



## M. Sullivan Web Newsletter

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Dear Mary,

I continued my annual break (on the Newsletter front) with February, with the excuse that it is a short month (only a day or two, but it makes a difference) and the fact that taxes are due. But the news doesn't stop, taxes are done, so it's back with more news in the IT world.

In December I had four emails come back to me as bounced. The client's hadn't opted out, but their ISPs did. If you enjoy these newsletters and suddenly don't get them, please email me. It may be that your ISP has taken a dislike to Constant Contact. I am unable to add you back into the newsletter once you are opted out, you have to do this yourself. Let me know if this happens and I'll tell you how.

This month is mainly about social networking and the three big ones, Facebook, Twitter, YouTube.

### Computer News

#### Google Demographics

According to Google, I am a male, aged between 45 and 54. How did they find this out? (they aren't right) From the sites that I visit, the emails I send.

If you have a Google account, sign in and [go to this link](#) (it's faster) to see whether they have your age or gender correct.

You can opt out by deleting your browser cookies.

#### A Font that Saves Toner?

Did you know that certain fonts are more economical when it comes to saving toner? No, neither did I! I've always set my default print on my printer for "draft" and that already saves toner, but I didn't know you could save by using certain fonts.

Apparently, Century Gothic is the most economical fonts to use. It uses far less ink than other fonts. There is another product you can get called EcoFont, which has recreated the usual fonts with small holes in the centre of the letters that are so small you can't see them, but these are areas where you are saving ink and money. If you put this font on your pdfs, anyone who prints out your document, saves ink too! [Watch the video on YouTube](#) and visit [EcoFont.com](#) to find out more

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Website of the Month



The Pipes and Drums of Lindsay are celebrating their 40th year of entertaining our communities with the sounds of their pipers and their drummers. They play at parades, in competitions, exhibitions and for private functions. They also teach people of all ages how to play the instruments for a lifetime of enjoyment.

Visit their site if you are interested in where they will be next or are considering joining the group! [pipesanddrumsoflindsay.com](http://pipesanddrumsoflindsay.com)

## What makes a video go Viral?



If some girl singing badly can become famous, why can't your company make a video that goes viral? It's hard to predict, but according to research published in this month's Harvard Business Review, the most successful ads subtly weaved logos through the video to avoid putting people off. The videos that are the best also create a sense of surprise or joy at the beginning of the video to avoid boredom.

Also, you have to target the groups that are bored at work and spend their day on the computer searching for content to watch. The Joy of Books video (mentioned right) became an instant YouTube sensation netting more than 2.5 views in a few days. Plus, there was a passionate message attached to it that people were happy to spread. Support your local bookstore. It only subtly advertised the store.

**What is considered viral?** If it gets more than five million views in a three to seven day period and prompts discussion in the media, it is considered viral.

**What videos mostly go viral?** Cats, babies, cute animals (more cats), humour (probably including cats), parodies, embarrassing moments, the strange, and celebrities.

Get filming!

Latest viral? (likely already past it)

[First Hardcore Song](#), by 8 year old Julia

[Canucks TV Dancing Kid](#) - great dance moves by Jack Millos

## Tweets are Fun, but get a life!

Even the co-founder of Twitter Christopher Isaac (Biz) Stone says he had no idea that Twitter would take off the way it has. They created it thinking that it would be a bit of fun, but no one they showed it to figured it would be very useful. He said that he finally realized when he was at a conference in 2007 listening to a seminar, when suddenly a huge group of people just stood up and left the room. He said it

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## Videos for Business



First he organized his bookcase and then he was inspired to visit a bookstore! Sean Ohlenkamp and his wife spent many sleepless nights moving, stacking, and animating books at [Type bookstore](#) in Toronto (883 Queen Street West). What a great tribute to books that we all love and the great bookstores that we love to visit. And once again, how YouTube and clever video are great marketing tools. The organizing book case video here:

<http://youtu.be/zhRT-PM7vpA>

The bookstore video: <http://youtu.be/SKVcQnyEIT8>

## Internet Links

I just love animation. Here are three great videos on why it is better to travel by bus.

[Penguins](#), [Ants](#) and [Crabs](#)

## Why people go to Florida

[This will likely bring back memories of winters past](#)

## Inmates have the last laugh

How did the image of a pig end up on the decals for 30 Vermont State Cruisers? [Find out here](#)

## Cool websites

This is brilliant, you scroll in and out to see what is bigger than us and what is smaller.

was like a PA announcement had gone off and he hadn't heard it. Someone had tweeted that there was a really interesting talk going on in another room!

Of course it has come a long way from people announcing what they had for breakfast (did anyone really do that, or is it an urban myth?). Now Twitter is used for real social change. The Arab Spring, and recently getting Vic Toews to back down from the unpopular C30 bill after it was used to let us "get to know Vic better".

Stone says that Twitter won't be adding any further characters (to the current 140) in future. He said that "one of the wonderful things that's emerged is that there's a lot of creativity that comes from constraint".

With that that note, on hearing that some people were on Twitter for 12 hours straight he commented that he liked the kind of engagement where you go to a site to find something you are looking for, and when you've found it, you leave.



## Happy Birthday Twitter

Believe it or not, Twitter just turned six! The company started out with five employees and now has 800. It took Twitter just three years, two months and one day to reach a billion tweets. And tweeting is now used by big business.

### How Twitter has changed how businesses work:

**Consumer Focus Groups** - Rather than having to hire consultants to see how your computer is perceived, companies are now able to "listen in" on investors and customers, track trends and reaction to real time events.

**Interaction with Customers** - Businesses can now reach out and communicate with their customers, get feedback, humanize their brand and build loyalty. Something that has been missing from some big companies. And the companies that are doing it right are having a real personal voice creating the tweets.

**Word of Mouth** - Small business has known this for years. Word of mouth and personal recommendation are the best advertising. Twitter has made this huge!

**Evaluating Employees** - Not only is your Facebook up for grabs, now companies are checking if a potential employee has a Twitter, LinkedIn and of course Facebook page.

**Evaluating Companies** - Conversely, potential employees can also check out what a business is like to work for, and network with current employees to find out information that will help them in the interview.

**Watch what the competition is doing** - they can watch what their competition is doing right and wrong with social media.

## Are you Pinterested?

A month or so ago, a friend emailed me to tell me that she had pinned an image from my website to her [Pinterest](#) board and she'd already had six "re-pins". I wasn't entirely sure whether that was good or bad, so I



Very interesting.

<http://htwins.net/scale2/>

### Time Wasters

Here are some trailers for movies and television shows that are quite funny. They've taken a scary or horror movie like the Shining and remade the trailer to be something quite different, or a funny show like Modern Family and made it scary.

[The Shining](#)  
[Modern Family](#)  
[Toy Story 3](#)  
[Mrs Doubtfire](#)

### If Libraries didn't already exist, would e-book publishers try to kill them?

Some of technology is advancing so quickly, that our normal rules and etiquette have a hard time catching up. Publishers and Libraries are having a tug of war about how to handle the new demand for e-books. Some publishers don't sell e-books to libraries at all, others, like HarperCollins allow the library to loan it out to one patron at a time, for a maximum of 26 loans, at which time the library can decide to re-purchase the book again at a lower price. Some critics have wondered what the publishers are worried about. Libraries have existed for centuries and it hasn't stopped the public from buying books. The winner in all of this is the small publishers who are happy to sell ebooks to local libraries and likely reap the benefit in a whole new readership.

Source: [Techdirt](#), [New York Times](#)

### Spotify - New Music Trend?

checked it out. Pinterest is described as "an online pinboard, where you can organize and share things you love." People can drag an image that they've seen on a website and pin it to their own board in categories. So if you were thinking of redecorating your bathroom, for example, you can re-pin images in your own themed boards.

You can also scroll through other people's boards and like or re-pin items that they have enjoyed and also re-pin them onto your own boards. I have to say that it is addictive and quite fascinating. There has been some issues with copyright, but I don't believe anyone is stealing anything, but promoting it with their showing it off on their own social boards. It is more like you are curating your own gallery, not pretending to own the artwork. However, Pinterest is just catching up with what is legal within their own site as well, so it would be best to check with their [new terms of service](#) before you start posting from other sites.

It is most popular with women, but it is catching on and helping companies to market items through images.



Of course it isn't available in Canada yet, but there is a new online music distribution service called [Spotify](#) that you've likely never heard of. It was launched in Sweden in 2008 and already had about ten million users by Oct. 2010. It was only available in the U.S. July 2011. Spotify is essentially a radio station that the user programs. Everything is streamed and the collection of songs available is enormous. The idea is you don't own any of the songs, but you have to put up with ads for the free version. If you pay a fee for the pro version (approx \$10 a month) you get uninterrupted streaming music. You trade playlists with your friends and they are your personal DJ. One thing though, you have to have a Facebook account.

That's it for this month .....

Don't forget that you can forward this newsletter to anyone you think would be interested.

If you would like your website featured, or have anything you'd like me to introduce, or answered, please feel free to email me.

**Enjoy this lovely weather and Happy Easter!**

Mary Sullivan  
Germars Web Design

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