 | philarcher1



RT @andrewgerrard RT @katylindemann: being social from the inside out. you can't be social externally if you're not social internally. #sm09

12-Nov-09 17:46 | joningham



RT @jaggeree: top talk from @jonakwue about building services out of social media in government #sm09

12-Nov-09 17:45 | katylindemann



RT @girlygeekdom @mashupevent #sm09 the female web hugely influential in future of social media many brands are stupidly ignoring. I AGREE!!

12-Nov-09 17:45 | actionlamb



Someone actually introduced themselves to me during the break as a 'social media expert'. Seriously. Dude! #sm09

12-Nov-09 17:44 | katylindemann



Twitter is mentioned by everyone as the main and mostly the only voice of the masses. #sm09. Will anyone else come along?

12-Nov-09 17:44 | LongreachMobile



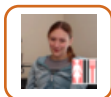
when you're on hold, no one hears you scream. #sm09

12-Nov-09 17:44 | philarcher1



The Viral Loop app on Facebook (apps.facebook.com/viralloop) will combine charity, social media and capitalism: <http://bit.ly/4iKkps> #sm09

12-Nov-09 17:43 | Penenberg



RT @jellyhaus @mashupevent #sm09 the female web hugely influential in future of social media many brands are stupidly ignoring. I AGREE!!

12-Nov-09 17:42 | girlygeekdom



Interested to see that the COI only use free social media monitoring tools #sm09

12-Nov-09 17:42 | VolumeGroup



@jaggeree speaking shortly - gave great talk at @the\_workshop earlier this year. #sm09

12-Nov-09 17:41 | iainbroome



@mashupevent #sm09 the female web hugely influential in future of social media many brands are stupidly ignoring importance

12-Nov-09 17:40 | jellyhaus





RT @katylindemann: being social from the inside out. you can't be social externally if you're not social internally. hear hear #sm09

12-Nov-09 17:37 | andrewgerrard



Ooops apparently got a mention at #sm09 and had left the room to say hi to @paul\_clarke. I'm back!

12-Nov-09 17:36 | prgeek



@andrewgerrard You are so right but it is so much easier said than done. Hotspots and the rightspots are always far apart #sm09

12-Nov-09 17:36 | aden\_76



@Jasonfas Bore me later with #sm09. Are you still cool to meet at the proposed time? Will be leaving work accordingly. Big L can't make it :(

12-Nov-09 17:36 | Jay\_Carv



#sm09 not long now till my super brief pitch

12-Nov-09 17:35 | Joshuarex



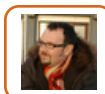
Interesting use of free tools RT@jaggeree:top talk from Heather from COI about how they were monitoring social media, really nice stuff #sm09

12-Nov-09 17:34 | Jasonfas



@aden\_76 Aha - you take those hotspots and evangelists and work with them to build internal adoption & advocacy #sm09

12-Nov-09 17:33 | andrewgerrard



top talk from Heather from COI about how they were monitoring social media, really nice stuff #sm09

12-Nov-09 17:31 | jaggeree



Amazed that the COI only use free monitoring tools to monitor swine flu mentions #sm09

12-Nov-09 17:30 | andrewgrill



RT @mediaczar: @andrewgerrard's multicasting is actually QUITE cool. If you're only watching in the room, you're missing out. <Thanks! #sm09

12-Nov-09 17:29 | andrewgerrard



@Joe Thank you for the clarification - you had me worried there for a split second ;-) #sm09

12-Nov-09 17:27 | andrewgerrard



RT @paul\_clarke: #sm09 the photo set from today <http://bit.ly/40up6K> - enjoy, over and out

12-Nov-09 17:27 | mediaczar



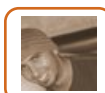
Slides from my talk at <http://bit.ly/CgMOm> - complete with bonus extra slides #sm09

12-Nov-09 17:27 | markpack



g man (@gilesrhysjones) rocking #sm09. @hofmeyr less so....maybe if he tucked his shirt in

12-Nov-09 17:26 | OGILVY



RT @CityArchitect: #sm09 use monkeys to assess websites and bananas come top?

12-Nov-09 17:26 | yasiralani



Ha! So I \*was\* at #sm09, at least in Tweet if not in body - <http://bit.ly/4hCpmP>

12-Nov-09 17:22 | vicchi



RT @andrewgerrard List of company social media policies & guidelines <http://bit.ly/zl4Vi> #sm09

12-Nov-09 17:21 | Liberatelloyd



Beatles -- Rock Band gets them back in #sm09

12-Nov-09 17:21 | mediaczar



How accurate is automated sentiment analysis, really? Radian6 claim about 60% success rate. #sm09

12-Nov-09 17:20 | Concannon



Sentiment analysis is a compass not a SatNav #sm09

12-Nov-09 17:19 | dbarrowcliff



My Social Company Culture presentation from #sm09 is on Slideshare: [http://bit.ly/Social\\_Company\\_Culture](http://bit.ly/Social_Company_Culture)

12-Nov-09 17:19 | andrewgerrard



Giles @Ogilvy spoke about an 80:20 marketing rule. 80 'proven vehicle' methods, 20 well structured experiments (sm mostly in the 20) #sm09

12-Nov-09 17:18 | Claire



"Technology can only ever serve as a bridge, never as a destination" - Lord Puttnam, IAB Engage 2005 #sm09

12-Nov-09 17:18 | andrewgerrard



#sm09 re Detica telcos have done deep network analysis for decades and knowing rich baby boomers don't buy hiphop is easy to calc

12-Nov-09 17:17 | freecloud



@tim\_whirledge Either news travels fast, or you're ignoring me and @PBizzle #clickIdn #sm09

12-Nov-09 17:14 | mediaczar



List of company social media policies & guidelines <http://bit.ly/zl4Vi> #sm09 (thx @andrewgerrard)

12-Nov-09 17:14 | BenAS



Big shouts to my main man Jon Akwue at #sm09. He's the tall bloke. (Hello to Simon G and the Feldberg as well. They are shorter...)

12-Nov-09 17:14 | The\_JHog



I suspect you have a list of suppliers, rather than an eco-sphere - but hey, that's marketing! #sm09

12-Nov-09 17:13 | paul\_clarke



Anyone here in beauty/ fashion industry for an interview with an Italian magazine? Let me know! #sm09

12-Nov-09 17:13 | emmajell



@robocallaghan @johnpollock thanks for the #sm09 RTs guys. I thought the durex on that tweet woulda stopped reproduction!

12-Nov-09 17:11 | minxymoggy



@andrewgerrard you're still broadcasting, dude. It's like inspirational posters, only freakier. #sm09

12-Nov-09 17:07 | mediacczar



@andrewgerrard the word will spread and the hammer will come down....websense ;) #sm09

12-Nov-09 17:07 | aden\_76



Develop realistic & practical social media policy guidelines, & implement an action plan to build internal education & best practice #sm09

12-Nov-09 17:07 | andrewgerrard



@andrewgerrard And what do you do when you find those hotspots and internal evangelists? #sm09

12-Nov-09 17:06 | aden\_76



Following the debates at #SM09 and #ClickIdn - some great discussions worth catching up

12-Nov-09 17:06 | VCCP



RT @drewellis @andrewgerrard running a timed Tweetstream during his talk #SM09 presenting and Tweeting his PPT headers - pretty cool

12-Nov-09 17:06 | TemperoUK



RT @cr: "We are in your datas, killing your privacy". #sm09 re: detica

12-Nov-09 17:06 | katylindemann



List of company social media policies & guidelines <http://bit.ly/zl4Vi> #sm09

12-Nov-09 17:06 | andrewgerrard



The word will spread & the workforce will discover that social media can help them take some ownership of the brand for themselves. #sm09

12-Nov-09 17:05 | andrewgerrard



Find internal evangelists & hotspots of social media activity. Don't just rely on the marketing or PR dept. to create a social org. #sm09

12-Nov-09 17:04 | andrewgerrard



@andrewgerrard You can say that again! #sm09

12-Nov-09 17:03 | aden\_76



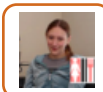
Within almost every organisation there are people that really get it. And they work in some unlikely places #sm09

12-Nov-09 17:03 | andrewgerrard



The adoption of social media by the workforce for personal use has come as a bit of a shock to the traditional corporate environment #sm09

12-Nov-09 17:02 | andrewgerrard



This is what I'll be talking about today! #sm09 all the details you need should be found here! <http://retwt.me/1Ku9W> qn's? @talktweetmeme

12-Nov-09 17:01 | girlygeekdom



@JonAkwue Researches into SNA suggest it can be wildly oversold. Think we just saw a wild oversell. But still wouldn't fuck with him #sm09

12-Nov-09 17:01 | mediacczar



being social from the inside out. you can't be social externally if you're not social internally. hear hear #sm09

12-Nov-09 17:00 | katylindemann



@andrewgerrard showing us Dilbert strips #sm09

12-Nov-09 16:59 | mediaczar



All answers to difficult questions yeild to mathematic analysis @detica #sm09 very cool. Forget market segmentation.

12-Nov-09 16:58 | LongreachMobile



#sm09 detica presentation - am I the only person that is scared?

12-Nov-09 16:57 | JonAkwue



@webjamdotcom finally the word steroids. Social media is word of mouth on steroids. #sm09

12-Nov-09 16:57 | MarcCampman



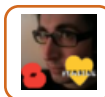
"We are in your datas, killing your privacy". #sm09 Dan Klein

12-Nov-09 16:57 | cr



Detica really interesting presentation about social network analysis with massive datasets. #sm09

12-Nov-09 16:56 | petermckj



Monumental claims from current speaker, half of room looks bemused, other half sniggering. Does he know what social networking is? #sm09

12-Nov-09 16:56 | joe



Wow detica is so cool... Historically found the most influential criminals, now doing it in media. All a bit Jack Bauer #sm09

12-Nov-09 16:56 | Claire



Privacy laws clearly not up to date. Am I the only one who finds this company extremely creepy? #sm09

12-Nov-09 16:56 | cr



Tip: 'we do always operate within the law' cannot be said without sounding suss. #sm09

12-Nov-09 16:55 | alexmyers



@tim\_whirledge All the PR agencies are at the competing event #SM09

12-Nov-09 16:54 | Amelia\_Torode



RT @jellyhaus: @mashupevent #sm09 trendsmap.com excellent realtime tracker for use with social media - mashup of Twitter and googlemaps.

12-Nov-09 16:52 | BenAS



@mashupevent #sm09 trendsmap.com excellent realtime global tracker for use with social media - mashup of Twitter and googlemaps.

12-Nov-09 16:43 | jellyhaus



RT @prgeek: Old media: Stick a celeb in an ad. New media: Stick a celeb on the web. Social media: Stick a celeb on Twitter. #SM09

12-Nov-09 16:42 | Teco



Robin Wight had to leave, he doesn't use twitter but is happy to answer your q's by email. Send them to emma@mashupevent.com #sm09

12-Nov-09 16:35 | mashupevent



The rule of c"ollective curation": Nothing can truly be viral unless it's good, and who decides? The audience. #sm09

12-Nov-09 16:34 | Penenberg



#sm09 haha a social media campaign to generate....a tv ad! unilever and idea bounty (via @OGILVY ) Yeah, it does make me chuckle a little

12-Nov-09 16:32 | petite\_a



@AndrewGrill Some companies w virality etched into biz models: Hotmail, eBay, PayPal, Facebook, Twitter, Zynga, YouTube, MySpace, etc. #sm09

12-Nov-09 16:27 | Penenberg



RT @iainbroome: Sarah beeny and her baby on stage. My girlfriend simply won't believe me when I get home. #sm09

12-Nov-09 16:27 | FrancoiseM



#sm09 haha a social media campaign to generate....a tv ad! unilever and idea bounty

12-Nov-09 16:27 | OGILVY



Guy from ideabounty didn't really go into detail about HOW they used social media, just mentioned their successes. Pitch? #sm09

12-Nov-09 16:26 | joe



@AndrewGrill And that's just marketing. What if you create product that for a user to use, he HAS to spread it? Want examples? #sm09

12-Nov-09 16:26 | Penenberg



@Laurencejohn1 #sm09 wordle.net I think

12-Nov-09 16:24 | mashupevent



@Penenberg Agree. My 4 hero brands Nokia, Sony, Vodafone and Starbucks give me a reason to talk about them online #sm09

12-Nov-09 16:24 | andrewgrill



Rare you see such big brands using something new like idea bounty with such enthusiasm #sm09

12-Nov-09 16:23 | alexmyers



@katylindemann All points valid - let's discuss furthe over a social glass of wine at the end of the day #sm09

12-Nov-09 16:23 | andrewgrill



Wish I was at #sm09 ... the backchannel and photos courtest of @paul\_clarke are making me think I missed something.

12-Nov-09 16:23 | vicchi



#sm09 anyone know how to get to or spell a wordle wordall? Looks cool.

12-Nov-09 16:22 | Laurencejohn1



idea bounty claim to have changed their business based on the comments on the blog post by @amelia\_torode #sm09

12-Nov-09 16:21 | katylindemann





@DavidHart @sarahbeeny sorry I missed you, didn't make it to #sm09 today

12-Nov-09 16:16 | KLBarber



@petermckj Viral business model: Never before has it been possible to create this much wealth, so fast and starting w so little. #sm09

12-Nov-09 16:16 | Penenberg



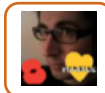
@chrsoz Viral Loop formula: Create something people like so much they will enthusiastically spread it for you. No mkting or ad budget. #sm09

12-Nov-09 16:15 | Penenberg



@Penenberg Agree, so then you have to listen, learn, engage and integrate #sm09

12-Nov-09 16:15 | andrewgrill



Meat & veg dig campaign information by lib dem speaker - nothing original but a lot of common sense for those not in the know #sm09

12-Nov-09 16:14 | joe



RT @andrewgrill: "The only way to control your content is to be the best provider of it" #sm09 @webjamdotcom

12-Nov-09 16:14 | MarcCampman



RT @andrewgrill: "The only way to control your content is to be the best provider of it." #sm09 Me: But once it's out, you lose control.

12-Nov-09 16:13 | Penenberg



Ppl prefer clicking on the blog button rather than the new button on a lib dem MP website #sm09

12-Nov-09 16:13 | andrewgrill



finally online.stupid crackberry...full house at #sm09

12-Nov-09 16:13 | JoshFeldberg



@katylindemann SM can be analog as well but let's cut down the tech jargon - some ad types have just got used to what/who 'digital' is #sm09

12-Nov-09 16:13 | andrewgrill



@penenberg so what's the 140 character viral loop formula? ok, slightly fewer than 140 chars if you want me to viralise your reply :) #sm09

12-Nov-09 16:13 | chrsoz



The only way to control your content is to be the best provider of it #sm09

12-Nov-09 16:12 | VolumeGroup



First mention of WordPress today. Good ol' WordPress. #sm09

12-Nov-09 16:12 | iainbroome



#sm09 free wifi for all - ask emma for a card if you want one

12-Nov-09 16:11 | mashupevent



@davidhart - so a normal social media conference presentation envoronment then - techfail/baby/twitter #sm09

12-Nov-09 16:11 | andrewgrill



RT #sm09 it's turned to sexual media here. Aparently it's safe to engage via facebook if you put a johny on  
Otherwise you can catch spotify

12-Nov-09 16:06 | oosocial



@penenberg what is the 140 character pitch for your book? #sm09

12-Nov-09 16:06 | petermckj



about to see what the #LibDems are doing on SM, how will myconservatives.com compare #sm09

12-Nov-09 16:06 | paulswaddle



'don't treat social media as a magic bullet' or something to wrap around at the end and get all the digital team  
together early #sm09

12-Nov-09 16:06 | andrewgrill



Fabulous case study from @PBizzle #sm09

12-Nov-09 16:05 | mediaczar



#sm09 it's turned to sexual media here. Aparently it's safe to engage via facebook if you put a johny on.  
Otherwise you can catch spotify

12-Nov-09 16:03 | minxymoggy



Part 1: @jamiersimmonds And to answer that in 140 characters or less. Quite a feat, I'd say. #sm09

12-Nov-09 16:02 | Penenberg



@sotm Someone Once Told Me example now up <http://someoneoncetoldme.com> - Even I am on there  
somewhere - great site #sm09

12-Nov-09 16:02 | andrewgrill



part presentation, part dancing display. was EXCELLENT though #sm09 <http://flic.kr/p/7fb8z1>

12-Nov-09 16:02 | paul\_clarke



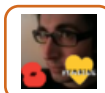
Hi @pbizzle's mum #sm09

12-Nov-09 16:01 | sean376



@mernas about to be in da house? #sm09

12-Nov-09 16:01 | emmahaslett



Diverse mix of presenters, projects & ideas at #sm09 - some old & well known, others more interesting

12-Nov-09 16:00 | joe



@PBizzle doing a fine fine job presenting w/ no slides #sm09 #oldskool

12-Nov-09 16:00 | mediaczar



@pbizzle doing a great job Lionel. Despite mashedup events efforts. #sm09

12-Nov-09 16:00 | bridgemarc



@OliverBudworth Guidelines, helpful hints - just a catchy headline but it's good advice <http://bit.ly/4rules> #sm09

12-Nov-09 16:00 | andrewgrill



Statement or question? RT @tonyfish:#sm09 fork handles anyone

12-Nov-09 15:54 | StevenFeldman



RT @AndrewGrill: 4 rules of social media <http://bit.ly/4rules> #sm09

12-Nov-09 15:54 | OscarB



#sm09 loads of mobile in the speaker interviews

12-Nov-09 15:54 | tonyfish



@paul\_clarke Nice set of pics, but why is nobody smiling? #sm09

12-Nov-09 15:54 | ShaneMcC



First Direct confusing comment polarity with sentiment analysis. See i-sieve for difference #sm09

12-Nov-09 15:54 | philarcher1



really like the use of LISTENING to customers by first direct #sm09

12-Nov-09 15:54 | katylindemann



Really like First Direct visualisation of consumer comments from design POV - but not sure of value for customers/potential customers #sm09

12-Nov-09 15:53 | alexmyers



love firstdirect's real time 'Live feelings' app pulling in live RSS and sentiments around the web. #sm09

12-Nov-09 15:52 | cimex



#sm09 if you want to win a copy of viral loop tweet #sm09viralloop and why you should win one !

12-Nov-09 15:51 | mashupevent



4 rules of social media <http://bit.ly/4rules> #sm09

12-Nov-09 15:50 | andrewgrill



What does firstdirect think about NatWest's new iPhone app? Any plans? #sm09

12-Nov-09 15:50 | cimex



Oooh very quiet room whilst we look at what customers are saying right now about First Direct #sm09

12-Nov-09 15:50 | emmajell



First direct social media philosophy : Provoke, Engage, Act & Share #sm09

12-Nov-09 15:49 | VolumeGroup



@iainbroome yeah seems the 'Been' is a mini-trending topic amongst you lucky conference folk. I wonder why? #sm09

12-Nov-09 15:49 | manuelaboyle



@first\_direct used wordles to see what the main topics were for FD and their competitors #sm09

12-Nov-09 15:48 | andrewgrill



been a FD user for 12 years, they are pretty great. #sm09

12-Nov-09 15:46 | paulswaddle



Yay @First\_direct up now - Amanda and Deborah talking about <http://firstdirect.com/live> #sm09

12-Nov-09 15:45 | andrewgrill



@Aleksandr\_Orlov Gets a mention here 'fluffy meerkats don't run companies' and it's all about a business relationship #sm09

12-Nov-09 15:44 | andrewgrill



<http://bit.ly/ISybS> - #viralloop launched at #sm09 today - good investment!

12-Nov-09 15:43 | bethehurricane



@katylinderman - those here listening and not tweeting - we call them 'clients' and they just know it's all very disruptive for them #sm09

12-Nov-09 15:41 | andrewgrill



RT @mashupevent: @Penenberg's new book Viral Loop launches here @ #sm09 TODAY! <http://bit.ly/2evoEe> Any questions? I'm here to tweet.

12-Nov-09 15:41 | Penenberg



#sm09 tweetmeme on at around 5.40

12-Nov-09 15:41 | mashupevent



@tonywood I'm in seat 2A front left. So fine for a seat thanks #sm09 otherd might like to move to front

12-Nov-09 15:41 | andrewgrill



#sm09 fork handles anyone

12-Nov-09 15:41 | tonyfish



RT @prgeek: Old media: Stick a celeb in an ad. New media: Stick a celeb on the web. Social media: Stick a celeb on Twitter. #SM09

12-Nov-09 15:40 | ishrasharif



@BenAS @mediaczar Tepilo is the name of a fictional castle, but also means "talk" in a language created by philosopher Hans Kamp #sm09

12-Nov-09 15:39 | tepilo



Adam L Penenberg's new book "Viral Loop" <http://www.viralloop.com/> launches here @ #sm09 TODAY! <http://www.penenberg.com/> We have copies...

12-Nov-09 15:39 | mashupevent



@webjamdotcom emerging clash in social media: market norms vs social norms. #sm09

12-Nov-09 15:39 | MarcCampman



RT @paul\_clarke: Chateau Yquem - fantastic shibboleth! #sm09 we seem to have Hugh Grant guest speaking for us now ... LMAO Good speaker

12-Nov-09 15:39 | stewarttownsend



Two words I didn't think I'd (nor want to) see together :( RT @kitkatkitkat babies and pubic lice #sm09

12-Nov-09 15:38 | RobmDyson



RT @paul\_clarke: nice to see him with his clothes on... erm #ldnnudetech #sm09 <http://flic.kr/p/7favHs>

12-Nov-09 15:36 | alexmyers



Chateau Yquem - fantastic shibboleth! #sm09 we seem to have Hugh Grant guest speaking for us now

12-Nov-09 15:36 | paul\_clarke



Come and see us at the break if you want to learn about the 90/9/1 rule mentioned by @domsparkes #sm09

12-Nov-09 15:36 | TemperoUK



RT @mayrace: Emma Cowan from #coigovuk about using social media to build connections between real RAF people and potential recruits at #sm09

12-Nov-09 15:35 | alex\_butler



#sm09 is packed. Standing room only for this one. But presentations are already running over.

12-Nov-09 15:35 | andrewgerrard



Radion6 - is there anything better / equal but cheaper? #sm09

12-Nov-09 15:34 | cimex



Free plug time at #sm09

12-Nov-09 15:34 | LongreachMobile



nice to see him with his clothes on... erm #ldnnudetech #sm09 <http://flic.kr/p/7favHs>

12-Nov-09 15:34 | paul\_clarke



Has anyone at #sm09 logged into BTOpenZone with their @o2 iPhone account? Why does o2/BTOpenZone never work?!

12-Nov-09 15:33 | cr



Do tempero moderate out all negative comments or only offensive ones for their clients - #sm09

12-Nov-09 15:33 | oosocial



@katylindemann it's a bit like "punk" innit - meaning emerges out of a mix of communal practise and media spin #sm09

12-Nov-09 15:32 | tomewing



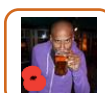
@andrewgerrard sorry saw it on my LI stream. Wish we were there to heckle you ;) #sm09

12-Nov-09 15:32 | sensorpro



everyone's talking about social media today. i'd love to know what everyone talking about it think 'social media' actually is....? #sm09

12-Nov-09 15:31 | katylindemann



Nice little plug there RT @oosocial: Quietriots - #quietriots - good idea #sm09

12-Nov-09 15:30 | Jasonfas



Heading to Cheltenham on the train where I'm contributing to a chartered inst marketing event. Thinking of it as a fringe #sm09 ;-)

12-Nov-09 15:30 | alex\_butler





It is literally standing room only at #sm09 which is good

12-Nov-09 15:28 | andrewgrill



Youtube and Bebo provides most conversation with RAF - Flickr and Twitter less so 'is coming' says the COI #sm09

12-Nov-09 15:28 | andrewgrill



@quietriots guy cracking me up. #sm09 sounds like a service everyone needs...open letters to companies

12-Nov-09 15:28 | kristainlondon



#quietriots #sm09 isn't some objective test of 'importance' needed? at least an attempt to separate world poverty from 'my hairbrush broke'

12-Nov-09 15:27 | paul\_clarke



QuietRiots, now that makes sense as a name - i get it,. However still not sure what Tepilo means. #SM09

12-Nov-09 15:27 | BenAS



Adam Penenberg, author of Viral Loop, here, checking in from NY. How goes the conference? #SM09

12-Nov-09 15:27 | Penenberg



To what extent has have reduced budgets driven agencies towards social media? #sm09

12-Nov-09 15:27 | LongreachMobile



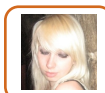
RT @girlygeekdom It's just a little scary knowing I'll be doing a demo, with no slides and 100% web based! I like a challenge! :P #sm09

12-Nov-09 15:26 | nickhalstead



no time for Q&A but happy to take Qs by twitter, email, via the blog, or just come and say hello. talking's great, innit? :) #sm09

12-Nov-09 15:26 | katylindemann



#sm09 @sophiehobson smells of angry kittens

12-Nov-09 15:26 | emmahaslett



definitely the cutest presenter at #sm09 -after @sarahbeeny that is <http://flic.kr/p/7f6D3B>

12-Nov-09 15:26 | paul\_clarke



#sm09 emma has wifi cards for everyone !

12-Nov-09 15:26 | simongrice



@girlygeekdom what's #sm09? Good luck with your presentation.

12-Nov-09 15:26 | sciencegoddess



#sm09 I have a very "social" request: has anybody got a Nokia charger (tiny plug) please? I am at reception with Emma....

12-Nov-09 15:25 | alexdimartino



Great to see the COI identify and use Bebo as a relevant channel for their RAF work, good insight. #sm09

12-Nov-09 15:25 | BenAS



Intrigued that Bebo good for RAF recruitment; not the obvious demographic #sm09

12-Nov-09 15:23 | markpack



#sm09 wifi available from emma

12-Nov-09 15:22 | simongrice



RT @TemperoUK: As usual at SoMe events room polarised between those writing everything down/ others taking out frustrations on Twitter #sm09

12-Nov-09 15:22 | jaggeree



Bebo - now there's a blast from the past #sm09

12-Nov-09 15:22 | oosocial



Enjoyed the chat at #sm09. If you've got a question or want to know more, feel free to @ or DM or even call.

12-Nov-09 15:22 | marshallmanson



Too many people think the RAF is a boys club that flies aeroplanes - we wanted to tell the real story via narrative #sm09

12-Nov-09 15:21 | freecloud



#sm09 is a packed house. wd. No wifi in the Thistle though?

12-Nov-09 15:21 | cr



@PBizzle getting nervous Lionel? Should prob start writing presentation now! #sm09

12-Nov-09 15:20 | bridgemarc



#sm09 #left yes !

12-Nov-09 15:20 | simongrice



easier to see the slides now, thanks. #sm09

12-Nov-09 15:19 | paulswaddle



As usual at SoMe events room polarised between those writing everything down and others taking out frustrations on Twitter #sm09

12-Nov-09 15:19 | TemperoUK



RT @paul\_clarke: "thank you very much for your continuous partial attention" Robin Wight #sm09 #quoteoftheday

12-Nov-09 15:18 | jaggeree



RT @mayrace: Behaviour change leads to attitude change as human brain doesn't like changing it's mind. Robin Wright at #sm09

12-Nov-09 15:18 | alex\_butler



Can people see the slides now #sm09 #left ?

12-Nov-09 15:18 | andrewgrill



#sm09 is experiencing the power of real time dialogue with the audience. Finally we can see the slides:)

12-Nov-09 15:18 | petermckj



#sm09 #left

12-Nov-09 15:15 | simongrice



TV and online are not enemies #sm09 Sure they'll be one in the same in the near future.

12-Nov-09 15:15 | seanparry



i'm really looking forward to hearing about more actual social behaviour, not just social ideas :) #sm09

12-Nov-09 15:14 | katylindemann



Celebs and moonwalking bears are interchangeable in social media campaigns. #SM09

12-Nov-09 15:14 | prgeek



'tv and online are not enemies' #sm09

12-Nov-09 15:14 | alexmyers



Didthetest this morning. Small world. Good work! #sm09

12-Nov-09 15:13 | bridgemarc



@Riff\_Raff: #sm09 so far the morale of the story for launching a highly successful social media campaign is a household name at the centre:(

12-Nov-09 15:13 | EsJay34



RT @AndrewGrill: Who votes the slides should be on left screen so we can see - send #sm09 #left if you agree

12-Nov-09 15:13 | convers8tion



16m views of 'moonwalking bear' 2nd most blogged video #sm09 5,000 did the awareness test and 1.5M views through SM bookmarks #sm09

12-Nov-09 15:11 | andrewgrill



Toby Gunton #sm09 talking secret bears and using good virals as a catalyst for conversation. There's a shocker!

12-Nov-09 15:11 | EsJay34



#sm09 talking about low hanging fruit: <http://bit.ly/1wLYVB>

12-Nov-09 15:10 | mediaczar



RT @prgeek: Old media: Stick celeb in an ad. New media: Stick celeb on the web. Social media: Stick celeb on Twitter. #SM09 @webjamdotcom

12-Nov-09 15:10 | MarcCampman



Listening to case study of tfl and the moonwalking bear by Altogether Digital :) #sm09

12-Nov-09 15:10 | VolumeGroup



Did you know that cyclists are very active bloggers! #sm09. Clearly not on their mobile #wireless

12-Nov-09 15:10 | LongreachMobile



Who votes the slides should be on left screen so we can see - send #sm09 #left if you agree

12-Nov-09 15:09 | andrewgrill



SPOT ON!! RT @prgeek: Old media: Stick a celeb in an ad. New media: Stick a celeb on the web. Social media: Stick a celeb on Twitter. #SM09

12-Nov-09 15:06 | andrewgrill



#sm09 is the moonwalking bear the basketball-playing gorilla?

12-Nov-09 15:06 | mediaczar



Big finish from Marshall! #sm09

12-Nov-09 15:06 | bridgemarc



#sm09 What did wunderbra do with the community they got in to after the campaign? Did they carry on engaging or just walk away?

12-Nov-09 15:06 | petermckj



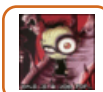
Webjam Marketing Director at #sm09 -> RT @MarcCampman: learning point: driving conversations one drip at a time.

12-Nov-09 15:06 | Webjamdotcom



RT @paul\_clarke definitely the cutest presenter at #sm09 - after @sarahbeeny that is <http://flic.kr/p/7f6D3B> <-- awwwwww bless!

12-Nov-09 15:05 | nicktheowl



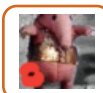
#sm09 so far the morale of the story for launching a highly successful social media campaign is a household name at the centre :(

12-Nov-09 15:05 | Riff\_Raff



Get something done about the issues that matter <http://bit.ly/2RNxr5> #SM09

12-Nov-09 15:05 | quietriots



RT @prgeek Old media: Stick a celeb in an ad. New media: Stick a celeb on the web. Social media: Stick a celeb on Twitter. #SM09

12-Nov-09 15:04 | robin1966



Perhaps the main slides should be put stage left - can u organise this in the breakl guys - kill the SMS #sm09

12-Nov-09 15:04 | andrewgrill



#sm09 dita von tesse wonderbra campaign was \*massively\* boosted by using flickr for photo sharing

12-Nov-09 15:04 | minxymoggy



RT @prgeek: Old media: Stick a celeb in an ad. New media: Stick a celeb on the web. Social media: Stick a celeb on Twitter. #SM09

12-Nov-09 15:03 | AlanWylie1



Strange but true! RT @prgeek Old media: Stick celeb in an ad. New media: Stick a celeb on web. Social media: Stick a celeb on Twitter #SM09

12-Nov-09 15:03 | rosewillscharms



Haha RT @prgeek: Old media: Stick a celeb in an ad. New media: Stick a celeb on the web. Social media: Stick a celeb on Twitter. #SM09

12-Nov-09 15:03 | yasiralani



RT @prgeek: Old media: Stick a celeb in an ad. New media: Stick a celeb on the web. Social media: Stick a celeb on Twitter. #SM09

12-Nov-09 15:03 | EsJay34



Just a case of keeping the conversation going?! #sm09

12-Nov-09 14:59 | melissamouse



Second sensible point today - be everywhere. #SM09

12-Nov-09 14:59 | prgeek



second mention of importance of lots of small audiences at #sm09

12-Nov-09 14:59 | philarcher1



RT @katylindemann: Sorry to those who couldn't see slides, ..Deck will be up on slideshare & blog #sm09  
@mashupevent will have all the s

12-Nov-09 14:58 | emmajell



Social media could dampen a full recovery in advertising. #sm09

12-Nov-09 14:57 | LongreachMobile



Anyone notice the cat at the left of stage? It hasn't moved since we started #sm09 #whatswiththecat

12-Nov-09 14:57 | andrewgrill



still not sure what @tepilo is all about. #sm09

12-Nov-09 14:57 | paulswaddle



@marshallmanson @ #sm09 talking Dita Von Teese/Wonderbra. @akshayr: 1/2 audience no longer wants 2 see  
1/2 the slides. Other 1/2 standing up

12-Nov-09 14:56 | mediaczar



Sorry to those who couldn't see slides, hopefully you could hear me even if you couldn't see me! Deck will be up  
on slideshare & blog #sm09

12-Nov-09 14:56 | katylindemann



#sm09. . Tepilo selling houses without an agent , 3 offers in the 1st month ! With more instructions than savill s ..  
It must fail ??

12-Nov-09 14:56 | bhstreets



First BULLET POINTS seen at #sm09

12-Nov-09 14:55 | andrewgrill



Celebrity status doesn't work as well without social media said @sarahbeeny at #sm09

12-Nov-09 14:55 | philarcher1



@Concannon Aww... there's anarchy too! Even more gutted I'm not at #sm09

12-Nov-09 14:55 | Beth\_Carroll



@BenAS Would it be CREDIBLE IF @tepilo paid for @sarahbeeny #sm09 #keepitreal

12-Nov-09 14:55 | andrewgrill



Beeny's done a runner! #SM09

12-Nov-09 14:54 | prgeek





@sarahbeeney says don't be snobbish about any media opp. Shows @mediaweek screengrab #sm09 #barrelscraping

12-Nov-09 14:52 | mediaczar



4letter words being mentioned next to the #beenybaby #sm09

12-Nov-09 14:52 | andrewgrill



@prgeek agree. Her profile would work in any media. Kudos they leveraged it in Twitter though #sm09

12-Nov-09 14:50 | TemperoUK



The #sm09 audience is pretty feisty. Reckon today is going to descend into ANARCHY!

12-Nov-09 14:50 | Concannon



Can u turn auto hibernate off on a mac? I am a pc. #sm09

12-Nov-09 14:50 | bridgemarc



Make the most of your assets....#sm09

12-Nov-09 14:50 | stewarttownsend



Sarah beeny and her baby on stage. My girlfriend simply won't believe me when I get home. #sm09

12-Nov-09 14:49 | iainbroome



RT @freecloud Beeny Baby! #sm09 <http://moby.to/kzbah7>

12-Nov-09 14:48 | martinuttley



@paulswaddle I'm going to touch on the Social Company Culture later on #sm09

12-Nov-09 14:48 | andrewgerrard



RT @VolumeGroup How Sarah Beeney used social media to launch her new business #sm09 - @giftwrappedandg

12-Nov-09 14:48 | suzidixon77



Expeted pun about digital assets - could have done without this cheezy joke #sm09

12-Nov-09 14:48 | andrewgrill



#sm09 @sarahbeeney here with tepilo showing fab example of woman with baby here on stage and in business. Huge points of credit.

12-Nov-09 14:48 | Laurencejohn1



Oi #sm09 Why dont you discuss this? <http://bit.ly/2G6nOL>

12-Nov-09 14:48 | sadeagle



Beeny Baby! #sm09

12-Nov-09 14:47 | freecloud



Prezi being used by sarah beeny at #sm09 fab to see it being used...been a while since seen it at event

12-Nov-09 14:47 | stewarttownsend



Ooh. Beeny 2.0 #sm09

12-Nov-09 14:45 | mediaczar



Surely it wasn't social media that launched Tepilo it was the TELLY STAR. #SM09

12-Nov-09 14:45 | prgeek



@sarahbeeny says her #fb profile was originally hacked and now her baby is awake #sm09

12-Nov-09 14:45 | andrewgrill



#sm09 Sarah Beeney on stage. Now where's my I love Beeney banner gone?

12-Nov-09 14:45 | EsJay34



Listening to how she used social media to launch her new business #sm09

12-Nov-09 14:44 | VolumeGroup



@sarahbeeny up now #sm09

12-Nov-09 14:44 | andrewgrill



I love how much grief the cameraman is getting! The people have been heard though #sm09

12-Nov-09 14:44 | Jasonfas



#sm09 do social ideas & behaviour on their own increase sales? So, Apple are bad at engaging... yet they're 1 of the biggest global brands!

12-Nov-09 14:44 | Claire



Prezi disasters at #sm09 for Sarah Beeney.

12-Nov-09 14:43 | alexmyers



RT @sadeagle i wonder if anyone is going to mention web design or seo @ #sm09 probably not.

12-Nov-09 14:43 | RTseo



@mediaczar @katylindemann some definite overlaps between #clickIdn & #sm09 today. Creatives,meet pr. Pr's, meet creativity. Let's talk

12-Nov-09 14:42 | tim\_whirledge



I wonder if anyone is going to mention web design or SEO @ #sm09 probably not.

12-Nov-09 14:42 | sadeagle



This is a sign. Sarah beeny talking social media. I just bought all her property books this week. #sm09

12-Nov-09 14:41 | kristainlondon



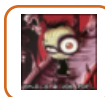
Sarah Beeney here at #sm09

12-Nov-09 14:41 | philarcher1



At #sm09. Frustratingly half the audience can't see half the slides

12-Nov-09 14:40 | akshayr



#sm09 loving the diamond lights on the ceiling - reminds me of that crystal cave thingy in Superman

12-Nov-09 14:36 | Riff\_Raff



@webjamdotcom check out dell's community site on [www.ideastorm.com](http://www.ideastorm.com) Great stuff. #sm09

12-Nov-09 14:35 | MarcCampman



social media users should be interested as well as interesting #sm09

12-Nov-09 14:35 | philarcher1



"Be interested as well as interesting" #sm09 has to be key to social media like it is marriages.

12-Nov-09 14:35 | Laurencejohn1



#sm09 so there is no social media - and there are 200 experts in the room - any one want a job?

12-Nov-09 14:35 | tonyfish



Katie talking about the conversation.....sharing, and like the aspect re status on sharing....good point. #sm09

12-Nov-09 14:35 | stewarttownsend



Do Apple need to be "social"... product sales and uptake would suggest not. #sm09

12-Nov-09 14:33 | BenAS



@mediaczar @AndrewGrill Social Media and Digital Media are VERY different buckets. Inter-related, sure, the same? Definitely not. #sm09

12-Nov-09 14:33 | BenjaminEllis



RT @AndrewGrill: I used to be a roadie #sm09 <Me too! & I'm a qualified sound engineer :-O who knew?

12-Nov-09 14:32 | andrewgerrard



Lovely: 'Social media' is a useless term. #sm09

12-Nov-09 14:32 | marshallmanson



@katylindemann is demystifying social media. No such thing as social media -- HOORAY! #sm09

12-Nov-09 14:31 | mediaczar



I used to be a roadie #sm09

12-Nov-09 14:31 | andrewgrill



Great start - about to be demystified #sm09

12-Nov-09 14:31 | iainbroome



Rt @hadleybeeman: honesty! RT @paul\_clarke: "thank you very much for your continuous partial attention" Robin Wight #sm09 #quoteoftheday

12-Nov-09 14:31 | podnosh



RT @TemperoUK: Not sure a microsite to go with an ad campaign is social media #sm09 > It's not, period.

12-Nov-09 14:31 | BrotherMagnet