

AN HEROIC YEAR 2009-2010

Educational Program: "The Social Media Revolution"



SMPS

Society for Marketing
Professional Services

Washington, D.C.

*“ Did you know that 4 out of 5
American adults are using social
networking tools to connect with not
only friends and family but brands
and services as well? The real question
is whether 4 out of 5 **MARKETERS**
are using it — are **YOU?** ”*

- Denise Graveline
www.dontgetcaught.biz
Speaker at SMPS DC Event

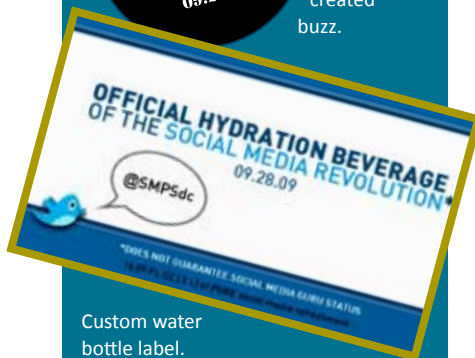
EDUCATIONAL PROGRAM: THE SOCIAL MEDIA REVOLUTION



Jennifer Langley, Denise Graveline (Speaker) and Erin Orr (Official @SMPSdc Tweeter).



Custom buttons created buzz.



Custom water bottle label.

SUPER RESULTS

65%

Rated 5/5 for Program Material & Content

77%

Rated 5/5 for Speaker and Presentation

70%

Rated 5/5 for Venue

1. Chapter's Objectives & Results

GOAL: After learning at Build Business in July that the A/E/C industry is traditionally a late adopter of new media, the DC Chapter felt this was an opportunity to position ourselves on the front end of a major communications movement. The challenge we undertook was an effort to create more fluid chapter communication and information sharing through social media.

Demonstrating enthusiasm and grass roots activism, some passionate super-marketer heroes — with a virtually clairvoyant look into the future of social media — developed and presented a proposal to the board early in the 2009/2010 year. The well-thought-out and researched proposal was not just approved, it educated and challenged chapter leaders to embrace the social media world. (Appendix 1.1)

To kick-off the initiative we hosted a free-to-members SMPS National webinar on social media, and then – in response to member feedback – held the social media education program, “The Social Media Revolution”, featuring speaker Denise Graveline, president of Don't Get Caught. (Appendix 1.2)

RESULTS: The result? The DC Chapter is tweeting, friending, connecting and blogging via social media for the first time, to the delight of social-media-savvy members. A Social Media (SoMe) Committee was formed in March. When the chapter learned that Build Business Larry would be visiting DC, our super-savvy media team went to work, creating a blog for Larry and generating buzz about Build Business through Twitter, Facebook and LinkedIn. Now that Larry has left DC on his way back to Boston, we have transitioned Larry's blog to a chapter blog as another means of connecting with our members. (Appendix 1.3 + 1.4)

TARGET AUDIENCE: Members and nonmembers (Marketers and Principal – C-Suite) at varying levels of experience with social media. In addition to the marketing professionals, we also targeted member-firm Principals. In a traditional firm structure the marketing/communications professionals are promoting and implementing strategies and social media plans, we thought it was essential to get involvement/buy-in from their Principals. This was done to help Members lay the groundwork for social media programs in their firms and offer our speaker as the all important Third Party Validation.

2. Quality / Content

CREATIVITY:

- Custom Buttons were created and distributed at Chapter events leading up to the education program to create buzz and anticipation of the event (Appendix 2.1)
- Name of Event “The Social Media Revolution” – such a bold titled event drew attention to the fact that this may be the biggest shift since the industrial revolution.
- Official hydration beverage – custom labels on water were handed out as part of the event refreshments. (Appendix 2.2)
- Pre-established hashtag (#SMPSdc) promoted live tweeting during the event by members and also served as a resource and built buzz with those unable to attend program. (Appendix 2.3)
- Pre-event electronic survey distributed to membership prior to event to establish the direction of the program and created focus for the program to deliver best value to our members.
- Speaker asked questions during the event and video taped the attendees asking questions and posted answers to questions on her blog.

EVALUATION SCORES: 65% rated “5” for Program Material & Content; 77% rated “5” for Speaker & Presentation; 70% rated “5” for Venue

EDUCATIONAL PROGRAM: THE SOCIAL MEDIA REVOLUTION



Hanna Tadesse, Linda Simwenyi and Kelley Milloy networking after the "The Social Media Revolution"



Twitter @SMPSdc
started 9.9.2009
308+ Followers
309+ Tweets



Facebook Fan Page
started 3.16.2010
45+ Fans



LinkedIn Group
started 3.16.2010
34+ Members
(SMPS DC Members Only)

Dollar Amount Generated

30 members (\$30) = \$900.00
5 nonmembers (\$45) = \$225.00
5 board members (\$10) = \$50.00
8 free guests (Principals) = \$0.00

Income Generated: **\$1,175.00**

Total Cost (Admin): **\$150.00**

Total Profit: **\$1025.00**

Sponsors

Free Venue: ZGF Architects, LLP

Desserts:

Dan Poyourow Photography

Official hydration beverage of the Social Media Revolution & custom labels provided by:

FOX Architects, LLC

TOPIC: Titled, "The Social Media Revolution" the goal was to create a highly interactive program which would arm our attendees with data and creative ideas on how to shape their companies communications strategy. The basis of the program was to empower attendees to make the decision whether social media was right for their firm or not and if so, tangible ways to implement and maintain their program.

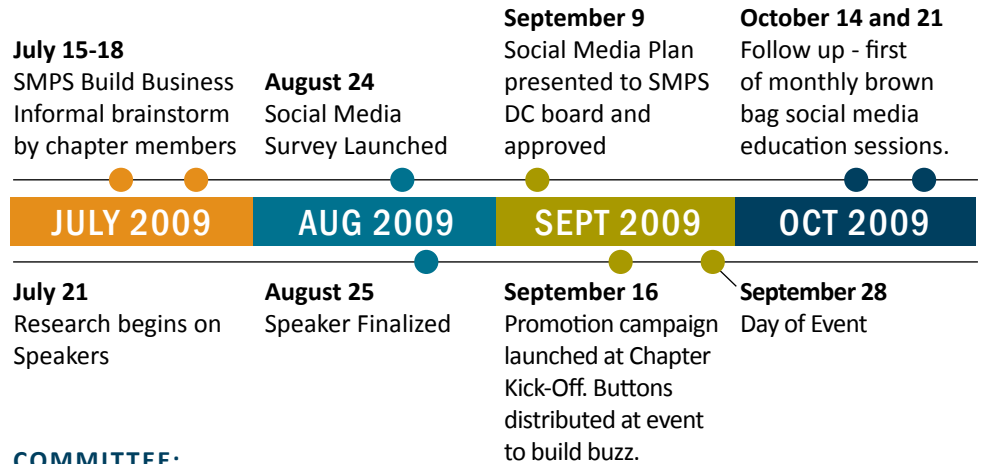
DOMAINS OF PRACTICE:

Domains 3 & 5

ATTENDANCE LEVEL VS. TARGET:

Target: 40 Total Actual: 48 (including 8 free Principals)

3. Planning & Development



COMMITTEE:

SMPS DC Chapter Education Committee

Chair: Ige Guobadia, CPSM

Program Champions: Jennifer Bottomley, CPSM, Jennifer Langley, Erin Orr, CPSM

HOW WERE OBSTACLES/CHALLENGES MANAGED:

Challenge: Trying to appeal to varying levels of experience with social media

Solution: We conducted a membership-wide electronic survey to gauge the most prevalent aspects of social media. Consequently, the program was tailored to what was most valuable for our members. We adopted the tag line "Not just another social media program" as we observed social media programs in other industry organizations that were so broad that attendees did not have any take aways and wound up more confused than supported and inspired.

Challenge: We wanted to shift the way our Chapter communicates.

Solution: This program was the official kick off of the Chapter social media plan. As a follow up to the event we conducted informal brown bag education sessions once a month.

4. Resources & Finances

DID EVENT COME IN ON BUDGET / WERE RESOURCES MANAGED

EFFECTIVELY: The event came in under budget by costing the Chapter only \$150.00.

Resources were maximized with sponsorships. Speaker was no cost to the Chapter and was done as a promotional activity to gain exposure in the local marketplace. (See sidebar)

PROMOTION / MARKETING EFFORTS: Building a creative and non threatening marketing campaign for this event was critical. We wanted to create an energetic vibe to draw people in and intrigue them to learn more – not have them feel intimidated by the unknown. To do this we titled the event "Social Media Revolution" and began the promotion of the event before the program year was even underway (August). This well thought out promotion campaign (see "Creativity" section) employed several mediums including tchotchkes (buttons and custom water bottles), social media, website, and the committee and board really conveying the importance of member involvement.

The image features a stylized city skyline silhouette at the bottom, rendered in various shades of blue. A prominent feature is the Washington Monument. Above the skyline, a large, light blue beam of light originates from the left and points towards a shield-shaped logo. The logo is white with a dark blue border and contains the text "SMPS" in a serif font above "DC" in a bold, sans-serif font.

SMPS
DC

Appendix 1: Chapter's Objectives & Results

▶ APPENDIX 1: CHAPTER'S OBJECTIVES & RESULTS

- 1.1 Social Media Plan
- 1.2 “The Social Media Revolution” Program Flyer
- 1.3 Social Media (Blog Screenshot)
- 1.4 Social Media (Twitter Feed and Imagery for Larry the Lobster)

SOCIAL MEDIA PLAN SMPS DC CHAPTER “SOCIAL VELOCITY”

PURPOSE:

Defining a Strategy ((and a really, really good one)):

Social media is comprised of many different platforms. Rather than trying to participate in all of them, we must begin with one or two that seem to make the most sense. Having an engagement strategy will help to determine how much time we will devote to social media communications, what will be the focus areas for engagement and of course, it will help to measure success. Evaluation will be conducted at three-six-and nine month intervals post implementation.

GOAL/BENEFITS:

One of the benefits of social media is that it's not just about establishing and nurturing connections, but combining those connections with real-time experiences and conversations. The following is a list of additional goals the 2009-2010 social media initiative for SMPS DC should strive to achieve:

- DEMONSTRATE THOUGHT LEADERSHIP
- DEVELOP MEANINGFUL COMMUNICATION
- MORE FLUID INFORMATION FLOW WITH A GREATER REACH
- RAISE AWARENESS
- INCREASE WEBSITE TRAFFIC
- STRENGTHEN TIES WITH MEMBERSHIP THROUGH CONSTANT COMMUNICATION
- INCREASE SPONSORSHIPS
- INCREASE MEMBERSHIP BASE
- STRENGTHEN MESSAGING AND BRAND OF CHAPTER
- CONSTANT CONVERSATION WITH THE MEMBERSHIP

TARGET MARKET (LISTENERS):

- CURRENT MEMBERSHIP BASE
- POTENTIAL MEMBERSHIP CANDIDATES
- OTHER SMPS CHAPTERS NATIONWIDE
- OTHER MARKETING ASSOCIATIONS
- A/E/C COMMUNITY AT LARGE

SUGGESTED SOCIAL MEDIA COMMUNICATION CHANNELS/VEHICLES:

LINKEDIN

STRATEGY: CREATE A GROUP
BENEFITS: FORUM FOR DISCUSSIONS
ANNOUNCEMENTS – NEWS!
EVENT PUBLICITY

TWITTER

STRATEGY: SET UP PROFILE/ACCOUNT (HANDLE @SMPSDC)
BENEFITS: MEMBER NEWS
INDUSTRY NEWS
SPONSOR PROMOTION
EVENT PUBLICITY
DAILY UPDATES – WHAT IS THE LEADERSHIP UP TO?
PICTURE PORTAL “TWIT PIX”

BLOG

SOMETHING TO THINK ABOUT - OPTION TO EXPLORE: CONVERT MAILED NEWSLETTER INTO A BLOG FORMAT?

MANAGEMENT PROCESS:

The recommendation would be to house this initiative out of the Communications Committee. Active communication will have to occur; filtering information from each Committee to the Communications Committee for posting (initially). Alternate methods can be developed as the plan is implemented and training is conducted.

ACTION PLAN:

1. ESTABLISH USER RIGHTS & PROTOCOL
2. SET UP ACCOUNTS & BEGIN POPULATION
3. DETERMINE APPROPRIATE PORTAL AND SUBSCRIBE (COTWEET; TWEETDECK)
4. WEBSITE CONNECTION TO OUTLETS (BUTTONS)
5. OUTWARD COMMUNICATION TO MEMBERS
6. BOARD TRAINING

TIMELINE:

PITCH THE PLAN TO BOARD AND GAIN APPROVAL – SEPTEMBER 9

ESTABLISH USER RIGHTS & PROTOCOL – SEPTEMBER 16

DETERMINE APPROPRIATE PORTAL AND SUBSCRIBE – AUGUST 21

WEBSITE CONNECTION TO OUTLETS – SEPTEMBER 25

OUTWARD COMMUNICATION TO MEMBERS – W/O SEPTEMBER 28

OPTIONAL BOARD TRAINING – OCTOBER BOARD MEETING?



Our passionate super-marketing heroes — Jennifer Bottomley and Erin Orr. Pictured here at SMPS 2009 Build Business, where they first started brainstorming for the social media plan they would later present to the SMPS DC Board early in the 2009/2010 year.

It's official! Board approval...SMPS DC has entered the world of Twitter!

4:23 PM Sep 9th, 2009 via web

First tweet from @SMPSdc

The Social Media Revolution

Is it fit for the A/E/C Marketing Mix?

September 28, 2009
3:00 pm - 5:00 pm

ZGF Architects, LLP
1800 K Street NW, Suite 200
Washington, DC 20006

\$30 members
\$45 non-members

Having a hard time gaining buy-in from your firm’s leadership? Invite your principal for FREE!

This program is eligible for CPSM CEU’s and AIA Learning Units (LUs)

GOLD SPONSORS

National Repographics	U.S.Cost
Direct Binding & Printing Co.	Faithful + Gould
McDonough Bolyard Peck	Gilbane
Loiederman Soltesz Assoc.	HITT
Protection Engineering Group	HNTB
Schirmer Engineering	SKANSKA

SILVER SPONSORS

Alpha Corporation	ECS Limited
William H. Gordon Assoc.	Turner Interiors
Applied Risk Management	

BRONZE SPONSORS

American Office	Cannon Design
Beyer Blinder Belle	Cini-Little
Trinity Group Construction	EDAW Inc.
	VJ Associates

Based on the survey feedback we received from our membership (YOU!), SMPS DC presents not just another Social Media Program!

Bring your Principals along (for FREE!) as Denise Graveline, President of *don't get caught*, a Washington, DC, communications consultancy, leads us through a lively and interactive discussion arming each attendee with data and creative ideas on how to best use social media to shape your firm’s communications agenda! You will walk away empowered to make the decision whether social media is right for your firm and tangible ways to implement and maintain your program.

“DID YOU KNOW?”

Did you know that 4 out of 5 American adults are using social networking tools to connect with not only friends and family but brands and services as well? The real question is whether 4 out of 5 **MARKETERS** are using it - are YOU?

- Denise Graveline
www.dontgetcaught.biz; on twitter @dontgetcaught

PROGRAM FOCUS

- Stay ahead of the curve! Enduring trends in so-called “new” and old social media.
- How to “follow your audience” to adopt new and social media tools.
- Creative ideas for using social media in topics ranging from media training and public speaking to thought leadership and media relations.
- Set basic and strategic approaches for managing a social media program.
- Fascinating case studies.
- Bring your questions - lots of time for Q&A!

Follow us live during the session on Twitter!

Remember to use hash tag #smpsdc

SMPS Domain of Practice: Domain 3: Client and Business Development, Domain 4: Promotional Activity

For any additional questions please contact Erin Orr at 703-584-3655 or eorr@fox-architects.com

WWW.SMPSDC.ORG

REGISTER TODAY!

Social Media (Blog Screenshot)

The screenshot shows a web browser window displaying the SMPS DC Blog. The address bar shows the URL: <http://smpsdc.org/blog/2010/03/30/larry-the-lobster-arrives-in-dc/>. The browser's bookmark bar includes links to Google Maps, Facebook, Onvia, LinkedIn, Weather, Yahoo!, S39 Web Email, Butler, Pandora Radio, FedEx, MapQuest, and NCAA Rankings. The website header features the URL WWW.SMPSDC.ORG/BLOG and the SMPS logo (Society for Marketing Professional Services, Washington, D.C.) next to a stylized illustration of the U.S. Capitol building. A navigation menu contains links for HOME, ABOUT SMPS DC, and CHAPTER WEBSITE, along with a search bar and a 'Go!' button. The main content area displays a blog post titled 'Larry The Lobster Arrives in DC' dated March 30, 2010. The post text reads: 'Larry the Lobster, the mascot of SMPS Build Business 2010, arrived yesterday in DC. He was a little deflated by the rainy weather, but he perked up when he received a call from SMPS DC. They wanted to tap into his vast marketing knowledge.' Below the text is a photograph of Larry the Lobster, a large, inflatable orange lobster wearing blue sunglasses, standing in front of a building. The caption below the photo says 'Larry the Lobster arriving in HERO style.' To the right of the main content, there is a social media sidebar with icons for Facebook, Twitter, Flickr, YouTube, LinkedIn, and Feedburner. Below these icons is a section titled 'SMPS DC Twitter Feed' containing a tweet about scholarship applications: 'Calling all mktg/communications/graph students within 35 miles of DC. Scholarship applications due Friday 4/23 http://tinyurl.com/y4pgqsr about 6 minutes ago from TweetDeck'. At the bottom of the sidebar is a 'Recent Posts' section listing: 'Scholarship Deadline Approaching! 4/23/2010', 'Larry's last day in DC... hanging in Chinatown', and 'President Obama pays his respects to Larry!'.

Social Media (Twitter Feed and Imagery for Larry the Lobster)



President Obama pays his respects to Build Business Larry the Lobster (and our prez elect @aacarney)

<http://tinyurl.com/yak823b> #smpps

11:27 AM Apr 5th via TweetDeck

Check out Larry's Easter weekend touring in DC with fabulous tour guide @aacarney!

<http://tinyurl.com/yczry9j> #smpps #buildbusiness

10:46 AM Apr 5th via TweetDeck

Wondering what @SMPSNational Build Business Larry was up to last night? Don't fret we've got a recap right here <http://smpsdc.org/blog/>

7:23 AM Apr 2nd via TweetDeck

Who's coming out to meet @SMPSNational Build Business Larry tonight? Look for large inflatable lobster at LaTasca! <http://tinyurl.com/y99j7a6>

8:07 AM Apr 1st via TweetDeck

Check out latest blog post (by @MtkgCords) -

Larry the Lobster as a DC Tourist! Great pix @ Deborah_Hayward &

@TaraConnell23. smpsdc.org/blog

6:30 AM Apr 1st via TweetDeck

See what you would be missing!?!? Come out and give Larry the Lobster a warm @SMPSdc welcome tomo at LaTasca...

<http://twitpic.com/1c8j70>

12:24 PM Mar 31st via TweetDeck

RT @ErinOrr:Direct quote & vid @luvinElvis:"You are the man! No, u are the LOBSTER"(@ SMPSNational Build Business).

<http://tinyurl.com/yzv7uc4>

1:24 PM Mar 30th via TweetDeck

Build Business Larry the Lobster arrives today @ SMPSdc. Help us keep him pumped up (literally)!

<http://twitpic.com/1byq2m>

6:10 AM Mar 30th via TweetDeck

Our creatives are planning Larry the Lobster's itinerary for his visit to @SMPSdc next week. Track his visit at

<http://tinyurl.com/ylc23kw>

9:20 AM Mar 25th via TweetDeck



The logo for SMPS DC is a white shield with a blue border, containing the text "SMPS" in a blue serif font above "DC" in a blue sans-serif font. A large, semi-transparent orange beam of light originates from the left side of the page and points towards the shield.

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DC

A silhouette of a city skyline in shades of orange, featuring various buildings and a prominent dome on the right side.

Appendix 2: Quality & Content



SMPS DC Chapter members wearing the Social Media buttons at the Kick-Off Event September 16th. Alison Carney, President Elect, and Pat Ellis, President

Custom Event Water Bottle Labels



OFFICIAL HYDRATION BEVERAGE
OF THE SOCIAL MEDIA REVOLUTION*
09.28.09

@SMPSdc



*DOES NOT GUARANTEE SOCIAL MEDIA GURU STATUS
16.09 FL. OZ. (5 L.) of PURE social media refreshment

OFFICIAL
OF THE S

@SM



*DOE
16.0



Thx to Educ Committee & @dontgetcaught for dynamic #SoMe program yest.Packed house w/ lots of eager @SMPSdc faces.Next up <http://is.gd/3MFLP>

10:07 AM Sep 29th, 2009 via TweetDeck

RT@dontgetcaught:1st for me as a speaker:Bottles of water branded for my talk @SMPSdc.Great,interactive group of marketers ready 2 rock SoMe

10:00 PM Sep 28th, 2009 via TweetDeck

Thats a wrap! 2009 SOCIAL MEDIA REVOLUTION goes down in history as a success for @SMPSdc.Big thanks to the star of the show @dontgetcaught

4:55 PM Sep 28th, 2009 via TweetDeck

All those burning questions are getting answered by @dontgetcaught. Grooming a great force of #SoMe gurus from @SMPSdc.#SMPSdc #aec

4:47 PM Sep 28th, 2009 via TweetDeck

#SoMe policies? Try it first and then see if you need one.Secret weapon.....(crickets)

4:34 PM Sep 28th, 2009 via TweetDeck

RT @jjlanguley: <http://is.gd/3LbV1> post everything - just send an email! great idea for your principal! #smpsdc #aec

4:32 PM Sep 28th, 2009 via TweetDeck

RT @ErinOrr:Direct quote & vid @luvinElvis:"You are the man! No, u are the LOBSTER" (@SMPSNational Build Business).

<http://tinyurl.com/yzv7uc4>

1:24 PM Mar 30th via TweetDeck

WOW add @aacarney to the list of live tweeters from the SOCIAL MEDIA REVOLUTION.#SMPSdc

4:23 PM Sep 28th, 2009 via TweetDeck

Questions come from attendees on how to keep your #socialmedia worlds separate.@ dontgetcaught advises 1 personality across several platforms

4:21 PM Sep 28th, 2009 via TweetDeck

@SMPSdc is offering a follow up to todays #SoMe education program.Hands on Twitter Training. Inquire today! #SMPSdc

4:17 PM Sep 28th, 2009 via TweetDeck

RT @MtkgCords: Tips on Twitter <http://is.gd/3LagX>. #SMPSdc

4:14 PM Sep 28th, 2009 via TweetDeck

#Socialmedia case study example of @FOXArchitects client #PCA and @concretethinker presented by @dontgetcaught.#SMPSdc

4:06 PM Sep 28th, 2009 via TweetDeck

@KathleenHeld just popped in for a bottle of the official hydration bev of the SOCIAL MEDIA REVOLUTION...oh ya & some #SoMe tips & tricks

4:03 PM Sep 28th, 2009 via TweetDeck

#StanfordUniversity most followed university fan page.Get your Principals available for "office hours" on a corporate fan page on #Facebook.

3:56 PM Sep 28th, 2009 via TweetDeck

Great presentation tool! @dontgetcaught uses #prezi to conduct the SOCIAL MEDIA REVOLUTION to @SMPSdc. Try a map instead of slides. #SMPSdc

3:51 PM Sep 28th, 2009 via TweetDeck

"American Idol Effect"...@dontgetcaught qualifies this as "people just like to vote on things". Crowdsourcing & engagement! #SMPSdc

3:45 PM Sep 28th, 2009 via TweetDeck

#SocialMedia myth #1 Only young people use it.#Twitter average user age - 40.#SMPSdc

3:39 PM Sep 28th, 2009 via TweetDeck

The shift is to no longer push out your message or controlling the conversation.It is more flexible and comes from LISTENING first! #SMPSdc

3:37 PM Sep 28th, 2009 via TweetDeck

The #SoMe model is changing.LISTEN.ENGAGE. and find your AUDIENCE. #SMPSdc

3:36 PM Sep 28th, 2009 via TweetDeck

Check out live tweeters for the #SocialMediaRevolution including @jjlanguley @MtkgCords @ErinOrr. #SMPSdc

3:33 PM Sep 28th, 2009 via TweetDeck

#Socialmedia shows off your expertise - Services firms should rock at #socialmedia. #SMPSdc

3:31 PM Sep 28th, 2009 via TweetDeck



Technology favors the late adopter—which is easier than ever before! Hence the 110 yr old woman on [#FaceBook](#). It's easy people!!
[#SMPSdc](#)
3:30 PM Sep 28th, 2009 via TweetDeck

Getting "Sticky"! [#Facebook](#) is especially sticky. What [#marketing](#) tool do you use that people come back to everyday?? [#SMPSdc](#)
3:28 PM Sep 28th, 2009 via TweetDeck

<http://twitpic.com/jimnt> - Thirsty [@SMPSdc](#) avid SoMe attendees stay hydrated w/custom bev during [#SocialMediaRevolution](#). [#SMPSdc](#)
3:27 PM Sep 28th, 2009 via TwitPic

[#Twitter](#) - conversations you should be having, at 40M. Oldest user on [#Facebook](#)-110yr old woman. [#SMPSdc](#)
3:25 PM Sep 28th, 2009 via TweetDeck

[@dontgetcaught](#) ASKS "What are you on?" Identifying your social media sphere. [#smpsdc](#)
3:22 PM Sep 28th, 2009 via TweetDeck

[@TimKlabunde](#) busts out the ole' ROI question. [@dontgetcaught](#) thinks it needs to be based on a strategy you already have in place!
3:20 PM Sep 28th, 2009 via TweetDeck

[@MtkgCords](#) is operating the official [@dontgetcaught](#) little video camera - capturing all those juicy questions for her blog. [#smpsdc](#)
3:19 PM Sep 28th, 2009 via TweetDeck

Selling [#socialmedia](#) to your technology folks - security etc. IT people actually lag further behind [#marketers](#). [#smpsdc](#)
3:18 PM Sep 28th, 2009 via TweetDeck

Key to getting C-Suite execs supportive of [#socialmedia](#) is good examples. [#smpsdc](#)
3:15 PM Sep 28th, 2009 via TweetDeck

WOW that camera is little! [@dontgetcaught](#) is going to let us play with the camera. She is going to post our ?'s via video on her blog [#smpsdc](#)
3:14 PM Sep 28th, 2009 via TweetDeck

Education Chair Ige Guobadia introduces speaker [@dontgetcaught](#) to a packed house of [@SMPSdc](#) members- all about preparation! [#SMPSdc](#)
3:12 PM Sep 28th, 2009 via TweetDeck

Let the games begin - first event of education series for '09-'10 year is about to kick off!
[#SocialMediaRevolution](#) [#SMPSdc](#)
3:08 PM Sep 28th, 2009 via TweetDeck

Today is the day. Social Media Revolution comes to [@SMPSdc](#)! Registration is busting at seams to hear [@dontgetcaught](#). Follow live [#SMPSdc](#)
10:16 AM Sep 28th, 2009 via TweetDeck

Final countdown to [@SMPSdc](#) SOCIAL MEDIA REVOLUTION. Don't be left behind sign up today for front row seat <http://is.gd/3BdPb> [#smps](#)
10:31 AM Sep 23rd, 2009 via TweetDeck

<http://twitpic.com/irej3> - [@SMPSdc](#) loves social media! Join the Social Media Revolution 09.28.09
7:41 PM Sep 22nd, 2009 via TwitPic

Are you joining the REVOLUTION? [@SMPSdc](#) presents [@dontgetcaught](#) in education program kick off-Social Media Revolution <http://twurl.nl/wqp02f>
4:41 PM Sep 21st, 2009 via TweetDeck



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Washington, D.C.

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