```
What is she Like?
                                                                                       What keeps her up at night?
                                                                                       What do you want her to do?
                                                                                                                        Design Principle 1; Humanistic
                                                                   Shared Experiences
                                                                        Shared Values
                                                                                            How migfht she resist?
                                                                         Shared Goals
                                                                             Macro Goal - The Gap you want to close/
                                                                                                                         Design Principle 2: Actionable
                                                              Tactical Micro Goal - small, actionable and measurable
                                           Don't get enamored by shineiness
                                                                                                                                                            Focus
                                  Clearly define quantifiable success metrics
                                              Why are you here?
                                                                                  How to test the success of your site?
                                                                                                                           Design Principle 3: Testable
                            Were you able to complete your task?
                                                                      Listen
                                                     If not, why?
                                                                                                                              Design Principle 4: Clarity
                                                                                                                         Design Principle 5: Happiness
                                                                         Virality - Tagging friends and fan pages
                                                                                                                     Three Tips for Facebook Presence
                                                                                  Video - Video within Facebook
                                                           Insights - Fan page metrics - number of hits by region
                                                               Loss of Perception of its exclusivity and quality
                                                 Loss of sense of intimacy with customers and communities
                                                                                                                 Starbucks regrabbing attention
                                                                                              Loss of Trust
                                                                                                               Design Principle 1: Get Personal
                                                     Lead with what is important to the audience
                                                                                 Start with a fact
                                                                                                      Design Principle 2: Deliver the Unexpected
                                                                          Begin with a question
                                                    Employ humor, but strategically and carefully
                                                                                                                                                     Grab Attention
                                                                                                     Design Principle 3: Visualize your message
                                                                                                 Design Principle 4: Make a Visceral Connection
                                                                                            Ideate, Prototype, Test - Measure, Measure, Measure
                                                                                                             Get Started
                                                                                                 Find your target market
                                                                                                          Get Followers
                                                                                                                             Twitter Boot Camp
                                                                                                           Get Attention
                                                                                                           Tweet smart
                                                                                                      Transparency
                                                                                                         Interactivity
                                                                                                         Immediacy
                                                                                                         Facilitation
                                                                                                      Committment
                                                                                                                         Highly Engaging Campaigns
                                                                                                         Cocreation
                                                                                                       Collaboration
                                                                                                        Experience
                                                                                                              Trust
                                                                                                                                                                        FGet
                                                                                                                       Design Principle 1: Tell a story
                                                                                                                                                           Engage
                                                                                                                                                                                                                                                                 Make It personal
                                                                                                                        Design Principle 2: Empathize
                                                                                                                                                                                                                                                                 Make it Informative
                                                Show us real people
                                                                                                                                                                                                                                      How to write an Email
                                                                                                                                                                                                                                                                 Make it Direct
                                               Idenitify your best fans
                                                                          Corporate Social Networking Manifesto
                                                                                                                                                                                     Jennifer Aaker's Book The DragonFly Effect
                                                                                                                                                                                                                                                                             Get the Person you are trying to help
                                                     Love your users
                                                                                                                                                                                                                                                                             Be Authentic
                                                                                                                                                                                                                                      Harnessing the Power of Blogging
                                                                                 The Shot
                                                                                                                      Design Principle 3: Be Authentic
                                                                                  The Cut
                                                                                                                                                                                                                                                                              Use the blog as a platform to take a stand and incite action
                                                                              The subject
                                                                                               Video Boot Camp
                                                                            The analytics
                                                                                The target
                                                                                                                  Design Principle 4: Match the Media
                                                                                       Timing is everything
                                                                 Facebook and Twotter are different species
                                                                                                                 From Newsletters to Social Media
                                                                                              Less is more
                                                                                                                                  Inspiring Action
                                                                                                                                   A Call to Action
                                                                                                                        The Psychology of Asking
                                                                                                                                   What to ask for
                                                                                                                       Picking the right type of Ask
                                                                                                       Differentiate between First and Second Ask
                                                                                                                       Ask for Time Before Money
                                                                                              The Indirect Ask
                                                                                           The reciprocity Ask
                                                                                        The concesssion ask
                                                                                                                   Dragonfly Encyclopedia of Asks
                                                                                     The social validation ask
                                                                                          The competitive ask
                                                                                         The authoritative ask
                                                                                                                                                       Take Action
                                                                            Make the ask small and concrete
                                                                            Offer a kit that contains templates
                                                                                                                   Design Principle 1: Make it easy
                                                                                 Encourage resue of material
                        Create a Social Community among Tweens
                                Use parents as stealth distributors
                                                                        Changing Kids Behaviour Through Fun
Encourage parents to talk to each other and to medical professionals
                                                                                                                   Design Principle 2: Make it Fun
                                 Consider giving out symbols of status
                                                      Display Metrics
                                                                           Three Rules to Win with Game Play
                                                 Create leader boards
                                            Don't get caught up in the tools; they're just tools.
                                                             Focus on Four (or Forty people
                                                                                                 Engineering Virality
                                                                                                                        Design Principle 3: Tailor
                                                           Build networks inside a company
                           Use social media to build your brand and cultivate the right culture
                                                                                       Embrace open leadership
                                                   Start with one clear goal - create dialogue, support or innovate?
                                                                                                                      Design Principle 4: Be Open
                                                     Remember it's about the relationships, not the technologies.
                                                                                                        Stay Focused; develop a single goal
                                                                                                                            Tell your story
                                                                                                                            Act, then Think
                                                                                                                   Design for Collaboration
                                                                                                                                                 Lessons from Team Sameer
                                                                                                          Employ empowerment marketing
                                                                                                                       Measure one metric
                                                                                                                 Try, fail, try again, succeed
                                                                                                                Don't ask fof help; require it
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