

READINGS FOR [HOW SOCIAL NETWORKS CAN IMPROVE ENTERPRISE PUBLIC FACES](#)

Sullivan, Mark. *10 Web Sites That Will Matter in 2009*. PC World, 01/22/2009, 4p.
http://www.cio.com/article/477597/10_Web_Sites_That_Will_Matter_in_2009?source=nlt_cioleader

McDaniel, Clay. *13 Essential Social-Media 'Listening Tools'*. MarketingProfs, 05/19/2009, 1p. Article names: 1. Google Alerts; 2. Technorati; 3. Jodange; 4. Trendrr; 5. Lexicon; 6. Monitter 7. Tweetburner; 8. Twendz; 9. TruCast 10. & 11. Radian6 and Cision Radian6 12. Tchrigy; 13. Collective Intellect

Brooks, Rich. *3 Steps to Better Time Management of Your Social Media Activities*. Flyte new media, 05/05/2009, 2p.
<http://www.flyte.biz/resources/newsletters/09/05-social-media-time-management.php>

Scott, David Meerman. *Armed With Social Media*. EContent, 02/25/2009, 1p.
<http://www.econtentmag.com/Articles/Column/After-Thought/Armed-With-Social-Media-52659.htm>

"Faggard and his Air Force Emerging Technology team are responsible for developing strategy, policy, and plans for an ever-changing communication landscape for communicators worldwide. The team's mission is to use current and developing Web 2.0 applications as a way to actively engage conversations between airmen and the general public. Yes, that's right: The goal of the program is for every single airman to communicate online. With Faggard leading the charge, the Air Force employs 330,000 communicators.

Clark, Robert. *Culture, Not Tech, Slows Social Nets at Work*. Computerworld/PCWorld, 04/05/2009, 1p.
<http://www.econtentmag.com/Articles/Column/After-Thought/Armed-With-Social-Media-52659.htm>

McGee, Marianne Kolbasuk. *The Customer Web*, by Marianne Kolbasuk McGee, Andrew Conry-Murray and John Foley. InformationWeek: Internet Evolution, 10/03/2009, 5p. http://www.internetevolution.com/document.asp?doc_id=182522

prepared by Lynda Moulton for Boston KM Forum, April 2, 2010

