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www.peopleofwalmart.com/

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[Wal-Mart's Electronics Problem: Where are the Hot New Gadgets?](#)

[Wall Street Journal \(blog\)](#) - 5 days ago

The retail giant blamed disappointing second-quarter sales results in part on the failure of electronics makers to churn out compelling new ...

[WalmartSucks.org](#)

walmartsucksorg.blogspot.com/

Jul 25, 2013 - this site is not affiliated with **wal-mart** in any way (in case you're one brick shy of a load, and need that explained) ...

[Find a Lawyer to Sue Walmart](#) - [The Companies Who Visit Us](#) - [April](#) - [March](#)

[Walmart Moms - Walmart.com](#)

wm5.walmart.com/walmart-moms/

Walmart Moms: Real mom bloggers who share experiences, offering advice and conversation on topics from babies to frugal living.

[I Heart The Mart | Walmart Coupons and Price Match Deals](#)



www.iheartthemart.com/

by Paul Ivanovsky

6 hours ago - Get great deals at **Wal-Mart**. We will show you how. ... Listen to internet radio with Everything **Walmart** with Paul on **Blog** Talk Radio ...

[Under \\$1 List](#) - [Coupon Database](#) - [Print Coupons](#) - [Price Matching at Walmart](#)

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reclaimdemocracy.org/walmart_links/

National Anti-**WalMart** Websites and **Blogs**. **Wal-Mart** Subsidy Watch. This easily searchable database, compiled by Good Jobs First, allows users to find ...

[The Green Room | Together, we will create a more sustainable ...](#)

www.walmartgreenroom.com/

This growing season, **Walmart** is visiting the farms of some of our valued, longtime suppliers who are growing fresh, local produce in the very communities we ...

[Walmart Watch Blog » Making Change at Walmart](#)

makingchangeatwalmart.org/category/blog/

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HOME



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FAMILY

Caregivers Need Care Too

By Julie309
on August 20, 2013

If you are the caregiver, it is sometimes hard to admit that you need time apart from the person you care for day in and day out. You love them, you want them to have the best care possible, and you want to be there for the person for whom you ...more



★ 0

HEALTH

What It Feels Like to Have Acupuncture

By Rita Arens
on August 20, 2013

I am afflicted with the upper back and neck pain of the sedentary office worker, and I have been for about fifteen years now. In my quest to find relief, I've tried stretches, physical therapy, back strengthening exercises, deep tissue massage, electric stimulation, chiropractic therapy and the Theracane. After the pain swelled to an eight on a ten scale last week, I realized it was time to go back to the one thing that actually works for me: acupuncture....more



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Moms who blog have become citizen journalists, and remarkably, **the top 15 mom bloggers influence more people than the *New York Times*.**

-- *Forbes*



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Stephanie Florence @StephanieFlo 14h
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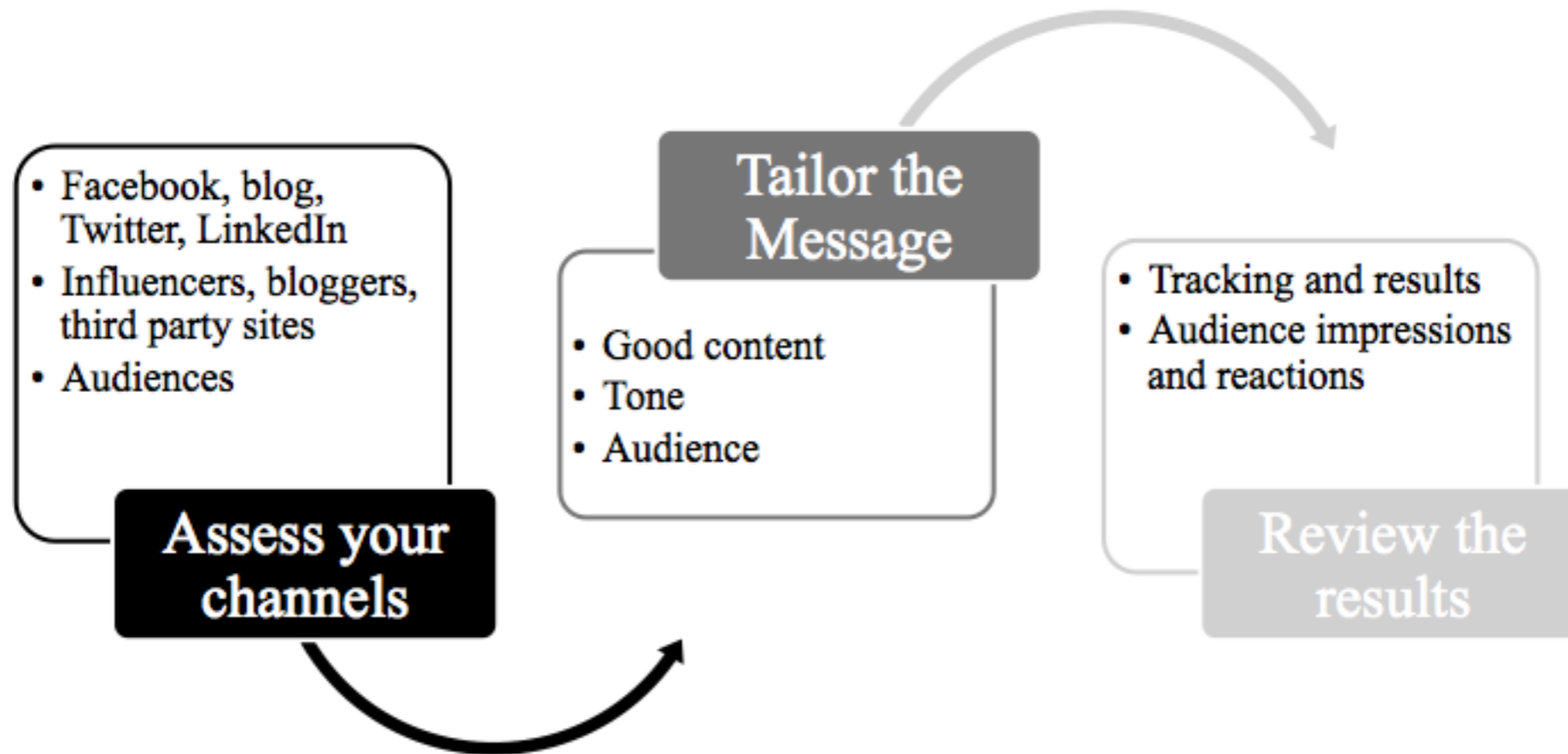
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Roadmap for Digital PR

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How Does the American Public Feel About Marquee Education Issues? Infographic · How Does the American Public Feel About Marquee Education Issues?



Melinda Gates addresses the media during a 2010 tour of Hamilton High School in Memphis, Tenn., as her husband Bill Gates and others look on. The tour marked the one-year anniversary of the foundation's award of a \$90 million grant to the Memphis district to experiment with teacher hiring, pay, and evaluation. —Mike Maple/The Commercial Appeal/ZUMA-File

Critics fear outsized influence of philanthropy

By Stephen Sawchuk

When Harvard professor Thomas Kane co-wrote a paper in 2006 on teacher quality, he did not expect that it would carry an import far beyond the insular world of Washington policy wonks.

Mr. Kane later got a big surprise: a summons to meet with one of the richest men in the world to talk about the paper, which showed that teachers' on-the-job performance varied widely and had little to do with their credentials. At that 2007 meeting in New York City's posh Pierre Hotel, he got still another surprise: Almost every inch of Bill Gates' copy was covered with handwritten notes.

"Bill got really excited," Mr. Kane said. "He was really interested in figuring out what these great teachers were doing, and in the idea that one of the most powerful things he could do would be to provide school districts with better ways of identifying their best teachers."

It would prove a decisive moment for the \$38 billion private philanthropy that bears the Gates name. Six years later, the Bill & Melinda Gates Foundation has spent nearly \$700 million on its teacher-quality agenda, according to an Education Week analysis.

The foundation is widely seen as the most influential independent actor in a period of nationwide—and deeply contested—experimentation with the fundamentals of the teaching profession. What its spending has wrought, however, and whether it will have the desired effect, remain the subject of heated debate.

"It concerns me when one foundation has so much money," said Helen F. Ladd, a Durham, N.C. "Teachers want, and perhaps more than any other classroom I think is a

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BRINGING PARENTS TO SCHOOLS

3 - 2 to 3 p.m. ET

Empowering Parents to Transform Schools

Empowering parents to play a larger role in the transformation of schools and schools in Chicago, New Orleans, New York, Los Angeles, and Washington are forming coalitions, lobbying lawmakers, creating change.

In some cases, and it's certainly not the case in many school districts, low-income, and rural families don't always have the ability to be at loss for how to empower parents to increase student achievement together to create an environment where parents play a role? And what obligation does the federal government have to ensure the necessary levers that schools and parents can

- **Arnold F. Fege**, president, Public Advocacy for Kids, Washington, D.C.
- **Alberto Retana**, executive vice president, Community Coalition, Los Angeles
- **Karran Harper Royal**, parent advocate, New Orleans

This webinar will be moderated by Elizabeth Rich, commentary editor for Education Week. Underwriting for the content of this webinar has been provided by the Walton Family Foundation. Register now for this free live webinar.

REGISTER NOW!

Webinar Date: Friday, Nov. 15, 2 to 3 p.m. ET

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Bring the Common Core to Life in the Classroom

EDWEEK UPDATE

Free webinar at 4 p.m. ET: Strengthening Writing Instruction Through Formative Assessment

ANALYSIS

Gates Foundation Places Big Bet on Teacher Agenda

Since 2008, the philanthropy has spent about \$700 million on a variety of teacher-quality initiatives. Critics fear that the Seattle-based foundation is having an outsized influence. (Education Week)

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ANALYSIS: THE GATES TEACHER AGENDA

for Duke University. It is in Durham, N.C.

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A Curriculum-First Approach to Technology and the Web: Del Mar Union School District's Technology Journey SPONSOR WEBINAR NOV. 18, 1:00 P.M. EASTERN REGISTER NOW.

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The Life of an Inner-City Teacher CHAT NOV. 18, 4:30 P.M. EASTERN SIGN UP FOR E-MAIL REMINDER.

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Leucistic Great Horned Owl (Named Casper), Missouri.

Photographer: Paul Miller All images subject to © Copyright

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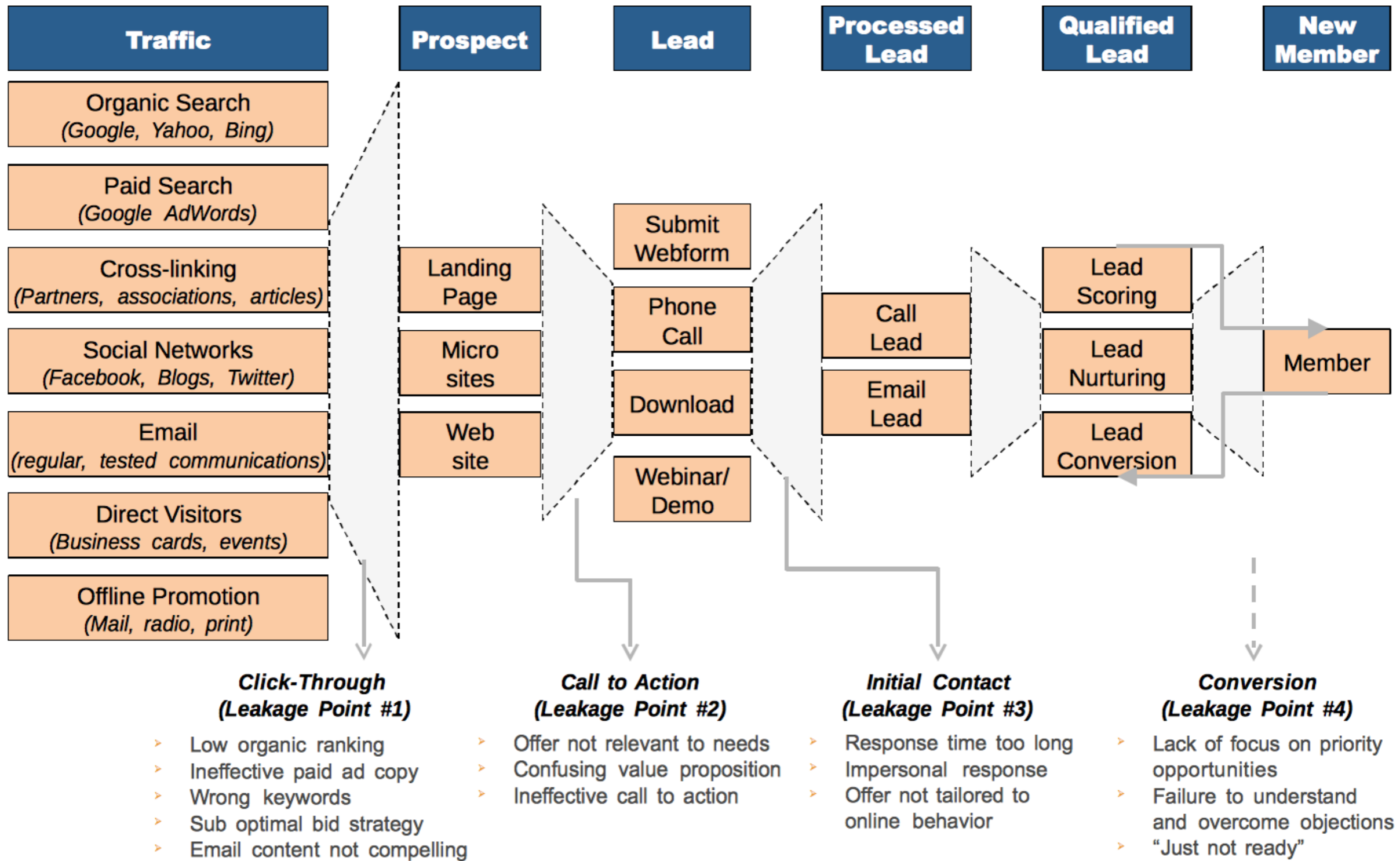
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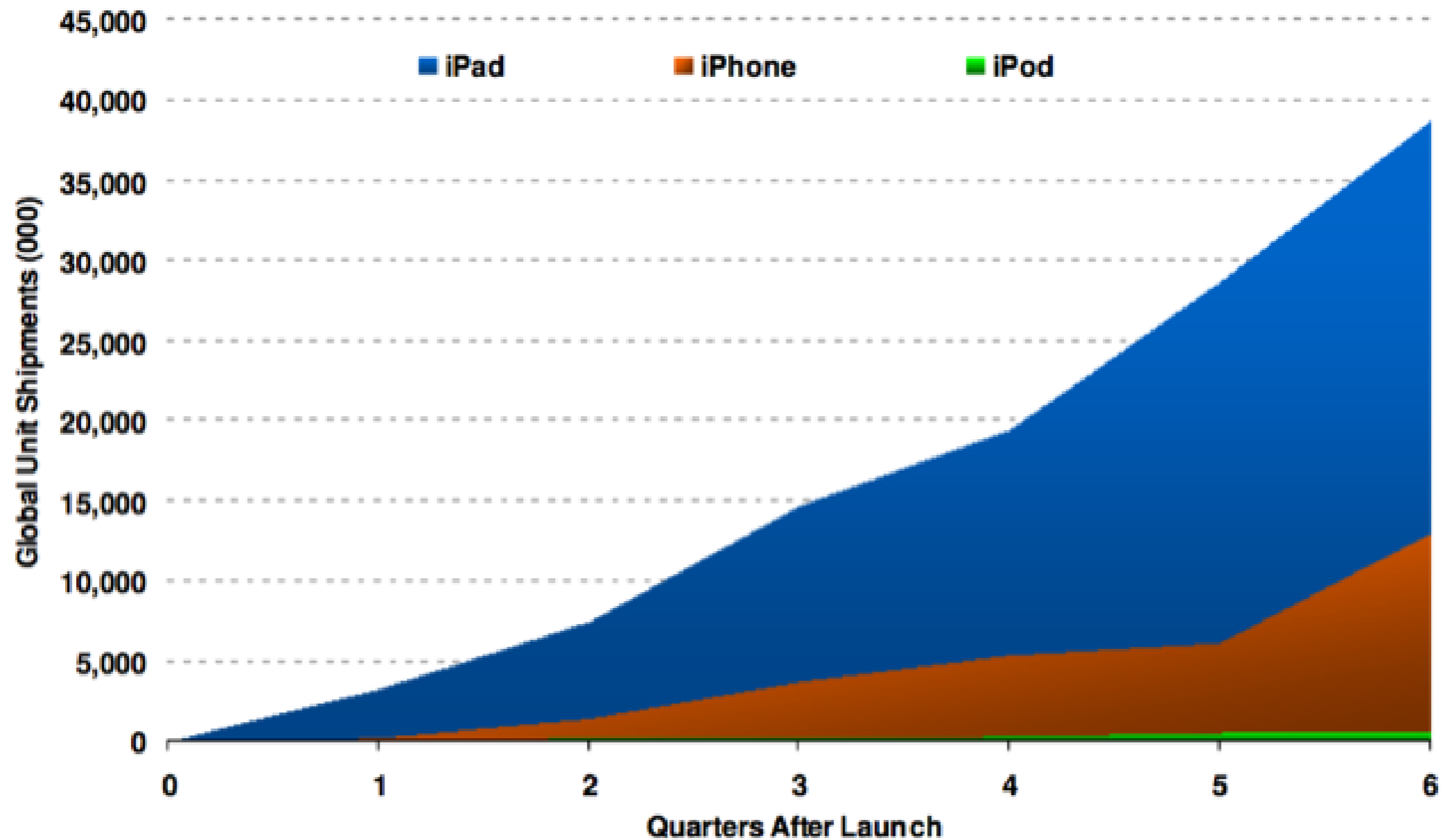
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1. Performance Funnel – digital “direct mail”



First 6 Quarters Cumulative Unit Shipments, iPod vs. iPhone vs. iPad



Source: Apple, as of Q2:11 (6 quarters post iPad launch).

Adapted from KPCB Internet Trends 2011

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Boolean Black Belt

Sourcing, Recruiting, Big Data, Analytics, LinkedIn, Google Plus, Facebook, Twitter & more!

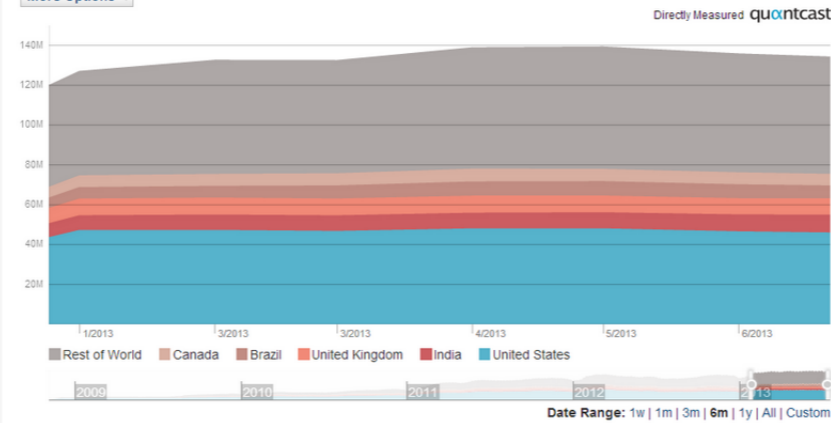
FREE Sourcing &

Also, notice that in the top 5 countries, India has passed the U.K. for the #2 position and Canada is now back in the top 5 countries in terms of visitors to LinkedIn, bumping the Netherlands out of the top 5 from 2011.

UNIQUES [?] 172,783,904 +1%	PEOPLE [?] 132,187,592 +3%	VISITS [?] 396,648,032 -4%	PAGE VIEWS [?] 3,200,864,256 -4%
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People (Top Countries) per Day | Week | Month

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LAST MONTH JUN 21, 2013 - JUL 20, 2013	UNIQUES	PEOPLE	VISITS	PAGE VIEWS
▶ Global	176,383,632	133,835,504	417,984,224	3,011,873,536
▶ Rest of World	76,234,297	58,890,713	173,346,984	1,173,950,848
▶ Canada	7,554,051	5,836,381	18,879,368	137,173,776
▶ Brazil	7,968,878	6,504,868	15,842,672	109,778,272
▶ United Kingdom	11,304,542	8,170,066	29,698,492	251,507,376
▶ India	11,366,176	8,930,580	26,516,548	243,782,624
▶ United States	61,955,688	45,502,896	153,700,160	1,095,680,640

Updated Jul 22, 2013 • Next: Jul 23, 2013 by 9AM PDT



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What you're up against

- Each day, US adults absorb:
 - 34 GB data over 11.8 hours (USCD)
 - 65% of online adults use social media (Pew)
 - Adults using the internet as primary news source up 17% between 2009-2010 (Pew)
 - 1 in 4 adults accessed most of their 2010 campaign news online (Pew)
 - 3-fold increase from 2002



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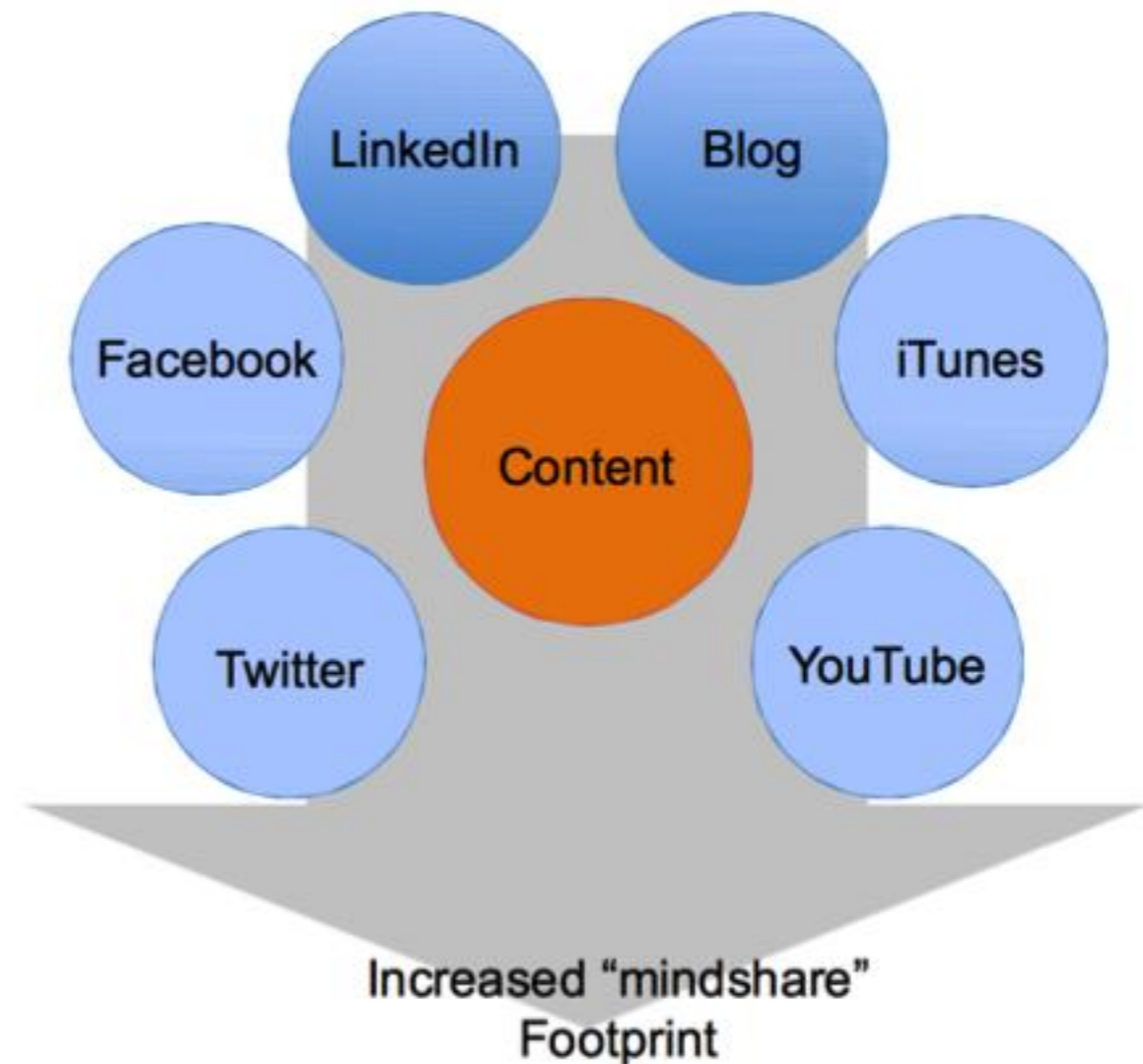
Social Media is not a Silver Bullet

- Social media isn't a SOLUTION, it's a *tool* that can be deployed strategically in support of a larger organizational or campaign goal.
- A brilliant social media strategy cannot compensate for a campaign or organization that lacks a strong, memorable brand.
- Social networks are the interactive visibility tool of the digital age
- Thousands of followers or "likes" don't directly translate action
- Social networks are only one tool at your disposal

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Social *Media* - Digital PR

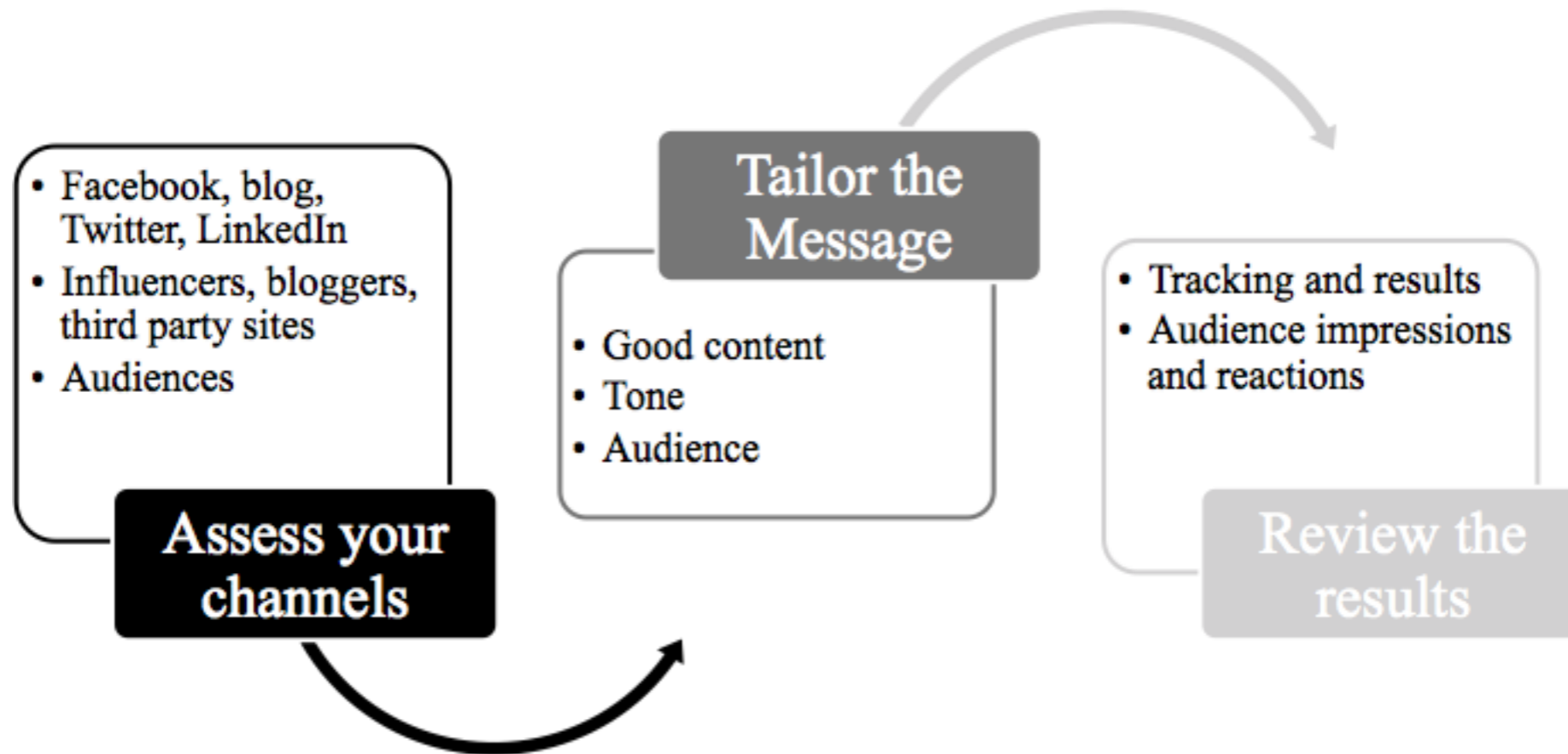
- Analogous to PR
- Shape MSM narrative
- Opportunity favors the prepared
- Quality over quantity
- “Long tail” persistence
- SEO advantage



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Roadmap for Digital PR

Know what you stand for



Baseline:Website

- Your website houses your content
- Content' s purpose:
 - Who I am (delivering on the brand promise)
 - How/where you can join me
 - What I' m doing and why it' s important
 - Who pays the bills/Contact/Customer Service
- Most people won' t come back to your site voluntarily...you need to go out and get them*

Use your Channels for Messaging

Content and Voice

- Search engine visibility
- Presence on major platforms and networks
- Supplement w/ ads if appropriate

Building the Relationship

- Twitter (especially to engage media and influencers)
- Email list
- Know what your competitors/colleagues are doing
- Influencers

Niche marketing, not mass

- Use channels to tailor your message and make it relevant
- Build relationships

Start to Make Friends

Identify Your Landscape

- Who is influential
- Where do they hang out?
- Who is their network?
- Do they want to get to know you?

Use ~~Twitter~~ to connect directly with influencers

The image shows a screenshot of a Pinterest profile for Melissa Taylor. The profile header includes her name, a bio identifying her as a teacher, author, and blogger, and her location in Denver, CO. It also shows her follower count (1,430,178) and the number of boards (83). The main content is a grid of boards, each with a representative pin and a pin count. The boards include topics like 'Imagination Soup', 'Writing, Learning and Liter...', 'Thanksgiving With Kids', 'Lunch for School Kids', 'Fall Learning, Play, and Craft...', 'Children's Books', 'Science Learning Fun With KI...', 'iPad apps for kids', 'Playful Learning Activities wi...', 'Math Ideas for Kids', 'DIY, Craft & Art Activities', 'ECE and Preschool Learning ...', 'Pretend Play Ideas for Kids', 'Reading Activities & Strategi...', 'Snacks for Kids', 'Food for Families with Kids', 'Games for Families and Kids', 'Alphabet Activities', 'Reading Corners (Nooks) for...', 'Home - Decoration, Organiz...', and 'Parenting'. On the left side, there is a sidebar with navigation options like 'Tweets', 'Following', 'Followers', and 'Favorites'. Below that, it lists 'Who to follow' with profiles like Maria Seidman, Julia Robinson, and Robin. At the bottom left, there are 'United States Trends' and copyright information for 2013.

Use Facebook to connect with consumers



Evolution of LinkedIn

The image shows a screenshot of a LinkedIn group page for the "UNH Alumni Association". The page layout includes a top navigation bar with "Discussions" and "Members" tabs, a "Start a Discussion" button, and a "Choose Your View" dropdown. The main content area is a grid of posts, including a "Most Popular Discussions" section. A central overlay shows a LinkedIn profile for Beth Kanter, a Speaker/Author/Master Trainer, with a grid of her posts. The posts in the grid include "Keep Calm and Write It Down: How Reflective...", "#GivingTuesday: How Sharing Best Practices Is...", "How to Use Design Thinking to Improve Your...", "Is That A Camera in Your Pocket? Tips and Tools...", "Designing Transformative Communications Capacity...", "SafeNight: App That Gives Domestic Violence...", "6 Spoofs That Poke Fun at the Nonprofit Sector", "Can 'Memes for Good' Work for your Nonprofit's...", and "7 Fantastic Free or Low Cost Sources To Get...".

UNH Alumni Association

Discussions Members

Start a Discussion

Start a discussion or share some

Your Activity

Choose Your View **NEW**

A new episode of Inside...
1 day ago
In this episode UNH President...
Operation Hat Trick

Like

Most Popular Discussions

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open to other locations...
posted 21 days ago

Tom Cloos 6 hours ago • Hi Kaycee that can be done remotely n

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My name is Justin Grosse and I am currently a senior at the University of New Hampshire. I will be looking for an internship ...
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Speaker/Author/Master Trainer & nonprofit innovator in networks & social media, recognized by Business Week & Fast Co.
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967 46 5

#GivingTuesday: How Sharing Best Practices Is...
November 5, 2013
1,995 30 8

How to Use Design Thinking to Improve Your...
October 22, 2013
Last week, I was lucky enough to participate in a brainstorming meeting at a foundation that was developing a strategy for its...
5,435 45 5

Is That A Camera in Your Pocket? Tips and Tools...
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Designing Transformative Communications Capacity...
October 10, 2013
Our interactive session at the Fall 2013 Communications Network Conference in New Orleans was a blend of content delivery and...
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ty of New Hampshire: Hi
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'12 graduate seeking
ment in either CA, Chicago,
SC, but open to other
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ment major interested in PR
and communication - interested to
learn new skills!: Hi Kaycee, I have
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remotely now with the potential to be
full-time in NC...
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It's still ok to Blog...

- Share unique information with assets (e.g., videos, photos)
- Be yourself
- 600-800 words
- Great headlines (SEO)
- Tag, categories
- Link and blogroll



Be a good host

- Write
- Publish
- Connect
- Reciprocate!



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Platform:

Ellen Galinsky, President of the Families and Work Institute

June 7, 2012

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Hama Massacre: Activists Say 78 Killed In Syria, Assad Denies Claims



Obama Leads Romney In Key State



Ellen Galinsky

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Ellen Galinsky, President and Co-Founder of [Families and Work Institute](#), helped establish the field of work and family life at Bank Street College of Education, where she was on the faculty for twenty-five years. Her more than forty books and reports include *Ask The Children*, the now-classic *The Six Stages of Parenthood*, and the bestselling *Mind in the Making*, published by HarperStudio in April 2010.

At FWI, she co-directs the National Study of the Changing Workforce, the most comprehensive ongoing nationally representative study of the U.S. workforce, the National Study of Employers, an ongoing nationally representative study tracking trends in employment benefits, policies and practices as well as When Work Works, a project on workplace flexibility and effectiveness. Ms. Galinsky directs *Mind in the Making*, a project on the science of early learning that includes the book, videos for teachers, and learning modules for teachers and for families.

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Case Study: #BlogForObama | The Debates

More than **4,000 tweets** were posted during the three presidential debates and vice presidential debate, garnering more than **16 million impressions**.

Obama: "I've got 2 daughters and I want to make sure they have the same opportunities" #blogforobama #debate

Michelle

Thanks to #blogforobama for getting me motivated to watch the debate. Honestly, I probably wouldn't have if not for y'all.

Jessica a month ago

President Obama REDUCED taxes for 95% of working American families. Reduced. REDUCED. Look it up. #shevotes #blogforobama

jaelithe

Why is nobody questioning Mitt on how he feels about 47% of the people sitting in the audience? #blogforobama

Darryle Pollack Reply Retweet Favorite

Mitt Romney's jobs plan will **CREATE 73,000 JOBS** IN CHINA.

Source: Tax Notes, 7/16/12, based on an analysis of territorial corporate tax plans Romney supports.

BARACKOBAMA.COM/TRUTHTEAM

Fact via tax notes MT @stefcutter: Romney-Ryan jobs plan could create 73,000 jobs—in China: twitpic.com/b382fr #blogforobama

Alex Asher Sears Reply Retweet Favorite a month ago

Ryan accuses admin of not wanting bipartisanship, forgetting his own obstructionism, #shevotes #blogforobama

MOMocrats Reply Retweet Favorite a month ago

Why is Romney so focused on gender equality abroad but not at home? #blogforobama

The Mission List

Fact: @BarackObama has increased Pell Grant funding to help 10 million students pay for college #blogforobama #debates

Avital N. Nathman a month ago

#blogforobama I want to keep my right to chose away from the government! No man has a right to tell a women what to do with her body!

Hayley a month ago

Case Study: #BlogForObama | Endorsement Posts

We asked #blogforobama members to post to their blogs “endorsing” Pres. Obama. Of our approximately 104 list members, we received 51 endorsement posts over the last three weeks of the campaign.

These women received more than 4.1 million unique page views last month and have 308,831 personal Twitter followers.

Rebecca Woolf, *Girls Gone Child*

I am voting for Obama tomorrow because I have faith in my president and what he is capable of doing, protecting, rallying behind. I'm voting with the faith I have in people. In women to make their own choices and friends to marry for love. I'm voting with the faith I have in science and the environment, in education and disaster relief. I'm voting with the faith I have in other countries and their people. I'm voting with 100% faith that Obama represents the best of what we can be as a nation in the world.

Korinthia Klein, *Korinthia's Quiet Corner*

Because when my husband was deployed to Iraq for a second time, and I had faith that the Commander in Chief was invested in his safe return, I could finally trust the decisions being made at the top. I didn't for a minute think that President Obama would blithely say he found it easy to sleep at night.

But I finally do. I'm voting for Barack Obama on November 6th.

Denene Miller, *My Brown Baby*

Before you go dismissing my decision as nothing more than the black lady voting for the black dude, let me be very clear: I'm not looking at melanin; I'm looking at policy. Does his skin color matter to me? Of course it does...Still, my connection with Barack Obama lies not in the color of his skin, but the content of his character—the part of him that appeals to me as a woman, a mother, a provider, a small business owner and an American with a brain and a conscience.

Liz Henry, *iVillage*

While the second debate was about drawing succinct differences between the candidates, this third and final debate seemed to say: here is the Commander-in-Chief and over there is a guy that likes to pretend. Romney came in with a marketing plan and, according to post-debate polling, left the loser.

Advocating for good: Blogust

Strategic engagement with social media moms and dads from the beginning of the Shot@Life campaign and deep integration of online influencers with the Champion program culminated in Shot@Life's Blogust campaign. The highly successful Blogust featured 31 of the most influential parenting bloggers.

- \$200,000 in funds for childhood vaccines unlocked
- 29,000,000 online media impressions
- 11,000 comments
- 10,000 lives saved

“Shot@Life has one of the most impressive campaigns for social good that I’ve ever seen. People are going to write case studies about what you are doing...I’m amazed.”

- Bloganthropy.org

The screenshot shows the website for the Shot@Life Blogust '12 campaign. At the top, there is a green header with the @life logo, the tagline "A movement to protect children worldwide by providing life-saving vaccines where they are most needed.", and the United Nations Foundation logo. Below the header, the main content area features the "shot @life" logo, a blue icon of two people running with a vaccine symbol, and the text "blogust'12 Blog Relay for Good". The date "August 2012" is prominently displayed, with a prompt to "click on an image to find out more". A grid of 25 numbered profile pictures of participating bloggers is shown, with the first four images enlarged. To the right, a "COMMENTS COUNT TICKER" displays the number "11349" and the text "Blogust 2012 Comments Count*". Below this, a goal statement reads: "*help us reach our goal of \$200,000 to immunize 10,000 children". At the bottom right, a "VIDEOS" section features a video player with the title "Amanda Peet Joins the" and a play button icon.

Featured Story



Participate in #GivingTuesday

Participate in #GivingTuesday on December 3, 2013.

[View and Share](#)

[View More](#)

4,001 Partners and Growing



blackbaud®



The Armed Services YMCA Is Collecting Toys For Close To 1,000 Military Families

Did you know November is the month of the military family? The Armed Services YMCA is joining #GivingTuesday by collecting donations for military families in need of toys to gift to their children during this upcoming holiday season. While military ...

AVON Foundation for Women

Avon Foundation for Women Launches #GivingTuesday Program to Raise Funds for Domestic Violence During 16 Days of Activism Against Gender Violence

Avon Foundation For Women Press Release: New York -- November 5, 2013 -- The Avon Foundation for Women, the world's largest corporate-affiliated philanthropy focused on issues that matter most to women, will launch a #GivingTuesday program on ...



What I learned from last year's #GivingTuesday

The second annual #GivingTuesday is just over a month away and the nonprofit community is gearing up to

JOIN THE GLOBAL MOVEMENT

First Black Friday...
Then Cyber Monday...
And Now #GivingTuesday!

#GivingTuesday December 3

We make a living by what we get, we make a life by what we give.
-Sir Winston Churchill

#GIVINGTUESDAY
DECEMBER 3 | GIVINGTUESDAY.ORG

UPCOMING EVENTS

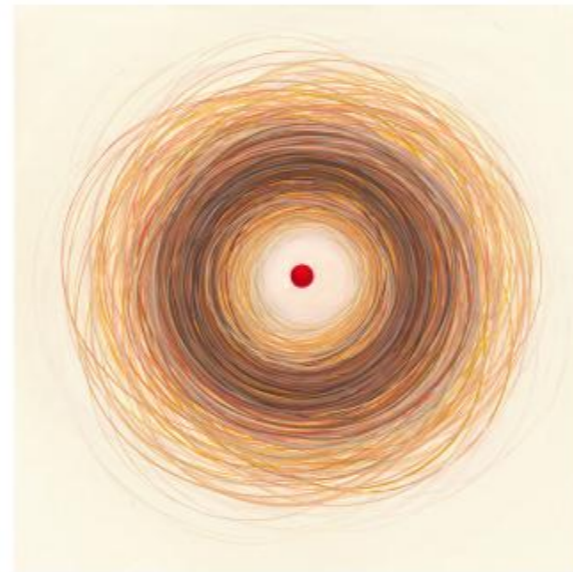
Nov 12	#GivingTuesday Google+ Hangout: "Families & Philanthropy"
Nov 13	#GivingTuesday LinkedIn Chat LinkedIn
Nov 19	#GivingTuesday Google+ Hangout: "Neighborhood Action"

Case Study

Jennifer Egan

- Pulitzer Prize winning author
- Her story, “Black Box,” was tweeted by *The New Yorker*

JUNE 2, 2012
“BLACK BOX”
Posted by Jennifer Egan



1

People rarely look the way you expect them to, even when you’ve seen pictures.

The first thirty seconds in a person’s presence are the most important.

If you’re having trouble perceiving and projecting, focus on projecting.










Necessary ingredients for a successful projection: giggles; bare legs; shyness.

The goal is to be both irresistible and invisible.

WOMEN ONLINE
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Case Study

Jennifer Egan

-  **New Yorker Fiction** @NYerFiction 30 May
You've been reading the seventh of ten installments of Jennifer Egan's "Black Box," from the June 4th & 11th issue of The New Yorker.
Expand
-  **New Yorker Fiction** @NYerFiction 30 May
Your abrupt awakening may feel like a reaction to a sound.
Expand
-  **New Yorker Fiction** @NYerFiction 30 May
Sleep whenever you can safely do so.
Expand
-  **New Yorker Fiction** @NYerFiction 30 May
The ability to sleep in stressful conditions is essential to this work.
Expand
-  **New Yorker Fiction** @NYerFiction 30 May
At times, the moon may appear like a surveillance device, tracking your movements.
Expand
-  **New Yorker Fiction** @NYerFiction 30 May
At times, you may wish to avoid the moon.
Expand
-  **New Yorker Fiction** @NYerFiction 30 May
A tray containing a meat pie, grapes, and a pitcher of water suggests that visits such as yours are routine.
Expand
-  **New Yorker Fiction** @NYerFiction 30 May
If he shows you to a tiny room containing a very large bed, your utility to your new host may not have been exhausted.
Expand
-  **New Yorker Fiction** @NYerFiction 30 May
The stationing of a male attendant outside the bathroom means that you haven't been forgotten.
Expand

I'd also been wondering about how to write fiction whose structure would lend itself to serialization on Twitter. This is not a new idea, of course, but it's a rich one—because of the intimacy of reaching people through their phones, and because of the odd poetry that can happen in a hundred and forty characters.

- Jennifer Egan, in an interview with *The New Yorker*, on why she chose to write a story in 140 character paragraphs

If you have 30 minutes per day...

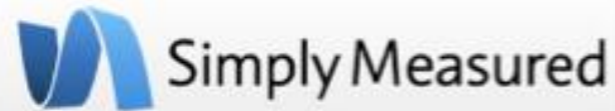
- Make friends online
- Engage on social media sites on a daily basis
- Respond to inquiries from friends, followers, influencers
- Monitor and respond online chatter
- Tweet three times a day and update your Facebook twice a day
- Write a blog post
- Create and maintain your blog with a daily blog post or use the time to write 2-3 blog posts per week
- Set up paid media if appropriate

Now, find what's working best

Social Media Monitoring Tools

Premium








A Nielsen / McKinsey Company


social media monitoring

Free





















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