

Social Media
With
Dirk & Joan



It may be old school,
but primers taught us
how to read.

We thought, this may be a
better way to illustrate social
media and word of mouth for
those who are starting to dip
a toe in these murky waters.

If you need help, we'd love to
be your guide.

Regards,

Media Needle
310.829.5200
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See Joan.

See Joan tweet.

Tweet Joan. Tweet.



See Dirk.

See Dirk blog.

Blog Dirk. Blog.

Look!

Fang sees something
he likes.

Digg it Fang. Share it
with us.



This is Suzi.

Suzi is updating her
Facebook page.

Suzi is...





Dirk and Gunther are making a video.

They will post it on YouTube.

Everyone loves to see what Gunther will do to Dirk next...



Suzi just saw a
movie.

She liked it very
much.

You can read her
[review](#) on Flixster.

Joan loves Dirk but
he doesn't know.

She follows him on
Facebook and Twitter
everyday.

Stalk Joan. Stalk.



Dirk loves to play
WoW with his friend
Gunther. Gunther
isn't very good.

Dirk flames Gunther
in a WoW forum.

That's not very nice
Dirk.



Joan bought a pair of shoes online.

They fell apart the first time she wore them. That made her angry.

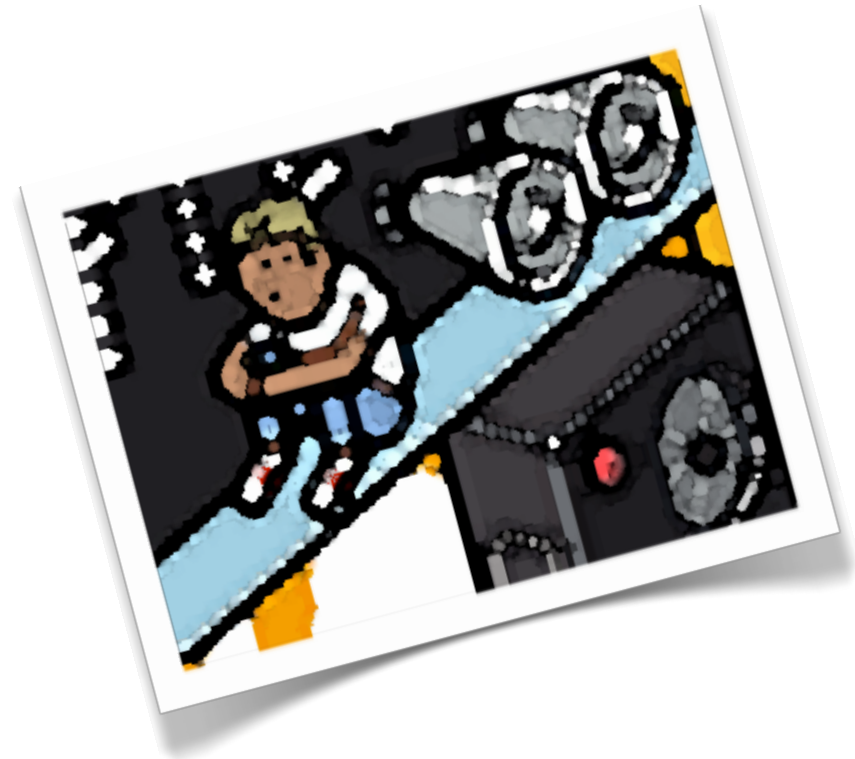
Joan writes a blog. A reporter then writes a story about her blog. Three months later, it's a best-selling book.



Gunther needs a job.

He tells his friends on
LinkedIn and posts
his resume on
Monster.com.

Way to network
Gunther! Good luck.





Dirk, Joan, Suzi,
Gunther and Fang
have a party.

Fang takes pictures
of all the fun.

He posts them to
Flickr from his
iPhone so he can
share them with all
his friends. Cool.



Suzi needs a new computer. She doesn't know what to buy.

She researches on CNET. She asks questions at Gizmodo. She tags blogs on Technorati.

Thank goodness for all this information.

Joan watches the
“Will It Blend” video
on YouTube because
Tracy recommended
it. That makes Tracy
an advocate.

Joan liked it so much
she spent \$350 on a
blender.

Margaritas anyone?





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It's no secret that word of mouth is the single most powerful tool to create awareness. But how you start it and where it spreads is. Media Needle turns word of mouth into earned media for clients small and large.

We boost brands with everything from social media mapping and sentiment measurement to hone in on new customers to perception management and conversation orchestration to keep current customers.

Let our team help your brand engage with your customers while they are watching, blogging, tagging, poking, digging, sampling, chatting, sharing, tweeting, streaming, commenting, inviting, voting, forwarding, Googling, recommending, advocating, linking, podcasting, posting, mashing up or bookmarking.

We'll move your needle in the right direction.