



Our Kids Social Media Presentation - OFIS

I am so grateful to those that attended my presentation last Friday. We also and excited to offer a [video of the presentation](#) as it was delivered at the webinar the week before. You can [click here](#) if you would like to see the slides.

Video - (If you have some comments or resources you would like to add, you can send them to us on [Twitter](#) or in the comments section of the video): [DialogueOnline.ca](#) for educators. Be prepared for a looong load time (about 5 minutes on our DSL line).

Resource List – some things you can use to inspire yourself in Social Media

Books

- [Crush It](#) – Gary Vaynerchuk (Keep an eye on Gary. He's very excitable, and a bit curse-y, but he tries out everything for his company at [WineLibrary.tv](#) and tells his readers what works. His book has a great social media starter checklist on page 104.)
- [Lynchpin](#) – Seth Godin (Making a difference in your organization. Not specifically about social media but relevant.)
- [The Whuffie Factor](#) – Tara Hunt (Using social capital for good)
- [Grown Up Digital](#) -Don Tapscott (I love Don's idea for a new style of resume for a digital native – young adults and kids who have never known a world without the internet)
- [The Revolution Will Not Be Televised](#) - Joe Trippi (Managed Howard Dean's presidential campaign. This book was the first one to open me up to all of the possibilities with this stuff)
- [Small Giants](#) – Bo Burlingham (small companies doing cool things and staying small)
- [Made to Stick](#) – Chip & Dan Heath (simple models for presenting information to that people will remember it and want to spread it. WAAAAY more interesting than it sounds – think: urban legends)

Podcasts

- [CampNation](#) - for professional summer camp staff
- [Dialogue for Educators](#) - discussions about educational issues in Canada
- [Six Pixels of Separation](#) - new media marketing
- [Accidental Creative](#) - "Be prolific, brilliant & creative"

Twitter Numbers

Someone asked in our online webinar if I knew how many people were on Twitter in British Columbia, Canada. Using [Tweeow](#) I was able to get the following figures (keep in mind that this is people who post to Twitter, the number of people who read Twitter will be a bit higher and the number is growing everyday):



- Canadian Twitterers – 193 145
- BC Twitterers – 41 398
- Ontario Twitterers – 95 993
- US Twitterers – 2 310 000
- New York Twitterers – 199 014

Blogs

Add these to your [Google Reader](#) to keep up on trends in social media.

- [Seth Godin](#) – if you read one of these blogs… make it this one. (Super Bonus: Seth was a staff member at [Camp Arowhon](#) in Algonquin Park!)
- [EdSocialMedia](#)
- [Mashable](#)
- [ReadWriteWeb](#)
- [Mari Smith](#) – Facebook Pages specialist
- [Social Media Examiner](#)
- [Social Media Schools](#)
- [CampNation](#)
- [Our Kids Blog](#)

Other Resources/Reading

- Hubspot on [Facebook Fans becoming customers](#)
- Hubspot: [How to Create a Business Page on Facebook](#)
- Wall Street Journal: [Updates Spell Trouble in Small Workplace](#)
- Blue Sky Factory: [Ultimate Guide to Email \(re e-newsletters\)](#)
- Visible Gains: [Best Practices for Video Conversion](#) (eBook)
- SEOMoz: [Creating an online video strategy](#)
- Small Business Survival: [Simplify your small business marketing plan](#)
- David Meerman Scott: [The New Rules of PR, The New Rules of Viral Marketing](#) (free PDFs)
- [Pitch Engine](#): online press release distribution

Pick our Brains, Please.

Contact me if you have any more questions. Leave a comment on the blog.

Add us on Twitter: <http://twitter.com/ourkidsnet>. Email: travis@ourkids.net, Phone: 905.272.1843 x 35

What resources do you use to keep yourself current?

Email/Tweet us your answer.

