TEDActive 2012 Social Media Plan: Partners and Projects

At TED, we believe that effective social media is made of people and their conversations. Like the dialogue at any good party or meeting, the best conversation evolves and grows as it continues. We try to follow what our viewers and attendees are saying and respond. We check Facebook comments, search the conference hashtag and reply to any @ messages on Twitter, interacting as an enthusiastic, involved member of an interesting conversation.

You can build on the social media structures and dialogue around the conference by following the channels listed here. We’ve also included a few of the strategies that work well for us, and hope they’re helpful. Our team is here to support your efforts, but wanted to give you a head start in thinking about how you might join in all the social media activity around sharing ideas at TED.

Key Channels

- TED.com conferences.ted.com/TEDActive2012
  During the conference, this page will be running all the latest coverage on the conference, populated by the TED editorial team and the Storytellers from each TEDActive Project. Navigate to individual Project pages to get in-depth coverage.

- Community Flickr: flickr.com/photos/tedconference
  Our Flickr account is where we post all the best photos of the conference. It’s updated daily. If you’d like to use any of the photos you see here, email your Partnerships contact with a link to the photo you like so that we can get the necessary permissions.

- Twitter:
  Timing: A tweet’s life is short. For the most part it’s seen by users who happen to be watching at that moment. You can and should post often on Twitter, because information is so often missed that repeated tweets don’t feel like spam. That being said, we might tweet about the same talk more than once, but we never use the same language twice.

  Language: Twitter forces you to be concise. At TED, we see that as a challenge and try not to take shortcuts in writing our tweets -- we don’t give in to the temptation to drop letters from words or lose grammatical rules. We’re also sure to use a hashtag like #TED or #design to make our tweets findable.
Targeting: It’s also a good idea to use the “@” function on Twitter to send a tweet directly to select people you know will be interested in your content. This gets their attention, and may make them more likely to retweet you as well.

Twitter.com/TEDNews
@TEDNews:
For all the conference news and behind-the-scenes action at TED. This is your firehose of information, where you can find every moment’s activity and all the live-tweeting.

@TEDActive Twitter.com/TEDActive
For everything happening on the ground in Palm Springs. This is where you’ll get updates on the Projects, spontaneous community fun and attendee ideas.

@TEDpartners: Twitter.com/TEDpartners
For news about you, and all the other partners who help make TED possible.

@TEDTalks: Twitter.com/TEDTalks
For all the talks released during the conference. We decide on the fly, on-site, the best talks of the conference, post them to the website and announce them here.

- Facebook:
  **Timing**: We share every TEDTalk on our Facebook fan Page, around the same time every morning. People are creatures of habit, and we’ve created a habit for our users. If your brand has done the same, we encourage you to follow it. If you haven’t, we’d advise following people’s existing habits by posting around the times that people naturally take breaks, like meal times. Also, posting earlier in the day on Facebook gives you the opportunity to rack up likes and comments, pushing your post to the top of everyone’s news feeds so that it’s the first thing they see when they sign in.

  **Language**: Facebook gives the opportunity to provide another, less formal, brief description of what people are about to watch. Take advantage of this by using snappy, concise language that will grab attention.

Facebook.com/TED
We’ll be posting to almost two million fans on our Facebook page, giving them the biggest highlights and announcing talks as they’re released.

Facebook.com/TEDActive
The Facebook page is a hub for almost 6,000 past and present TEDActive attendees. We’ll be sharing the biggest highlights from Active here.
Projects’ Social Strategy

**Storytellers:** Each project is assigned an expert storyteller who will use photos, blog posts, video and more to capture the narrative of ideas. They will post this content to the TEDActive Blog and TED.com Project pages, and populate the TEDActive Project Spaces with content on-site.

Health Project: John Colaruotolo, Collective Next, *Works with his ears and his eyes as a percussionist and pianist, holds a Masters in music composition and philosophy.*

Urbanization Project: Evan Wondolowski, Collective Next, *An artist/illustrator whose work has been featured in the NY Times, Investment News and other digital outlets. He’s the creative director/owner of an artist-based clothing company whose product have been on the shelves of Urban Outfitters and other retail outlets.*

Color Project: Jack Burgess, *Painter from Northern California, and the primary tension in his work is created by the use of color. When not in studio, he works as a graphic facilitator for Collective Next.*

Progressive Ideas Project: Jen Indovina, *Clean tech entrepreneur, political energy advisor and TED Fellow currently working to spread energy efficiency initiatives worldwide.*

Giving Project: Grant Gittlin, *Co-founded a peer-mentoring group called Rocketship Recess which is a resource for founders of innovative NYC-based tech companies.*

Community and Commerce Project: Melissa Segall, *Runs her own graphic design business and understands the pain and joy of starting and growing a small business. She launched for Eye for Finds to fill the gap between editorials and actual budgets.*

**Amplifiers:** These social media experts all have Twitter followings in the thousands. They will use their expertise and community base to spread all the content produced by storytellers across the web, taking these ideas and conversations to the world. Each amplifier’s subscriber base and personal interests are aligned with the Project they are working on, targeting groups that are enthusiastic about the specific Project question.

Health Project: Tammy Gordon, @floridagirlinc, *Aspiring surfer/artist. Farmers market junkie. Nole fan. @AARP’s social gal.*

Urbanization Project: Jenna Sampson, @jennadawn, *An Alaskan realizing the merit of urbanism via SF. Those who think idealism is naive only care to neglect.*
Color Project: Jerri Chou, @jchou, *The co-founder of All Day Buffet, The Feast, TBD, and Lovely Day. I believe we created this world and that we can create a better one.*

Ideas Project: Farrah Bostic, @farrahbostic, prototyping & implementing. *checking in too much on foursquare. blogging excessively. getting ready to rumble.*

Giving Project: Mike Radparvar, @michaelrad, co-founder @holstee *im also a brainstorming, cycling, photographing, cooking hotelier.*

Community and Commerce Project: Brian Zisk, @zisk, *To know me, is to love me. Parallel Entrepreneur. Music/Tech, Search, Money, Summits, etc.*

**Facebook Groups:** Each project begins as a conversation on Facebook where TEDActive attendees can brainstorm, share ideas and meet each other before the conference. The groups open on Monday, February 13, and will be promoted on Project videos, featured with talks across TED.com. We've also created vanity URLs for each Facebook group, and are encouraging all of our core teams and partners to share these and jumpstart the discussion!

Health Project: [http://on.ted.com/ActiveHealth](http://on.ted.com/ActiveHealth)

Urbanization Project: [http://on.ted.com/ActiveUrban](http://on.ted.com/ActiveUrban)

Color Project: [http://on.ted.com/ActiveColor](http://on.ted.com/ActiveColor)

Progressive Ideas Project: [http://on.ted.com/ActivelIdeas](http://on.ted.com/ActivelIdeas)

Giving Project: [http://on.ted.com/ActiveGiving](http://on.ted.com/ActiveGiving)

Community and Commerce Project: [http://on.ted.com/ActiveCommerce](http://on.ted.com/ActiveCommerce)