

firlivechatroom

\*\*\* (21:24:27):welcome to the Hobson and Holtz Chat Room.  
Dagan Henderson says to (21:51:38):  
Well, after some snags with BlogTalkRadio's registration process . . . here we are.  
Connie Reece says to (21:54:07):  
I've used Blog Talk Radio chat before, and it still took me a while to figure out how to get here.  
Dagan Henderson says to (21:54:29):  
I guess it's good that the room was open early. :-)  
Connie Reece says to (21:54:46):  
I wanted to get a good "seat." :)  
Dagan Henderson says to (21:55:30):  
lol  
advice says to (21:55:31):  
Hi folks! nmw here (}) sitting on the terrace on a warm + lazy weekend afternoon :)  
advice says to (21:56:16):  
haven't used BTR all summer :o  
Connie Reece says to (21:57:10):  
Too hot here to be outside. I'm propped back in my recliner w/ my laptop. (Tp)  
advice says to (21:57:18):  
... do I need to launch another window? I wish they had pre-show music or something (so I knew I was connected ;) )  
Connie Reece says to (21:58:02):  
Don't know. There is a sound icon above the chat list, so I think we're in the right spot.  
advice says to (21:58:44):  
oh, yea, the speaker-icon... I see it (thanks) :)  
Hobson and Holtz (Cohost) says (21:59:12):  
Hi, everyone! we'll get rolling in just a couple minutes.  
Hobson and Holtz (Cohost) says (21:59:32):  
(This is Shel, by the way.)  
Connie Reece says to (21:59:49):  
Hi, Shel.  
Dagan Henderson says to (21:59:51):  
I've got the audio on another page. It \_just\_started.  
Scott Monty says to (21:59:51):  
Shel, you look just like you do on your podcast! :-)  
Claire Thompson says to (21:59:52):  
Should I be hearing something?  
advice says to (21:59:59):  
Hi Shel :) (nmw)  
Dagan Henderson says to (22:00:03):  
<http://www.blogtalkradio.com/fir>  
Dagan Henderson says to (22:00:11):  
There's a player in the middle column at the top.  
Connie Reece says to (22:01:32):  
Thanks, Dagan.  
Dagan Henderson says to (22:01:44):  
Oops. I was foolin' myself. That was an old show.  
Connie Reece says to (22:02:03):  
Oops.  
advice says to (22:02:28):  
really looking forward to today's show -- I wonder if the same question could be asked of other community sites (i.e. other than FB -- say: linked.in or myspace, etc.)  
Krishna De says to (22:02:48):  
Shel/Neville is there a particular hash tag you would like us to use?  
Dagan Henderson says to (22:02:52):  
advice -> I think it'd be the same thing, sure.  
advice says to (22:02:58):  
I still can't hear anything o\_o  
Connie Reece says to (22:03:31):  
waving to Krishna De. (})  
Krishna De says to (22:03:49):

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@Advice are you dialled in (347) 324-3723  
Connie Reece says to (22:03:51):  
And Scott Monty. (})  
advice says to (22:04:03):  
oh, I just had to reload the page :)  
Dagan Henderson says to (22:04:18):  
Advice -> the player on the page I linked to earlier is working.  
Krishna De says to (22:04:19):  
waving back Connie and Scott :)  
Scott Monty says to (22:04:21):  
[waving back]  
advice says to (22:04:51):  
let's do an audience wave (})  
Claire Thompson says to (22:05:19):  
(Tp)  
advice says to (22:05:21):  
;P  
domsparkes says to (22:06:08):  
(})  
Claire Thompson says to (22:06:08):  
is there a hashtag for the fir?  
advice says to (22:06:21):  
thanks krishna, no not dialed in today -- just in the chat  
Dagan Henderson says to (22:06:51):  
@advice Have you gotten the audio yet?  
Scott Monty says to (22:07:11):  
I don't think there's been a hashtag decided upon. How about #firfacebook  
advice says to (22:07:14):  
yes, working... :D  
Claire Thompson says to (22:07:37):  
#firfacebook sounds good!  
Krishna De says to (22:07:44):  
Scott we will follow you lead )  
advice says to (22:08:11):  
@Steverubel -- do people still use only 113 websites per month?  
advice says to (22:08:21):  
(on average)  
Krishna De says to (22:09:13):  
Speakers on Twitter - @scottmonty @steverubel, @jenz036 @domsparkes plus @jangles  
and @shelholtz  
Connie Reece says to (22:10:24):  
Thanks for the speaker IDs.  
advice says to (22:11:20):  
@Shel I think you can go overtime :)  
Krishna De says to (22:11:56):  
Neville - some brands in Ireland have no website in Ireland and are using Facebook  
as the place to connect and are using the Facebook URL in their other media both  
digital and print e.g. Marks and Spencer, Rimmel Ireland  
Sherrilyne says to (22:13:01):  
hi there  
Dagan Henderson says to (22:14:41):  
If the point of the Facebook page is to build community, how can you do that  
without allowing others to comment and share?  
Hobson and Holtz (Cohost) says (22:15:31):  
Hang on everyone, show's comign back...  
Connie Reece says to (22:15:44):  
Oops, there went the audio.  
Krishna De says to (22:16:00):  
A question for Scott - how did you manage the change vesus going to dealerships and  
how did they respond  
Sherrilyne says to (22:16:04):  
i thought it was just me  
advice says to (22:16:15):

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well, that was fun! :P

Andrea Vascellari says to (22:16:16):

Hi everyone!

Connie Reece says to (22:16:29):

wonder if we will need to refresh the chat room when the show comes back on?

Krishna De says to (22:16:40):

Hi Andrea - what country are you in today ? :)

scottdouglas says to (22:16:51):

Does anyone know if we have to log out back in again - or will audio resume here?

advice says to (22:17:01):

@All Speakers the tech for sites today is so quick + easy; what would be a reason to give up building your own community website + use FB instead... for example, if FB goes to location publishing a la 4sq, then I will be much more hesitant about my FB use

Andrea Vascellari says to (22:17:13):

@Krishna: I'm in Italy for a couple of weeks, then Germany, then Finland and then back to NYC ;)

Scott Monty says to (22:17:23):

@Krisha: we don't normally reveal vehicles in dealerships

Shari weiss says to (22:17:30):

OK, shell & pane: I do have a question. what should people whose businesses are web development be thinking about doing now? I.E. what new services to they need to be learning and providing?

Claire Thompson says to (22:17:32):

Oh you international jetsetter you :-)

Scott Monty says to (22:17:46):

Sorry - Krishna, with the N this time. :-)

Sherrilynne says to (22:17:56):

is this show coming back?

Krishna De says to (22:18:01):

It may be that is shel had a problem with the length of the show you may have to dial in - (347) 324-3723

- that is still live - you can also use skype

Hobson and Holtz (Cohost) says (22:18:08):

The show's coming back -- working with BTR now to make it happen.

Connie Reece says to (22:18:20):

Shel had to reset the show. waiting for it to restart.

Krishna De says to (22:18:43):

Thanks for the response Scott - and no problem on the spelling :)

Scott Monty says to (22:19:16):

FYI - some links on Ford's use of Facebook for the Explorer reveal:

<http://theawesomeblog.net/2010/08/ford-has-facebook-all-figured-out/>

Scott Monty says to (22:19:24):

<http://blogs.waggenerdstrom.com/thinkers-and-doers/2010/07/ford-facebook-reveal-day-smart-digital-launch/>

neville says to (22:20:11):

Good point re some brands in Ireland not having a website, Krishna, thanks.

advice says to (22:20:51):

well, I reloaded the page + lost it I think -- listening to a recording now :|

Sherrilynne says to (22:21:02):

uhoh

Krishna De says to (22:21:03):

Scott - and what about the traditional journalists - how did they respond to the Facebook reveal

Sherrilynne says to (22:21:37):

i think I'm going to go get a drink

Sherrilynne says to (22:21:46):

who wants some champers?

Scott Monty says to (22:22:15):

Remember we also had events in 9 major cities, so journalists could attend live. In addition, we had a media briefing day 2 weeks prior in Dearborn, as we always do. They get the facts and access to an embargo site, so they can go live when the embargo l

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Scott Monty says to (22:22:22):  
lifts.

Andrea Vascellari says to (22:23:11):  
how many familiar voices today (lol)

Hobson and Holtz (Cohost) says (22:23:13):

We're starting again at 10:30 a.m. Pacific, 1:30 p.m. Eastern, 6:30 p.m. London  
Please re-log in -- I had to set it up as a new soon.

Krishna De says to (22:23:20):

Fantastic - thanks for sharing Scott - I know that is a concern about the use of  
social media with some motor brands in Ireland

Claire Thompson says to (22:23:36):

I'm only getting the replay.....

advice says to (22:23:47):

OK, I'm now here: <http://www.blogtalkradio.com/fir/2010/08/14/fir-live-18-continued>  
-- it's says show should start in about 5 mins

Krishna De says to (22:24:56):

Advice - yes they had to set up the show again

<http://www.blogtalkradio.com/fir/2010/08/14/fir-live-18-continued>

Scott Monty says to (22:27:23):

Back in

jenz036 says to (22:28:35):

I am in

domsparkes says to (22:28:45):

and me :-)

Hobson and Holtz (Cohost) says (22:29:58):

We're starting in 30 seconds. thanks for your patience, everyone!

Claire Thompson says to (22:30:23):

How do you get the sound back? when I use the original link I get just a replay...

Krishna De says to (22:30:36):

The show is live - Claire go to

<http://www.blogtalkradio.com/fir/2010/08/14/fir-live-18-continued>

Hobson and Holtz (Cohost) says (22:30:38):

You have to relog in to the new episode.

Hobson and Holtz (Cohost) says (22:30:48):

Sorry about that!

Dagan Henderson says to (22:30:55):

And away we go.

Claire Thompson says to (22:31:00):

Cheers

advice aka nmw says to (22:31:33):

back :)

neville says to (22:32:44):

we're baa-ack :)

Shari weiss says to (22:33:19):

Here's the question that I really wanted an answer for from the panel: As a social  
media trainer/blogger, what do I tell my Web Developer friends who want to stay in  
business going forward, i.e., How do they need to expand their services?

Shari weiss says to (22:33:41):

BTW, I'm getting the replay

Krishna De says to (22:34:10):

Shari go to the page specific to the show episode

<http://www.blogtalkradio.com/fir/2010/08/14/fir-live-18-continued>

Dagan Henderson says to (22:34:12):

Shari, click on the link from Krishna a little ways up. If you need to, refresh the  
page.

Shari weiss says to (22:34:27):

Did it, THANKS. I'm on

advice aka nmw says to (22:34:30):

@Shari you need to go to

<http://www.blogtalkradio.com/fir/2010/08/14/fir-live-18-continued> (and/or perhaps  
reload that page)

Krishna De says to (22:35:17):

Scott - could you please repost those links again for the Ford Explorer Reveal as

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they are not in this chat - thanks

Shari weiss says to (22:36:04):

HERE'S that question I thought of [sorry if this is an unnecessary repetition]:

Shari weiss says to (22:36:10):

Here's the question that I really wanted an answer for from the panel: As a social media trainer/blogger, what do I tell my web Developer friends who want to stay in business going forward, i.e., How do they need to expand their services?

Sherrilynne says to (22:37:17):

hi there

Krishna De says to (22:37:51):

A question for Jen/Dom/Scott/Steve - I don't always see a comment policy on some brands Facebook Pages - what do you recommend to your clients and do your teams ever delete comments?

neville says to (22:38:25):

welcome Sherilynne, glad you could make it.

domsparkes says to (22:40:03):

Hi Krishna, we tend to recommend some kind house rules to help everyone understand the parameters of behaviour. It generally helps keep things on track or at least gives good reasons for deletion need be

domsparkes says to (22:40:54):

\*if need be

Claire Thompson says to (22:41:11):

Another question: how do you manage the lawyers? They often seem at odds with PR when things go wrong

Krishna De says to (22:43:23):

Thanks Dom

domsparkes says to (22:43:43):

Hi Claire, you've gotta love those lawyers. We try and get them on board from the get go and explain the risks to help manage expectation

Scott Monty says to (22:43:57):

@Krishna: we make it clear that comments should be on topic and devoid of obscenities, hate speech, or personal attacks. If someone violates that, the comment will be deleted. We warn them and if it repeatedly happens, we'll ban them from the page.

Krishna De says to (22:46:04):

Book your tickets with Delta - [http://www.facebook.com/delta?v=app\\_119581404755652](http://www.facebook.com/delta?v=app_119581404755652)

Krishna De says to (22:47:08):

Thanks Scott

Shari weiss says to (22:51:56):

THX, shel, I'm listening to the answer :-)

Scott Monty says to (22:52:50):

Here's how our developer partners worked up our Facebook page:

<http://bit.ly/FordExplorer>

Krishna De says to (22:53:09):

Shari - i think there is a terririf opportunity for web developers - their skills are in even more demand if they can build their capabilities

Shari weiss says to (22:53:51):

THX, Krshna, I "heard" :-) and I need to tell my developer friends :-)

Krishna De says to (22:54:43):

And if they do build those skills let me know as I am always looking for people for my own clients who can support Facebook :)

Sherrilynne says to (22:55:39):

I telll my clients to publish content first on their own properties then onto FB so they host & own it all. Do you guys agree?

domsparkes says to (22:56:31):

Page with some simple house rules on FB -

<http://www.facebook.com/england2018#!/england2018?v=wall>

Krishna De says to (22:57:27):

A build on the question - what are your views on customer service tabs on Facebook e.g. Involver and Get Satisfaction apps

Scott Monty says to (22:58:19):

We're taking a hard look at those - the functionality may be key to helping us address some things. Ultimately, it has to work with our existing in-house systems

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Krishna De says to (22:58:35):

Thanks Scott

Krishna De says to (22:58:53):

Dom - thanks for sharing: "we're England United The world Invited, please follow the rules of our community and show your support of the bid in a responsible manner"

No swear words

Please don't insult other supporters

Scott Monty says to (23:00:43):

Here's another example of a customer service function on FB:

<http://mashable.com/2010/08/11/parature-for-facebook/>

Krishna De says to (23:04:13):

Scott - thnaks - and could you please repost those links again for the Ford Explorer Reveal as they are not in this chat

domsparkes says to (23:06:01):

Some Facebook resources that might be of use -

<http://tempero.co.uk/30/free-facebook-resources/>

Scott Monty says to (23:07:22):

<http://blogs.waggenerdstrom.com/thinkers-and-doers/2010/07/ford-facebook-reveal-day-smart-digital-launch/>

Scott Monty says to (23:07:36):

<http://theawesomeblog.net/2010/08/ford-has-facebook-all-figured-out/>

Sherrilyne says to (23:09:55):

this is my point exactly

scottdouglas says to (23:15:27):

Thanks all - very interesting discussion

Krishna De says to (23:15:27):

Thanks everyone

Shari weiss says to (23:15:37):

Enlightening

domsparkes says to (23:15:47):

Thanks all - have a great weekend

Scott Monty says to (23:16:02):

Great show - thanks for the great questions and great conversation.

Hobson and Holtz (Cohost) says (23:16:14):

Thanks everybody -- for your participation AND for your patience with our technical difficulties.

advice aka nmw says to (23:16:29):

thanks -- will have to review the podcast, as I got a phone call :S

Sherrilyne says to (23:16:34):

bye

advice aka nmw says to (23:16:36):

;s

advice aka nmw says to (23:16:47):

:s

advice aka nmw says to (23:17:05):

bye all