

Contents

	<i>Preface</i>	<i>ix</i>
1	Something has happened to communications	1
	The impact of a changing society	2
	How communications has changed	4
	The key milestones	8
2	The implications for communicators	11
	Fragmentation of the media	11
	Relinquishing control	14
3	The lunatics have taken over the asylum	19
	New routes to influence	21
	Conversations with the audience	23
4	The new channels	25
	Blogs	26
	Wikis	38
	RSS	42
	Podcasting	44
	Social bookmarking	48
	Social networking	50
5	Digital PR and search engine optimization	53
	How search engine optimization evolved	53

	PR and natural search	55
	Social search	57
6	The power of the new media	59
	The Scrabulous story	60
7	The new ethics	67
	The old ethics	68
	The new ethics and enlightened self-interest	72
	The wider impact	74
8	The blurring of channels	77
	Integration through disintegration	78
	It's the content not the channel	79
9	The battle for influence at the digital frontier	83
	The third wave of online influence	84
	Why the time has come for PR 2.0	85
	Issues management in the new Wild West	86
10	Horses and courses	91
	Evaluating the need for digital PR	92
	Politics	96
	Entertainment	102
	Industry and commerce	104
11	Digital PR architecture	111
	The same... but different	114
	Semantics	122
12	Tools of the trade	125
	The Social Media Release	125
	Social Media Newsroom	130
	Creative digital assets	131
13	Evaluation and measurement	133
	Search ranking as evaluation	135
	Online tools	136

	Outsourcing	145
	Things to consider	155
14	Dodging bear traps	157
	Fact and fiction	157
	We are in public	159
	Brandjacking	159
	Parody	160
	Economies with the truth	161
	Failing expectations	161
	Tone of voice	162
15	The major players	163
	Video sharing	164
	Social networks	164
	Photo sharing	169
	Blogging platforms	170
	Content sharing	172
	Other communities	173
16	The next big thing	175
	The rise (and fall and rise again?) of Facebook	175
	Twitter – the early bird?	176
	Born again Friendster	176
	Huddle time	176
	More mashups	177
	Scour	177
	<i>Index</i>	179