

CONTENTS

Acknowledgments	vii
About David's Blog	ix
Introduction	xi
Chapter 1: Face2Face on the Web	1
What Makes You Human on the Web?	1
Transform Your Organization Into a Face2Face Organization	2
Chapter 2: Face2Face Communication	11
Two Bloggers	13
How to Make Your Blog Human	14
Communicating via Social Networks	27
Chapter 3: Face2Face With Cameras and Video	33
Face2Face via Pictures	34
Face2Face via Videos	45
Photos, Videos, and Organizations	50

Chapter 4: Community Connections	53
Meet People and Make Community Connections	56
Make Twitter, Facebook, and Community Connections	59
Be Human in Status Updates	61
Chapter 5: Face2Face Listening	65
What Is Listening?	65
Why Listen?	68
Listening Tools	69
What to Listen For?	74
When Is the Time to Respond?	76
Listening Tools	76
Change Is (Always) in the Air	81
Chapter 6: Business Casual	83
Examples of Informality in Action	83
Translating Informality to the Web	88
Ways to Keep It “Real”	89
Social Media	92
Photos and Videos	93
Your Organization, Not Yourself	94
Chapter 7: Design and Face2Face Connections	97
Goals for Human-Centered Design	98
Ways to Make Your Design More Human-Centered ...	100
Chapter 8: Face2Face With Specific Tools	111
Blogs	111
Facebook	116
Twitter	120
YouTube	121
Location Services	123
Niche Social Networks	126

Chapter 9: Responding to Critics	129
The Snarky PR Agency	130
Target and Its Offensive Targets	133
A Good Example: Domino's Pizza	134
And Now for the Rest of the Story	135
Getting Coffee in Topeka	136
How Organizations Should Respond to Criticism	137
Can't Please Everyone	139
Chapter 10: Where and How to Begin	141
Asking	142
Setting Goals	147
Creating Strategy	148
Doing the Work	151
Chapter 11: Measuring Success	155
Why You Need to Measure	155
What to Measure	156
How to Measure	166
Track Those Stats	167
Chapter 12: Applying What We've Learned	169
Listening	170
Sharing	171
Using Social Media Tools	172
Doing the Work	175
Creating Strategy and Goals	176
Measuring Success	178
Wrapping Up	179
Appendix: Referenced Websites and Social Media Services ..	181
About the Author	185
Index	187