

Google+

Yes, you should care

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American Copy Editors Society • March 2014

Cold, hard stats

The Google+ logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, red) with a plus sign to the right.The Facebook logo is shown in white lowercase letters on a dark blue rectangular background.

Active profiles

- Google+: 540 million
- Facebook: 1.1 billion

Time spent a month

Facebook: 6 hours Google+: 7 minutes



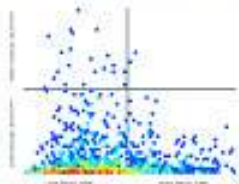
Teresa Schmedding

Shared publicly - 1:03 PM

#Shares

What are you using to measure success? Clicks? Shares? Uniques?
You might want to rethink that.

DO WE READ THE ARTICLES WE SHARE?



Teresa Schmedding » Don't confuse
clicks, shares with reading

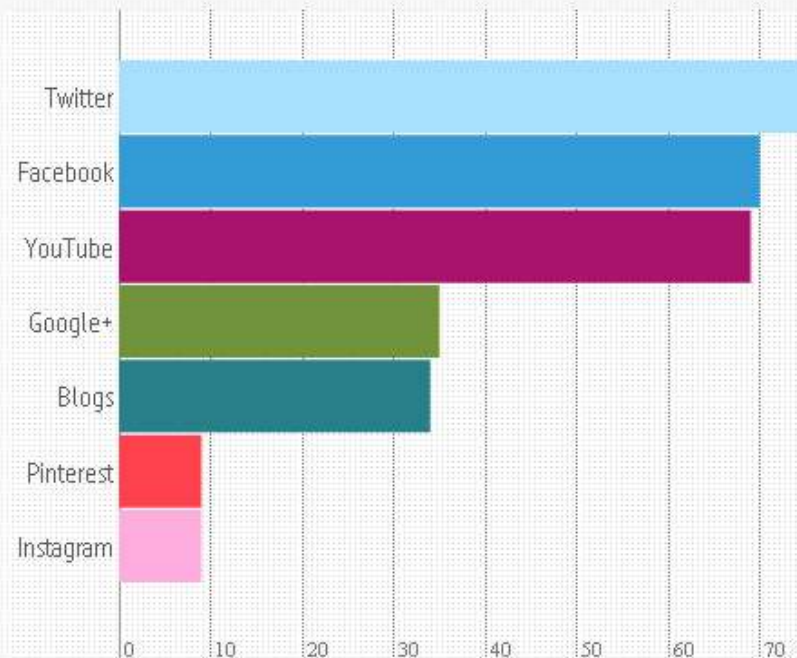
teresaschmedding.com

Fortune 500

Facebook page:
70%

Google+ page:
35%

What social networks are used by the Fortune 500?
(Percent using each social network, July 2013)



Source: <http://www.umassd.edu/cmr/socialmedia/2013fortune500/>

Socialmediatoday.com

So why?

teresa schmedding

Teresa Schmedding [plus.google.com](#)
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Dec 3, 2013 - Written by **Teresa Schmedding** on November 21, 2013. Posted in copy
editing, Digital journalism, Google+, social media. Google+ ... is ...
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The latest from **Teresa Schmedding** (@tschmedding): Deputy managing editor/Digital
operations, Daily Herald; ACES president; wannabe psycho runner but ...

Images for Teresa Schmedding - Report images

After Summer of Sin, ACES, SPJ presidents commit to plagiarism...
www.poynter.org/jette/ • The Poynter Institute for Media Studies •
by **Craig Stilesman** - in 3,961 Google+ circles
Sep 13, 2012 - After reading my recent account of plagiarism and fabrication
the last several months, which I dubbed the "Summer of Sin," **Teresa
Schmedding** ...
You visited this page.

From Google Contacts
Only you can see these results

Teresa Schmedding
Journalist, volunteer, runner, napper

[Add to circles](#)

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Recent posts
What are you using to measure success? Clicks? Shares? Uniques?
You might want to rethink that. 3 hours ago

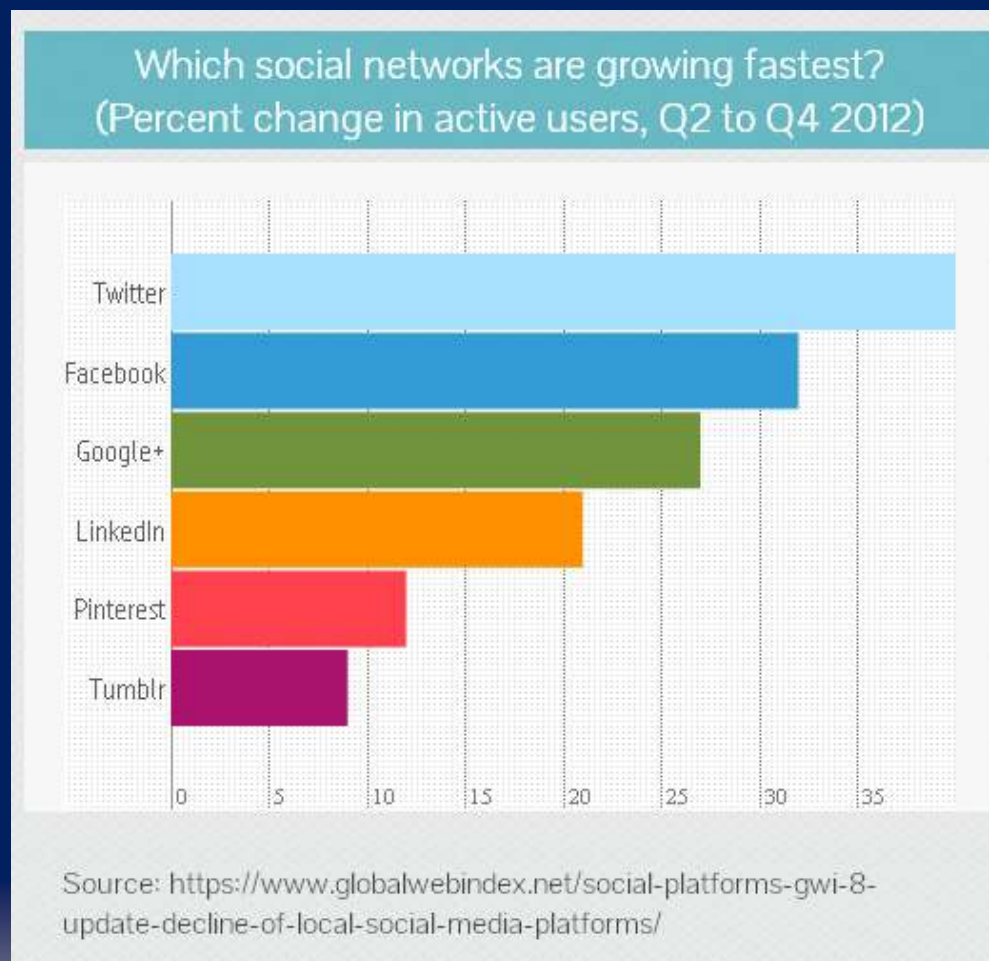
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Search engine results

- The more a URL is shared on Google+, the higher it ranks on Google search results.
- URLs shared from people in your circles get a higher rank.

Growing?

Depends ...



Socialmediatoday.com


Average user

Facebook

- Gender: Female (53%)
- Age: 45-54 (32%)
- Income: 73% of people earning \$75,000+
- Education: 75% have some college education

Google+

- Male: 71%
- Age: 18-24 (50%)
- Status: 35% single
- Jobs: students, IT, web, tech, engineers



Dawn Stahl
Discussion - Jan 20, 2014 #Banquet

What's the scoop on the Saturday party? I've never been able to make that one, and I'm trying to decide which of the events (reception, banquet, party) my husband would enjoy.

+1

Hide comments ^

American Copy Editors Society MODERATOR
Jan 20, 2014
The Saturday social will be at Margaritaville. It seems to be good quality, with some Vegas kitsch (a bikini-clad woman swimming in a giant
Read more (18 lines)

Erin Brenner
Jan 20, 2014
The Saturday night party is probably the most casual and most appropriate for spouses.
Read more

Dawn Stahl
Jan 20, 2014
Exactly what I needed to know -- and so quick! Thanks!

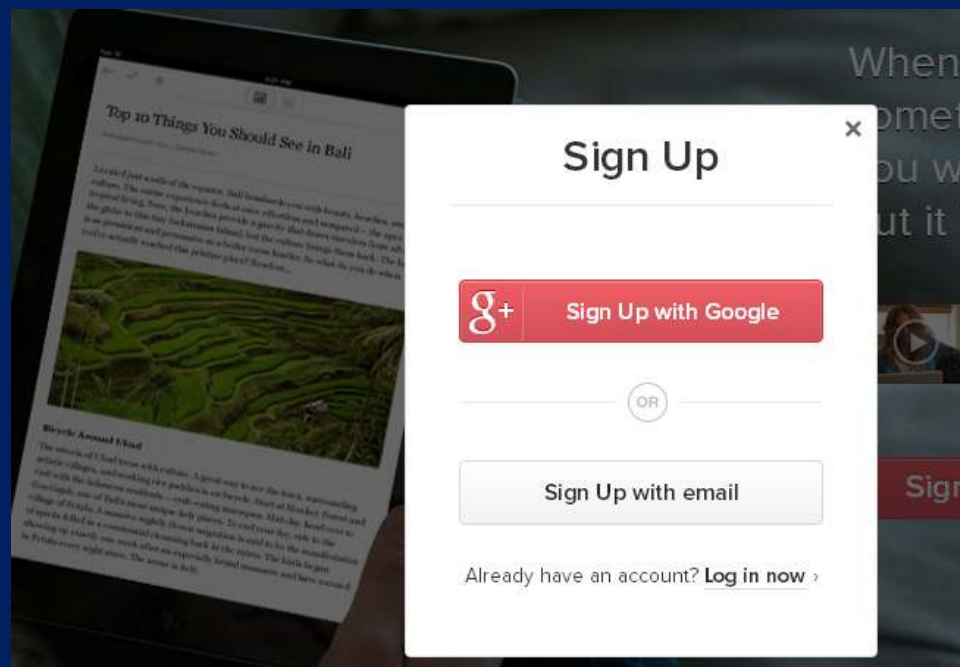
Social logins

Facebook: 46%

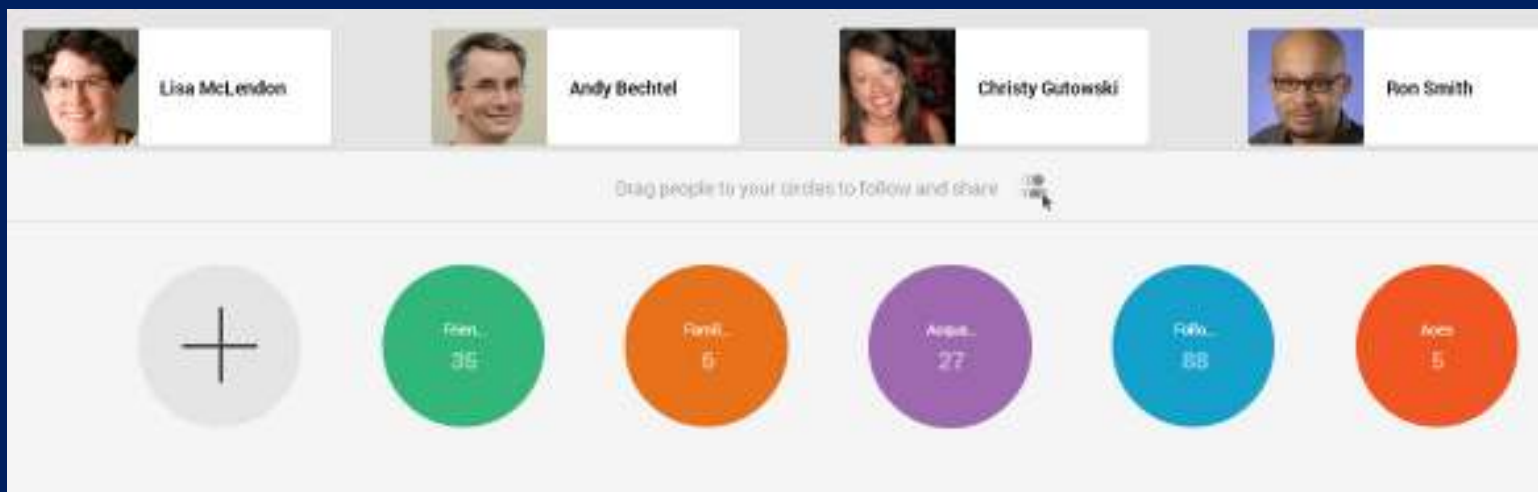
Google+: 34%

Yahoo: 7%

Twitter: 6%



Circles



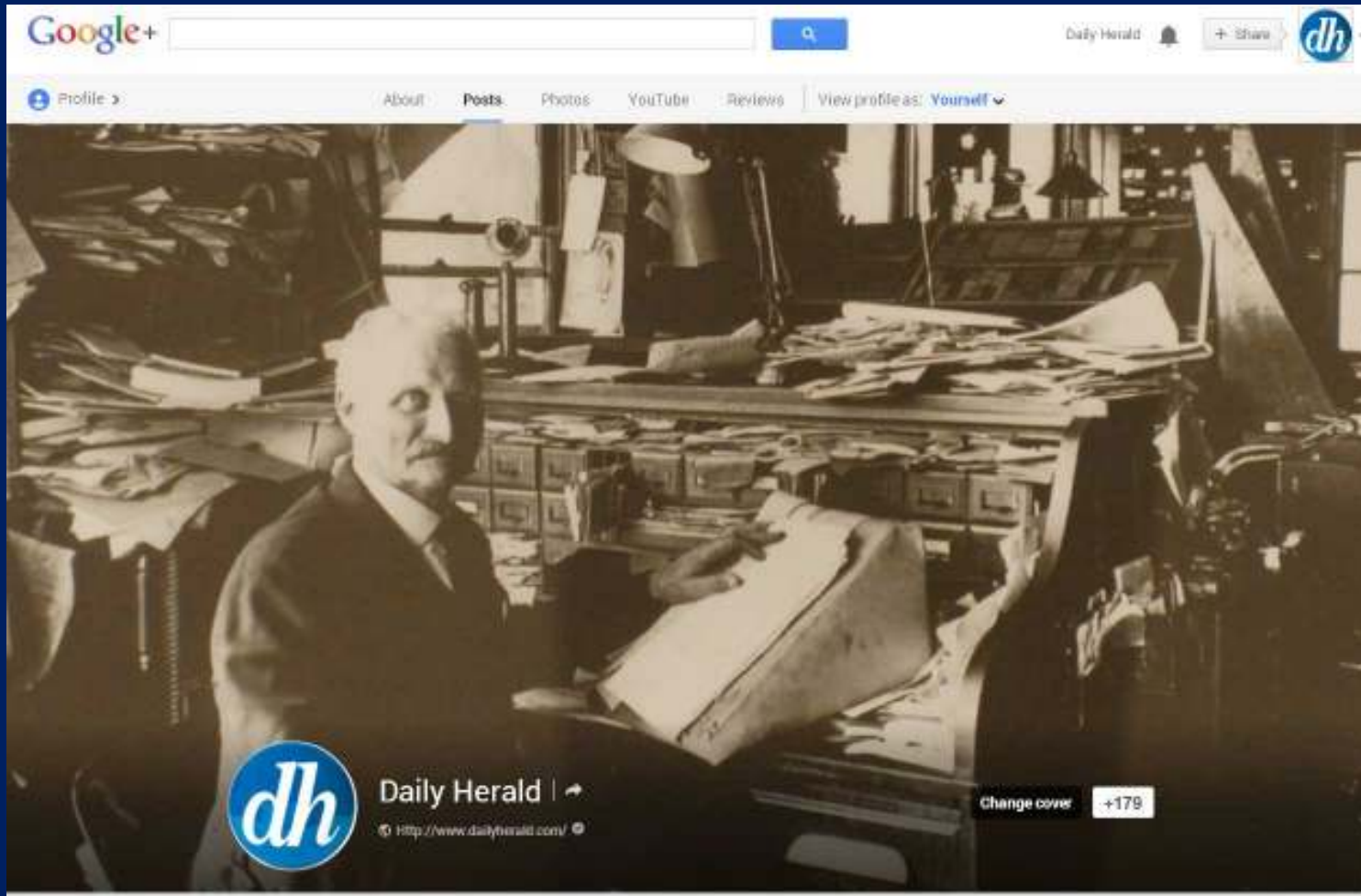
- Target content to specific groups
- Easy to move people around
- Email posts
- Higher search engine results

Hangouts

- Up to 10 people
- Device agnostic
- Free



Calling Neil...



Google+?

SEO reason enough

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Daily Herald Football Focus

2 hours ago - Girls basketball: All-area team, Tri-Cities: By John Lemonjlemon@dailyherald.com Alyssa Andersen, Aurora ChristianThe senior two-time All-Area and all-SCC ...

Google Author Tag How-To Flowchart

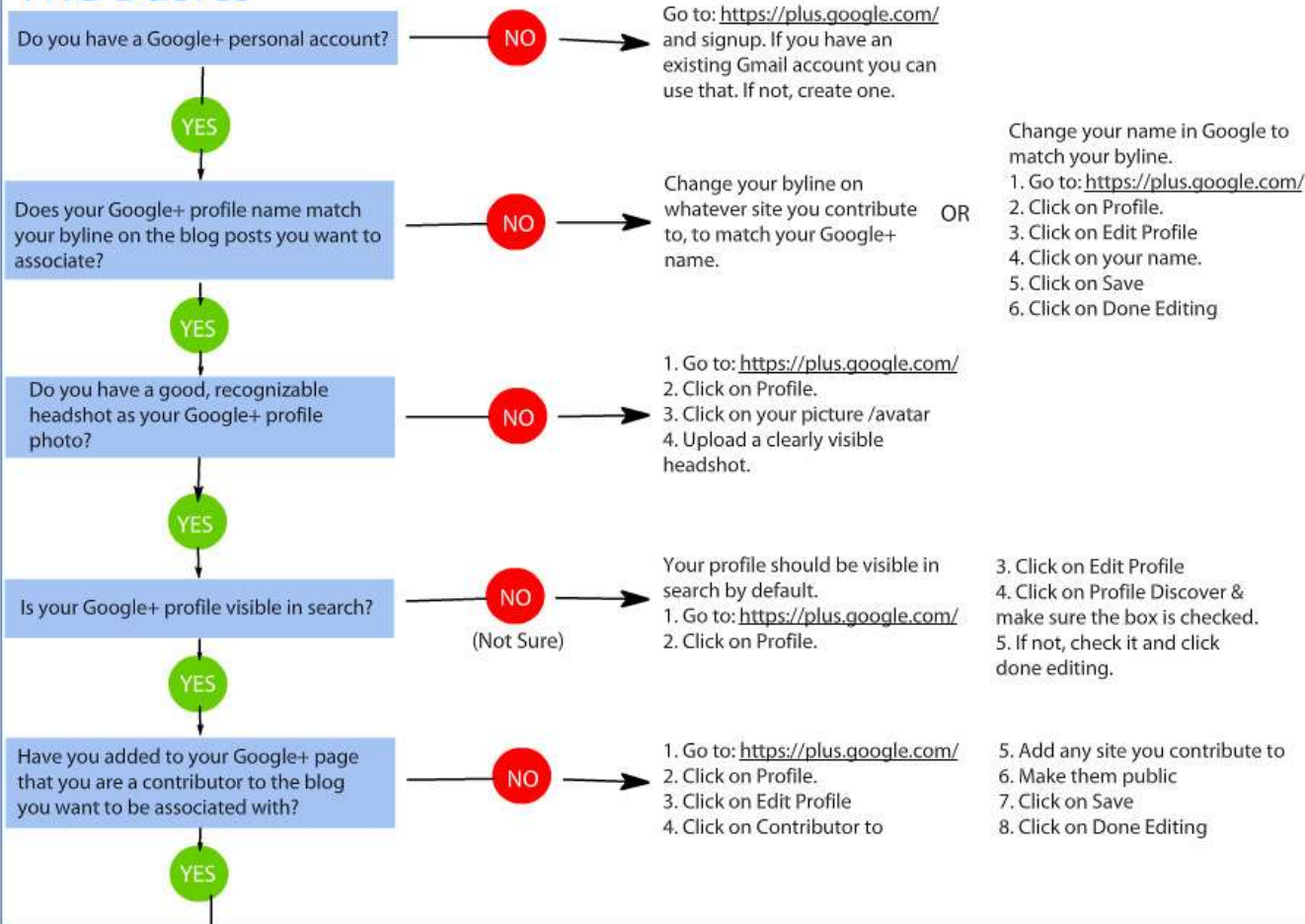
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The Basics



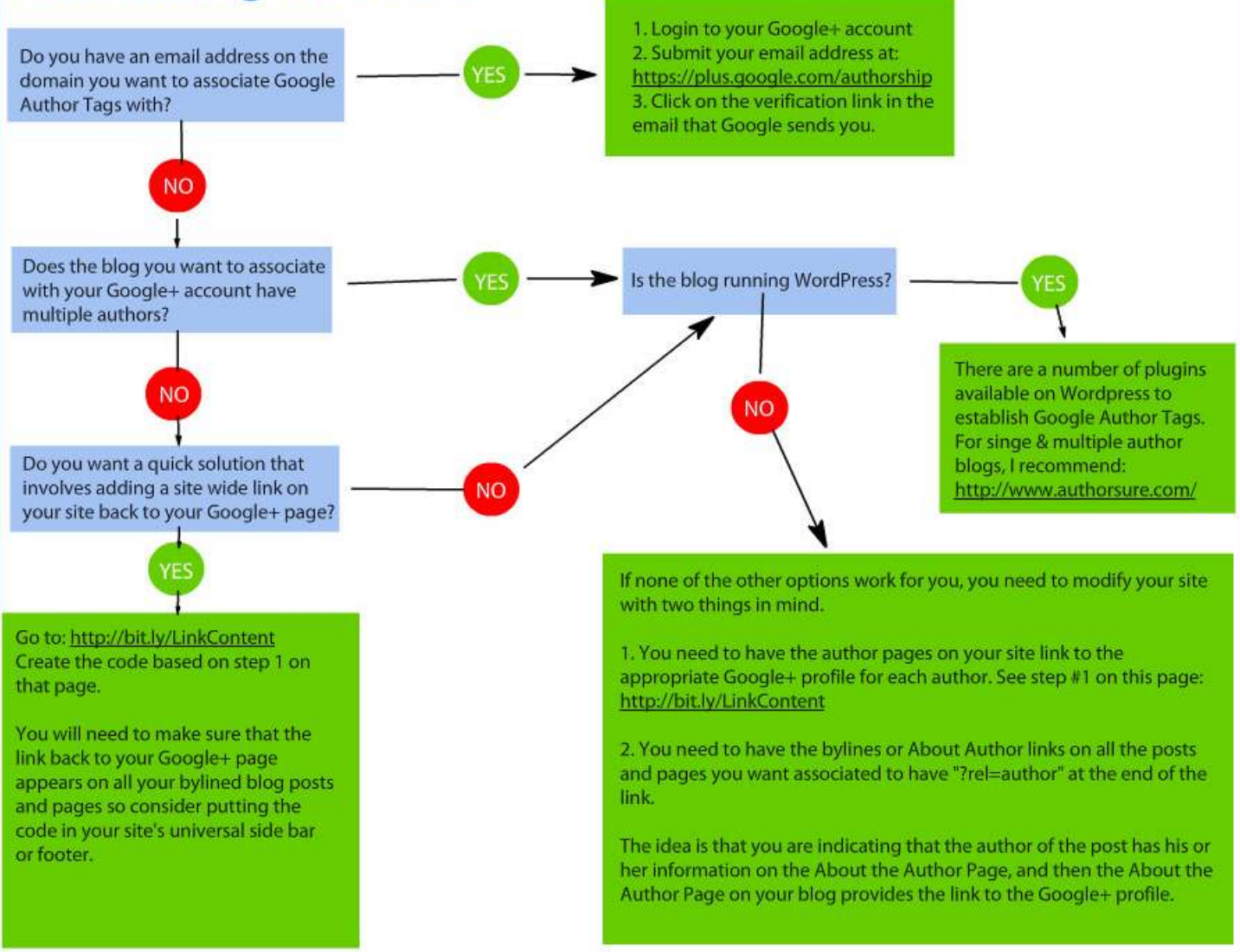
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Reflejos **NICHE**

Big Picture. Local Focus

Associating Your Site



Testing & Support

If you made it through one of the green boxes in the last section, you have succeeded at setting up Google Author Tags. Now it is time to test it.

If after several weeks you still aren't seeing your picture associated with relevant results from your blog or if you aren't getting a verified result with Google's Rich Snippet Testing tool, consider posting in the Google Webmaster group to see if anyone has ideas for fixes.

<http://bit.ly/GoogleHelpForums>

It can take Google several minutes to several weeks to show your picture along with search results. So you need to use Google's Rich Snippet Testing tool now to make sure everything is correct.

1. Go to: <http://bit.ly/RichSnippetsTool>
2. Enter in the URL of one of your blog posts that you believe should be associated. If you get the green verified box along with your picture, you are set.

This chart was created by @JoshD (Twitter).

Find the full image & Interactive Guide at:
<http://social.com/Google-Author-Tag-How-To-Flowchart>

Epic 2014



A short film released in 2004, Epic 2014, predicted Google and Amazon would merge into Googlezon and we would live in a world of Techno-Totalitarianism. Supposition has caught up with reality.

<https://archive.org/details/RobinSloanEPIC2014>