



Tweets & Blogs

Strategies for understanding and implementing Twitter and Blogs



We will cover...



BLOG

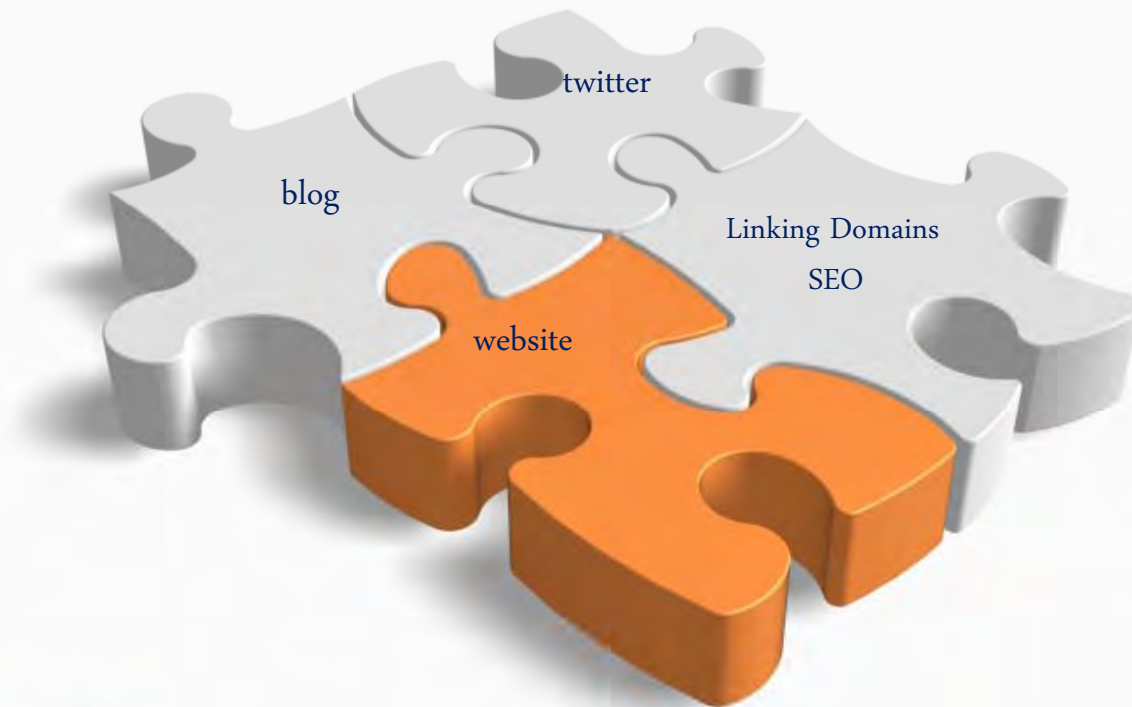
Social Media

Listen - Create - Build - Measure



Know - Like - Trust

Part of the Big (social media) Puzzle



Donald B. Cheke © 2008
www.textualcreations.ca

www.Websitegrader.com (Blog)

Every web page has the potential to rank well in search engines and draw traffic from other sources, like social media sites and the blogosphere. Of course, whether a page draws traffic (and links) depends on whether it's optimized and how remarkable (useful, interesting, etc.) it is. But in general, most pages do "ok" and contribute to the cause, so it's both a quality and a quantity game.

A. Blog Analysis

Blogging is a great way to reach your target audience with your thoughts, opinions, and offerings on relevant topics.

✓ **Blog Found**
 Blog URL: <http://www.friendsfoodfamily.com/friends-food-family/> (Last Post: March 01, 2011)

B. Blog Grade: 88

[Blog Grader](#) is a free tool developed by [HubSpot](#), similar to Website Grader but specifically for blogs.

Your Blog Grade of 88 is based on a measurement of the traffic levels to your blog and the number and quality of links pointing at it.

C. Recent Blog Articles

Link	ReTweets
Tasting Table's Braised Chicken with Apricots, Olives and Herbed Couscous	✓ 1
Sarabeth's Chocolate Clouds	✓ 1
A Twist on an Epicurious Favorite - Chocolate Chip-Dried Cherry Scones	✓ 1

D. Indexed Pages: 390

This number is the approximate number of pages on [www.friendsfoodfamily.com](#) that are stored by search engines. Web crawlers for the major search engines will visit the website periodically and look for new content to index. Generally, the more pages found on your site by search engines, the better.

feedback

Done Internet | Protected Mode: On 100% 9:23 PM



www.Websitegrader.com (twitter)

The screenshot shows a web browser window displaying a report from Website Grader. The report is titled "III. PROMOTE" and discusses promoting content through various channels. A red "feedback" button is visible on the left side of the page. The "C. Twitter Grade: 93" section is circled in blue. Below this, a green box contains a message about the Twitter account @friendsfoodfam. A table provides statistics for this account, and a large orange box displays the final grade of 93 out of 100. At the bottom, there is a promotional banner for HubSpot and a section titled "IV. Convert".

III. PROMOTE

Now that you are producing remarkable content and optimizing it for search engines and other channels, you are ready to start promoting your content.

A. del.icio.us bookmarks: 3

del.icio.us is a social bookmarking site. Users can save links they wish to keep for later reference on the site, and pages that have been saved many times are displayed in a special "hot" section which can drive thousands of visits.

B. Link Tweet Summary

TweetMeme is a service which aggregates all the popular links on Twitter to determine which links are popular. Tweets and retweets help drive traffic to the content that you have created.

The links on this website, www.friendsfoodfamily.com, have been recently tweeted 6 times according to TweetMeme.

C. Twitter Grade: 93

We found the account @friendsfoodfam tied to your website, below is our Twitter Grader analysis of the influence and usefulness of that account for your marketing efforts.

Rank	Followers	Following	Updates
593,935	622	827	919

For full analysis check [Twitter Grader report for @friendsfoodfam](#)

Grade
93
Out of 100

MONITOR, ENGAGE, AND MEASURE SOCIAL MEDIA WITH HUBSPOT [Start a Free Trial](#)

IV. Convert



www.Websitegrader.com (Linking Domains)

The screenshot shows a web browser window displaying a Website Grader report for the domain www.friendsfoodfamily.com. The browser's address bar shows the URL <http://websitegrader.com/site/www.friendsfoodfamily.com>. The report content includes:

- Domain Info:** A table showing domain age and time to expiration.

Domain Age	1 year, 3 months, 2 weeks
Time To Expiration	0 months, 1 week
- Warning:** A red box with an exclamation mark icon stating: "The domain for this website is set to expire in less than a year (November 15, 2011 @ 12:00:00 AM (EST)). We would suggest renewing this domain with your registrar. Google and other search engines may penalize websites with domains that are set to expire soon. The reason for this is that many spam sites are often registered for short periods of time. Most registrars support paying upfront for several years and the cost is usually only about \$10-\$20 per year, so it is generally worth it."
- F. MOZ Rank: 4:** A section explaining MozRank as a general, logarithmically scaled 10-point measure of global link authority or popularity.
- G. Linking Domains: 24:** A section explaining that the number of linking domains is an important measure of a website's authority. This section is circled in blue in the screenshot.

The browser's taskbar at the bottom shows several open applications: "Tweets and Blogs", "Microsoft PowerPoi...", and "www.friendsfoodfa...". The system tray on the right indicates "Internet | Protected Mode: On" and "100%", with a clock showing "9:26 PM".

Did you know?



Companies with blogs have

55% more visitors

97% more links

Definition of a



BLOG: The ability to communicate on line through articles and stories, it gives you the opportunity to share your knowledge and provide value to your audience.

BASICALLY STATED:

It's the diary of your business. It's the stories, the products, the services...

What do they do?

The image shows a screenshot of the website cc-chapman.com. The site has a dark brown header with a logo consisting of two interlocking 'C's. The navigation menu includes 'Blog', 'Managing the Gray', 'About', 'Speaking', and 'Contact'. A blue oval highlights a social media post from 'cc_chapman' on the right side of the header, which includes a profile picture, a link to an Instagram post, and a 'Follow me!' button. Below the navigation is a large banner image of a man drinking from a white cup, with the word 'Blog' overlaid in large white letters. To the right of the banner is a short bio: 'C.C. writes about the world around him with a unique perspective as a thought leader, influencer and entrepreneur.' Below the banner is a blog post titled 'Jump on the Moments' dated November 12, 2011. The post text reads: 'I'm still smiling this morning from a last minute visit from my good friend J.C. Hutchins last night. I was looking through Google+ when I saw an update from him saying he was on a plane to Rhode Island. That is a lot closer to me then his usual Denver so I dropped him a note asking what was up and what his schedule was like.' To the right of the blog post is a 'Got Updates' section with options for 'By newsletter' and 'By RSS feed', and a form to 'Enter your email address' with a 'Subscribe @' button.

cc-chapman.com **Blog** Managing the Gray About Speaking Contact

cc_chapman Plenty of reading choices
instagram/p/USITk/
10 hours ago · reply · retweet · favorite
Follow me!

Like 1k f in e+ s

Blog

C.C. writes about the world around him with a unique perspective as a thought leader, influencer and entrepreneur.
Photo by Matt Armstead

Jump on the Moments
Posted on November 12, 2011
I'm still smiling this morning from a last minute visit from my good friend J.C. Hutchins last night.

I was looking through Google+ when I saw an update from him saying he was on a plane to Rhode Island. That is a lot closer to me then his usual Denver so I dropped him a note asking what was up and what his schedule was like.

Got Updates

By newsletter By RSS feed

By email
Enter your email address

Subscribe @



Widgets

A screenshot of a Twitter widget for the user Daniel Nations. The header shows a profile picture and the name "Daniel Nations". The main content area contains four tweets:

- Tweet 1: "@richeisen Maybe the Vikings can get John Elway. 6 days ago"
- Tweet 2: "@Scobleizer AT&T is only delaying the inevitable. 6 days ago"
- Tweet 3: "Okay, now I'm just plain procrastinating the idea of working out. Better get to it. 6 days ago"
- Tweet 4: "Major SMS iPhone hack to be set free tomorrow at Black Hat: If you get a strange text message containing only .. <http://bit.ly/27zskr> 5 days ago"

The bottom of the widget features the Twitter logo and the text "Join the conversation".

A screenshot of a Facebook Friends widget. The header shows the Facebook logo and the word "Friends". The main content area shows a notification: "António Afonso is listening to spotify:album:2-1FwASo4B3CYuMwzAAHfjp." Below this, there is a list of friends with their profile pictures and names: "Filipe Cabecinhas", "Johan Borg", and "Daniela Loio".



Creates Conversation

+ Image

Post as ...

Showing 5 comments

Sort by Popular now [Subscribe by email](#) [Subscribe by RSS](#)



Danielle 1 week ago

I miss them so much that I not only do them for our family now but I've accidentally fell into making it a business. We help people get their old media converted to make new home movies. So much of our media gets stuck online and isn't showcased like it used to be. Loved your blog! You can find us at www.fb.com/MovieMe I'll be sure to check back with your blog!

Like Reply



Ricardo Bueno 1 week ago

I remember those moments...I've captured some of those moments though I don't always publish 'em. For me, what brings a smile to my face is the raw, passionate laughter on someone's face that just lights up the room.

I can think of a few friends in Los Angeles this weekend that I haven't seen in a while that did that for me. Their smiles, their laughter, just lights up the room.

Like Reply



Ravi Jain 1 week ago

There's definitely something about video being so ubiquitous, and consequently so disposable. Old home movies never really had disposable parts, just some odd, awkward moments. So maybe we shouldn't be hitting the delete button so often?

This reminds me that I actually have a 3 minute super 8 reel shot on my 21st birthday (many moons ago) that I've yet to process. That's it -- I'm going to get that processed for my 41st birthday this winter. Now if I can just unearth that projector...

Like Reply



Steve Garfield 1 week ago

I like this and I don't



Blog Systems



- WordPress
- TypePad
- Blogger





Case Study – Rosanna Inc.

Micro - Blog

friendsfoodfamily@gmail.com Dashboard Sign Out

Follow Share Report Abuse Next Blog»



Rosanna Bowles, International Fashion Tableware Designer
on Dishes, Dining and Delight in Life.

Tuesday, November 1, 2011

Caramel Cake



By Rosanna's eldest daughter, Alessandra Wollner

For my 13th birthday, my mother made an extraordinary cake. I can't recall why she decided to make this particular cake for that particular birthday, but after she did, there was no going back. Since the advent of my thirteenth birthday, I've had a decade to explore the world. Despite the staggering array of options, I've studied



About Rosanna Bowles

I am a fashion tableware designer, president and owner of Rosanna Inc. Originally from Portland, Oregon, I currently live in Seattle, Washington, with my family. You can read more about me and Rosanna Inc. [here](#).

www.blogger.com/next-blog?navBar=true&blogID=3186396542950187301



Case Study – HeatherBaileyStore.com

Website promoting a Blog (VV)

HOME | ABOUT | CONTACT | MY ACCOUNT | VIEW CART

SEARCH GO

products

- NICEY JANET™ FABRIC
- POP GARDEN™ FABRIC
- FRESHCUT™ FABRIC
- COTTON SOLIDS
- DESIGNER FELT
- SEWING PATTERNS
- STATIONERY
- PAPER CRAFTS
- PARTY & PICNIC
- TRASH TIES™
- GIFT CERTIFICATES
- OTHER FUN STUFF
- BOOKS

links

- KNOWLEDGE BASE
- NEWSLETTERS
- HEATHER'S BLOG
- TRASHTIES.COM

Introducing... 17 NEW FELT COLORS - in stock now!

New Fabric → New Patterns → New Trash Ties → New Kits → New Felt →



Case Study – Hello My Name is Heather Website promoting a Blog (VV)

HELLO my name is *Heather*

[ABOUT](#) [PRESS](#) [FAQS](#) [WEBSITE](#) [EMAIL](#)

Little Bits Giveaway

Kathreen from *Whip Up* has a new book out. *Little Bits Quilting Bee* is all about using small bits of fabric, such as charm squares, jelly rolls, layer cakes and fat quarters to create a bunch of fun, modern quilts, from wall hangings to bed quilts. (Quilters have great terms for identifying every kind of fabric scrap.)

All sorts of aesthetics are represented in Kathreen's designs. Some quilts are sewn from solid fabrics only. Another features reproduction prints from the 1930s. There are

japanese novelty prints, woody prints, modern florals and geometrics (my alley). My favorites of Kathreen's designs involve circles. She has a play quilt that looks like a scrappy, colorful sun and another that reminds me of the *Spirograph* I received for my 6th birthday, with interlacing swooshes and circles. The photograph is fresh and clean-- and there's a pattern pack

welcome!

Hi! I'm [Heather Bailey](#), a fabric and lifestyle designer, an inventor, and a mother of three amazing kids. I love to create. Need to create. And I'm spreading the word on how fulfilling and necessary creativity is to the human soul. Love & nurture your family, be true & honest with your friends and make good stuff -- three necessary ingredients for a happy & beautiful life. This, here, is my personal blog.

[More About Me](#)

[Sign Up for HB Newsletter](#)

[Design News & Wholesale Info](#)

[Heather Bailey on Facebook](#)

[My Twitter Page](#)

[Store List](#)

[Email Me](#)

check this out



Case Study – ChrisBrogan.com

Blog as a Website

The screenshot displays the Chris Brogan website. At the top left is a circular logo with a white 'B' on a red background, followed by the text 'CHRIS BROGAN'. To the right is a 'Work with me' button. Below this is a navigation menu with links: Home, About, Speaking, Newsletters, Contact, Best Of, and Work With Me. A search bar is located to the right of the menu. Below the navigation is a secondary menu with links: Blogging, Book Review, Business, How To, Human Business, Marketing, Social Media, and Video Blog.

The main content area features a post titled 'WE ARE A WORLD OF FLEDGLING TV STATIONS' dated November 15, 2011, with 10 comments and 0 reactions. The post is by John Pozadzides, posted at 5:34 AM. The content includes a video player showing a close-up of a cat's face with a play button overlay. The video title is 'だるまさんが転んにゃ - Stalking Cat -' and the URL is 'http://youtu.be/fzzjgBAaWZw'. Below the video, the text reads: 'In the old Weird Al Yankovic movie, [UHF](#) (amazon affiliate link), the loose premise of the movie is that AI inherits a UHF tv channel that's failing, and has to turn the ratings around to save the station. Soon, all kinds of strange shows come into existence, such as "Wheel of Fish," a game show where you compete to win various fish (red snapper. Very tasty!). Their winning hit is a children's show run by Stanley Spudowski, the

On the right side, there is a sidebar with a 'Share:' button for Twitter and Facebook. Below that is a featured article titled 'Five Mobile Marketing Best Practices for Small Businesses' with a sub-headline 'Mobile marketing offers small businesses a chance to stand out from the crowd - and potentially grab smartphone-equipped' and a 'Read More' link. At the bottom of the sidebar is a 'FREE Updates' section with an email input field and a 'GO' button. Below the sidebar is a footer area with the text 'Email Marketing for small business' and a logo.



Case Study – ErinCooks.com

Blog within Blog (Thesis)

HOME ABOUT ARCHIVES LINKS AS FEATURED ON SHOP XOXO ERIN YUMMERY SUBSCRIBE

Erin Cooks
Juicy Juice
fruit promise
ONE FULL SERVING OF FRUIT
LEARN MORE >

Cape Cod Sherbet

OCTOBER 25, 2011 · 7 COMMENTS · [Print This Post](#)
in BOSTON / MASSACHUSETTS, DESSERTS, HOLIDAYS / ENTERTAINING, ICE CREAM / FROZEN TREATS, NOSTALGIA, PINK THINGS

It's almost November and I can't believe I've been in San Francisco for over 5 months. It still has a very unreal feeling honestly, probably because I've been working from home for my old company in Cambridge the entire time. But that sweet deal is wrapping up on Monday and I'll officially be jobless. Whee! So...by the way...are you hiring?

Search

Sponsors

BlogHer Food Network

add your advice for a chance to win instantly!

NO PURCHASE NECESSARY. Odds Close on 10/17/11. See contest and Instant Win Game End 12/31/11. To play and for Official Rules, visit <http://www.facebook.com/headandshoulders>.

Flickr

NOVEMBER 2011						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
* OCT						




Case Study – XOXOErin.com

Blog within Blog (Thesis)


XoXo, Erin

Home | About | Connect | [Entries \(RSS\)](#) [Entries \(Email\)](#) [Comments \(RSS\)](#)


sep 19, 2011
The Palace
 Author: Erin | Filed under: [Entertaining Erin](#)
 Tags: [hulu](#), [royal family](#), [soap opera](#), [the palace](#), [tv show](#)



If you're feeling a bit royally lost post wedding and Kate and Will do North America then I have the perfect guilty pleasure to tide you over until the next made for TV movie and/or delicious scandal hits.



Flickr PhotoStream





Categories

- ★ Bookshelf
- ★ Crafty
- ★ Entertaining Erin
- ★ Family
- ★ Friends
- ★ Goals
- ★ Holidays
- ★ Home Improvement
- ★ Kitten
- ★ Maine
- ★ Nostalgia
- ★ Personal
- ★ Pink Links
- ★ San Francisco
- ★ Shopaholic
- ★ Television
- ★ Uncategorized
- ★ Vacation

Tags

animal crossing bath beach birthday blueprint cleanse book books cat christmas clothes comic dexter food name gifts health holiday iPhone

Visit My Other Blogs

Social Diary
 November 2011
 S M T W T F S
 1 2 3 4 5



Case Study – Yummery.com

Blog within Blog (Thesis)



BAKING BOOKS CLOTHING COOKBOOKS COOKWARE DISHES FOOD GADGETS HOME KIDS LOL PETS WINE

Stoneware Farmers Market Basket

by ERIN

When I happened upon these adorable containers this morning I knew instantly that they would be item #1 on my Christmas list this year. I'm a sucker for cuteness and these colorful stoneware versions of the funky green fruit baskets that we usually toss immediately after buying cherries, berries, and tomatoes are the perfect small accessory to add to my tiny city kitchen. I love the soft pastel hues and think they would be a great option for serving individual portions of chips and crackers at your next party too. Pretty and functional – what's not to love?!



Comment | Share:

More in: Accessories, Dishes, Entertainment, Tableware

The Casserole Queens Cookbook

by ERIN



Kitchen and kitsch are two of my favorite things so when they combine in one place

Subscribe to Yummery via email

RSS | Twitter | Facebook

ABOUT YUMMERY

Yummery's aim is to provide you with a shopaholic foodie fantasy where you can discover all manner of unique items from aprons to zesters and everything in between.

SPONSOR



Where do I start?

- Identify your audience
- Unique topics or subjects
- Review a product or service
- Link with credible sources
- Ask a final question or thought



Blog Strategies

Let's Brainstorm!



Listen...you will get inspiration

Shape that Idea!

- Title ideas
- Subject Ideas
- Links
- Quotes
- Facts
- Charts/Graphs/Slides/Cartoons



Quick Tips!

Target



Publish don't



Make the search engines



Blog Article

TypePad® Dashboard Blogs Library Tricia White Account Help Sign Out

Friends Food Family Compose Overview Posts Comments Design Settings View blog

Edit Post


View Post « Previous Post Next Post »

Title
Pork and Ricotta Meatballs in a Tomato Sauce

Permalink: <http://www.friendsfoodfamily.com/friends-food-family/2011/11/pork-and-ricotta-meatballs-in-a-tomato-sauce.html> Edit

Body Rich Text HTML

Formatting Font family Font size



Spaghetti and meatballs. That's a common request at many households but asking for spaghetti and meatballs and getting spaghetti and meatballs are really two different things. (As seen above...)

It's really **meatballs and sauce** or **meatballs and gravy** to be correct. We have made many different variations of this recipe and always go back to the basics...some ground beef or pork, onions, garlic, eggs, bread crumbs, spices and parmesan cheese.

When Jeff went looking for one of our favorite **recipes**, [Two different recipes, one great meal](#), he came across this **recipe** for [Pork and Ricotta Meatballs in a Tomato Sauce](#) from [Food and Wine](#).

Try the TypePad Bookmarklet ✕
Post any web page to your blog in seconds. Drag the bookmarklet to your browser's bookmarks bar.
[Blog It](#)

Feedback
★ 0 Favorites
💬 0 Comments
🔄 0 Reblogs
📄 0 TrackBacks

Categories 📄
 12 Cookies of Christmas
 Appetizers
 Avocado
 Avocado
 Beans
 Beef
[Add a new category...](#)

Share This Post
 Facebook (1367440127)
 Twitter (FriendsFoodFam)
[Manage accounts](#)

Feature This Post
 Keep this post at the top of your blog's home page

Status: Published ▾
Sat Nov 12 2011 10:31:52 GMT-0500
(Eastern Standard Time)

Pushing Information Out

www.friendsfoodfamily.com/friends-food-family/2011/11/pork-and-ricotta-meatballs-in-a-tomato-sauce.html

Friends Food Family

Friends Food Family STORIES AND RECIPES ABOUT THE FOOD WE CREATE AND THE PEOPLE WE SHARE IT WITH

Home About Us Recipes Guest Bloggers Contact Resources Friends Food Review Picture Trish! RSS

It's Fall - Time to break out the Pumpkin Martinis! | Main

NOV 12, 2011

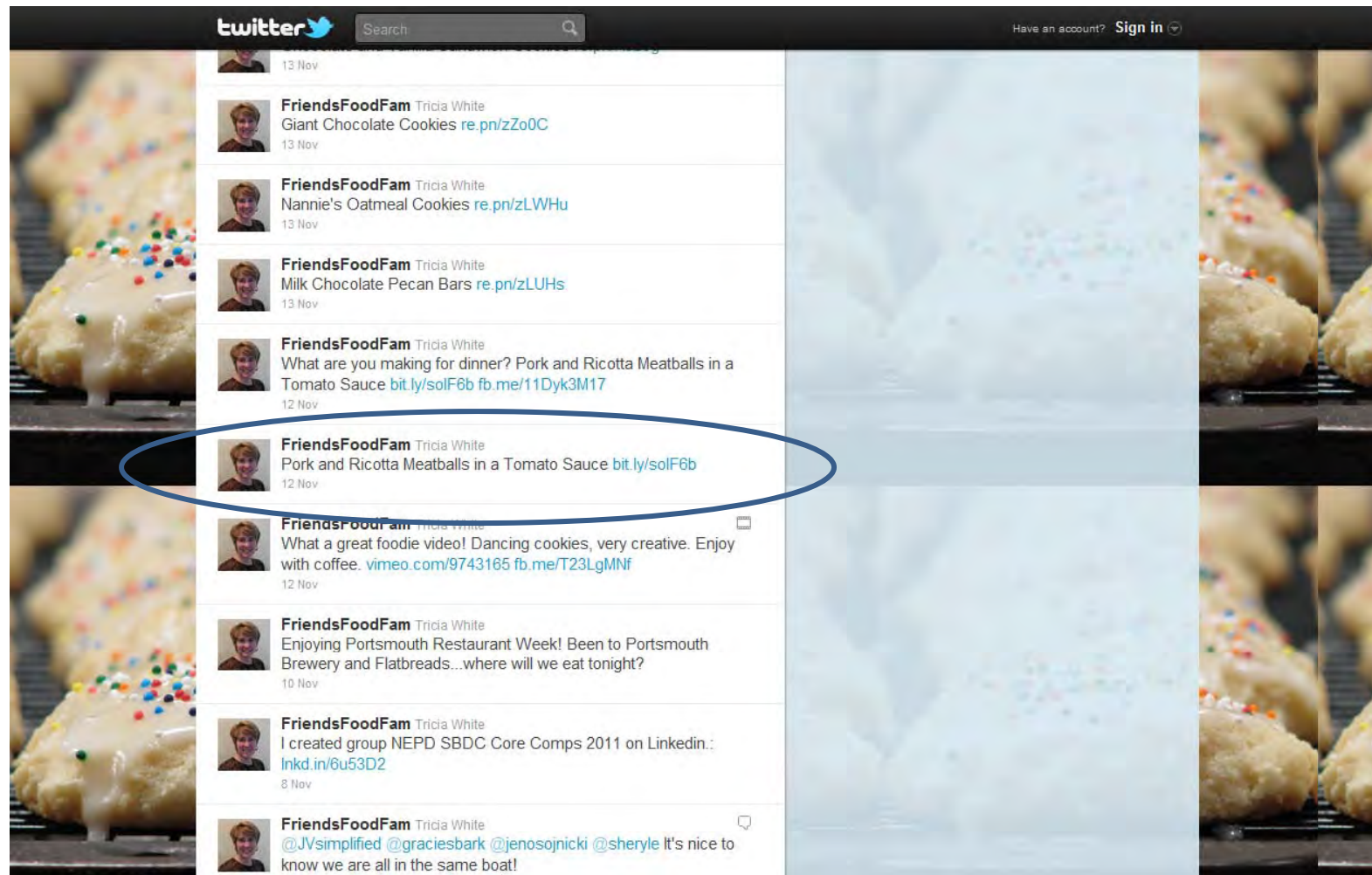
Pork and Ricotta Meatballs in a Tomato Sauce

Search

g+

f t v p + 0

Blog Post on Twitter



Facebook FanPage

facebook Tricia White Home

Friends Food Family

Company · [Edit Info](#)



Wall Friends Food Family · **Everyone (Most Recent)**

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

Friends Food Family
What are you making for dinner?
Pork and Ricotta Meatballs in a Tomato Sauce <http://t.co/DkpdzoIK>



Pork and Ricotta Meatballs in a Tomato Sauce - Friends Food Family
www.friendsfoodfamily.com
Pork and Ricotta Meatballs in a Tomato Sauce - For those days when your family wants spaghetti and meatballs.

114 People Reached · 1 Person Talking About This
[Like](#) · [Comment](#) · [Share](#) · Saturday at 10:35am · [Like](#)

Eileen Rotty Reservations.
Sunday at 10:49am · [Like](#)

Write a comment...

Friends Food Family
What a great foodie video! Dancing cookies, very creative. Enjoy with coffee.
<http://vimeo.com/9743165>



Jesse & Joy - "Chocolate"
vimeo.com
WARNER MUSIC. 2010. WATCH THE BEHIND THE SCENES HERE: <http://vimeo.com/9758804> During the first month of the year 2010, a group of 9 brave soldiers worked for 30 days straight, without seeing the light of day inside a secret dungeon located in Los Angeles,...

131 People Reached · 1 Person Talking About This

Admins (3) [See All](#)

[Use Facebook as Friends Food Family](#)
[Notifications](#)
[Promote with an Ad](#)
[View old Insights](#)
[Invite Friends](#)

You and Friends Food Family

[212 friends like this.](#)
North Attleborough Winter Farmer's...
Domino Sugar, Lakefront Living Realty, LLC

Sponsored [Create an Ad](#)

Gourmet Thanksgiving
pollenranch.com
Easy & Delicious. FREE! step by step video instructions, recipes & ingredients list. Like us & we will Love you with an amazing turkey.

500 Diabetes Recipes Free
Get a FREE Copy of a Diabetes Recipe Book with over 500 recipes to choose from. Click to get your free copy now.

Hiring in 2011?
web.jobvite.com
Get the free 2011 social recruiting report on [i](#) companies are using [Chat \(11\)](#)

Left Sidebar:
Friends Food Family logo
Wall
Hidden Posts
Info
Friend Activity (1+)
Insights
Photos
Links
Twitter
Join My List
Notes
Welcome
EDIT
About
Have you joined our e-mail list? Click on Join My List Tab!
522 like this
10 talking about this
Likes
The Perfect Pantry
Life Simplified for Business
Jeanie Communications

How often should I BLOG?

There is a direct correlation between frequency of blogs to winning a customer.

At least once a week!

Linking Domains

1. [GetListed.org](#)
 - a. [Google Places](#), [Yelp](#), [Bing](#), [Yahoo](#), [Best of the Web](#), [Hot Frog](#)
2. [Links:yourdomain.com](#)
3. [Groups and Organizations \(local chamber\)](#)
4. [Cities and Towns](#)
5. [Shared Resource Companies](#)
6. [Social Networks/Blogs](#)





Wrap-Up

Blogs are a part of the social media puzzle

They help with SEO and Inbound Links

Allows you to interact with customers

Convert visitors to customers

Allows you to be human!

Twitter

A very popular instant messaging system that lets a person send brief text messages up to 140 characters in length to a list of followers.

Launched in 2006, Twitter was designed as a social network to keep friends and colleagues informed throughout the day.

However, it became widely used for commercial and political purposes to keep customers, constituents and fans up-to-date as well as to solicit feedback.





A little birdie told me!

A study by Chadwick Martin Bailey and iModerate Research Technologies found that consumers are 67% more likely to buy from the brands they follow on Twitter and 51% more likely to buy from the brands they follow on Facebook. Moreover, they are 79% more likely to recommend their Twitter follows to a friend and 60% more likely to do the same on Facebook.



Your Account

The screenshot shows the Twitter interface for the account 'FriendsFoodFam'. The navigation bar at the top includes 'Home', 'Profile', 'Messages', and 'Who To Follow', which are circled in blue. The main content area is divided into a left column for tweets and a right column for account statistics and trends.

What's happening?

Timeline: @FriendsFoodFam Activity Searches Lists

2 new tweets

- cbSocially** cbSocially
A yummy T-Day recipe & a way to support your SoCal school!
bit.ly/uC1f0N #SmartFinalSupportsSoCalSchools #Cbias
54 seconds ago
- Home_Recipes** Healthy Home Recipes
Strawberry Rhubarb Pie Recipe : bit.ly/diM3zN #recipe
48 seconds ago
- AllisonLuxNuovo** Allison Lux Nuovo
Stealth Wendy's Campaign Got 33,000 Twitter Followers in a Month:
A stealth campaign for Wendy's brought on 3... bit.ly/s00BPM
1 minute ago
- blogdangerously** Kit
In other news 1) I am in Miami. 2) I think the short story may be my genre.
1 minute ago
- PinchMySalt** Pinch My Salt
Hey @jamescollier, I have a group of food bloggers interested in a valley persimmon tour. Next year?? @fujimama @MangoTomato @bellalimento
1 minute ago
- TheMarketaire** Brett Prince
Stealth Wendy's Campaign Got 33,000 Twitter Followers in a Month:
A stealth campaign for Wendy's brought on 3... bit.ly/ucqcFv
1 minute ago

Your Tweets 1,322
22 hours ago : @JVsimpified Actually, I was posting to ...

Following 789 **Followers** 855

Who to follow - refresh - view all

- ClairolColor** Clairol Color - Follow
Promoted - Followed by @Womenworking
- BarackObama** Barack Obama - Follow
Followed by @TasteMag and others
- biteandbooze** Jay D. Ducote - Follow
@JayDucote writer/author/radio host @RaiseaGla...

Trends: Boston - change

- #StorageWars Promoted
- #ThingsThirstyPeopleDo
- #iknewitwasoverwhen
- #WhatYouFindinLadiesHandbags
- Love & Basketball
- Benoit Pouliot
- Austin Rivers
- Shawn Thornton
- Santana
- Brad Marchand

Activity - view all

- Erik Qualman** favorited a Tweet
- Erik Qualman** favorited a Tweet
- Liz** followed Bake Anything



Your Profile

twitter Search Home Profile Messages Who To Follow FriendsFoodFam

Tricia White
@FriendsFoodFam North Easton, MA
Passionate Food Blogger, MSBDC Business Advisor,
Marketing and Social Media Consultant, Mother of 4,
owner of large cute dog ;)
<http://www.friendsfoodfamily.com>

Edit your profile →

Tweets Favorites Following Followers Lists

FriendsFoodFam Tricia White
@JVsimplified Actually, I was posting to Pinterest. Very interesting network.
22 hours ago

FriendsFoodFam Tricia White
Purple Carrots...So orange! re.pn/ACvCZ
14 Nov

FriendsFoodFam Tricia White
Got PPC? Is it working for you? Are you thinking of trying it? Come learn more about how pay per click works and make ... Inkd.in/MPFdz9
14 Nov

FriendsFoodFam Tricia White
Chocolate and Vanilla Sandwich Cookies re.pn/A8z9g
13 Nov

FriendsFoodFam Tricia White
Giant Chocolate Cookies re.pn/zZo0C
13 Nov

FriendsFoodFam Tricia White
Nannie's Oatmeal Cookies re.pn/zLWWhu
13 Nov

About @FriendsFoodFam

1,322 Tweets 789 Following 855 Followers 38 Listed

Similar to you - view all

- lifesafeast** Jamie Schler
American in France, I bake, I cook, I write.
- StreaminGourmet** StreamingGourmet!Amy
Constantly thinking about food. Love photography a...
- allcakerecipes** allcakerecipes

Following - view all

About Help Blog Mobile Status Jobs Terms Privacy
Shortcuts Advertisers Businesses Media Developers
Resources © 2011 Twitter



Definitions

- Forward that Tweet – Retweet
- Replies and Direct Messages
- @Signs and # Hashtags
 - @friendsfoodfam
 - @graciesbark
 - #gov20ne
 - #foodies
- URL Shorteners
 - Bit.ly
 - Tinyurl.com



LIVE!



Twitter Gone Bad

A Case Study of Ragu & The Power of Social Media



C.C. Chapman IS Digital Dad

cc-chapman.com Blog **About** Speaking Contact

About

Photo by Hilary McHone

C.C. Chapman didn't write this "About C.C. Chapman" page. **An advocate did**, and he wouldn't accept a dime for the privilege.

This makes the most perfect kind of sense — after all, C.C. Chapman has spent the past five years helping people and brands convert passive consumers into passionate, invested advocates. He's built meaningful relationships between a Who's Who of A-list companies and their markets. He's helped these companies sell more things.

You'd be hard-pressed to find a more multi-faceted or enthusiastic creative/strategic partner in the marketing and content creation fields. This greatly hails from C.C.'s unstoppable combination of marketing experience and savvy (which a great many professionals claim to have), and incalculably valuable "on the ground" knowledge and insight as an influential content creator himself (which a great many professionals do not).

Get Updates

By newsletter By RSS feed

By email

Subscribe @

Content Rules

My first book is now out from Wiley and if you want to understand content

Ragu's Tweet – September 27

The image is a screenshot of a Twitter profile for the account @ragusauce. The profile picture is a jar of Ragu Traditional sauce. The header shows the Twitter logo, a search bar, and navigation links for Home, Profile, Messages, Who To Follow, and FriendsFoodFam. The main content is a list of tweets from the account, all posted 21 hours ago. Each tweet asks a question related to 'Dad' and 'dadsthe word', accompanied by a link to a poll. The tweet from @cc_chapman is circled in blue. The right sidebar shows the 'Following' list and footer links.

let's continue it constructively, happy to talk directly with you.
1 hour ago

ragusauce Ragú@
@marcdecaria how does dinner by dad stack up?
<http://ow.ly/6Gvk8>
21 hours ago

ragusauce Ragú@
@cc_chapman do your kids like it when you make dinner?
<http://ow.ly/6Gvhw>
21 hours ago

ragusauce Ragú@
@dwaynereaves do your kids like it when you make dinner?
<http://ow.ly/6Gvff>
21 hours ago

ragusauce Ragú@
@playgrounddad who makes dinner in your house? Mom or dad?
<http://ow.ly/6GvbA>
21 hours ago

ragusauce Ragú@
@dudetodad who makes dinner in your house? Mom or dad?
<http://ow.ly/6Gv9m>
21 hours ago

ragusauce Ragú@
@dadlabs who makes dinner in your house? Mom or dad?
<http://ow.ly/6Gv6X>
21 hours ago

ragusauce Ragú@
@sunrae17 Thanks for the RT!
26 Sep

ragusauce Ragú@
RT if there's a @Ragusauce Dad in your family! Tomorrow we'll explore what happens when #Dad cooks #dadsthe word
26 Sep

ragusauce Ragú@
Cutting back on dining out? #Cooking at home is a great way to save, along w/ these budget-friendly tips via @TheNest
bit.ly/pQ9cVX
23 Sep


Official Ragú®
Website: www.ragu.com
@ragusauce
UNILEVER PATRONS POLLEN
UNILEVER US.COM/FOOD/US/CH
POLLEN/US

Delicious Oatmeal Squares, tortilla chips & potato chip...

Following - view all

About Help Blog Mobile Status Jobs Terms Privacy
Sponsors Advertisers Businesses Media Developers
Resources © 2011 Twitter

The Video



The screenshot shows a YouTube video player with a woman in a green top and glasses in a kitchen. The video title is "Dad Cooks Dinner: What is Dinnertime Like When Dad Cooks?". The video has 426 views and was uploaded by Ragu on Sep 20, 2011. The description reads: "When dad is cooking dinner for the family, it can be different and exciting from the regular routine. Working as a team with your partner can help with new dinner ideas and getting dinner on the table faster. Maybe dad cooks".

YouTube Search Browse Movies Upload Create Account Sign In

Dad Cooks Dinner: What is Dinnertime Like When Dad Cooks?

Ragu 26 videos Subscribe

0:01 / 2:10 360p

Like Add to Share 426 views

Uploaded by Ragu on Sep 20, 2011

When dad is cooking dinner for the family, it can be different and exciting from the regular routine. Working as a team with your partner can help with new dinner ideas and getting dinner on the table faster. Maybe dad cooks

1 likes, 9 dislikes As Seen On: C. C. Chapman Show more

All Comments (7) see all Reactions (1)

Sign In or Sign Up now to post a comment! Your reaction?

Suggestions

- Budget Meal Ideas: Balancing the Dinner Budget by Ragu 294 views 2:13
- Family Meals on a Budget: How Do You Balance Yo... by Ragu 8 views 0:18
- How Do You Spice Up Your Pasta? by Ragu 24 views 0:20
- Ragu® Mom's the Word on Dinner: Ragu® Ad in Peo... by Ragu 7 views 0:15
- Dad Cooks Dinner by TurkeyVideoChallenge 196 views 5:40
- Stellan Skarsgård Cooks Dinner with Alex Doing ... by WorldofSkarsgard 29,482 views 2:49
- Dad cooks dinner by hannasothebest97 15 views 0:43
- Fingernail Painting 101

Windows taskbar: Ragu Hates Dads | C... Dad Cooks Dinner: ... Microsoft PowerPo... 12:19

The Next Thing – September 27

cc-chapman.com Blog About Speaking Contact

Ragu Hates Dads 117

posted on September 27, 2011

Tweet 846 Share 337 Email 2 Share 1407

I hate how companies, movies and society likes to pick on the dads of the world by portraying us as clueless parents who don't know our way around parenting. It is one of the main reasons I started **Digital Dads** and why I'm proud of **Cast of Dads**.

As a marketer I've worked with companies big and small to advise them on how to properly use online media, how to reach out to influencers and how to be smart about content. After years of successful campaigns I know enough to be able to say what works and doesn't work.

Combine these two aspects of my life and you can understand why I'm so pissed at the stupidity of **Ragu** and whoever their agency is.

@ragusauce
Ragu

@cc_chapman do your kids like it when you make dinner? <http://ow.ly/6Gvhw>

Get Updates

By newsletter By RSS feed

By email

Enter your email address

Subscribe @

Search the Archives

Search »

Content Rules

My first book is now out from Wiley and if you want to understand content marketing then you should buy a copy today. Available wherever books and ebooks are sold.

Buy the book \$

Let the games begin...

twitter #FURagu Home Profile Messages Who To Follow FriendsFoodFam

They just put themselves in book #2 RT @cc_chapman: RANT
@ragusauce Hates Dads - cot.ag/pTvAX9 #FURagu
13 hours ago

jennifer_jj Jennifer Johnston
YES!!!! SO many brands need to wake up to this brutal stereotype.
RT @cc_chapman: RANT: @ragusauce Hates Dads
cot.ag/pTvAX9 #FURagu
13 hours ago

cmcpPhillips Cathy McPhillips
Dang. RT @cc_chapman: RANT: @ragusauce Hates Dads -
cot.ag/pTvAX9 #FURagu
14 hours ago

DadLabs DadLabs
Shame on us. Click the link b4 you respond to tweets. RT
@cc_chapman: RANT: @ragusauce Hates Dads - cot.ag/pTvAX9
#FURagu
14 hours ago

cc_chapman C.C. Chapman
RANT: @ragusauce Hates Dads - cot.ag/pTvAX9 #FURagu
14 hours ago

pcornqueen pcornqueen ♪
RT @cc_chapman: STILL pissed at stupid @ragusauce @
spamming Dads w/a video that slams dads in the kitchen. I think
#FURagu sounds nice :)
14 hours ago

cc_chapman C.C. Chapman
STILL pissed at stupid @ragusauce @ spamming Dads with a
video that slams dads in the kitchen. I think #FURagu sounds
nice :)
14 hours ago Favorite Retweet Reply

gari_yoiko gari_yoiko
@kawayukako そろそろTwitterから消える #sorosoro 朝までお仕事
#furagu
21 Sep

You've reached the end of the Top Tweets for #FURagu.
[View all Tweets.](#)

And then #FURagu

twitter #FURagu Home Profile Messages Who To Follow FriendsFoodFam

← Back to Home Save this search

Results for #FURagu

Tweets - Top Refine results

iangordon They should take it RT @cc_chapman: FREE advice for @ragusauce from ME - cot.ag/pDu0RG #FURagu 1 hour ago

skarritt Kevin Lane Skarritt @CC_Chapman (re: @ragusauce) - HEAR!, HEAR! --Tempura & sushi last week. Homemade lasagna noodles yesterday. Dads CAN cook! #FURagu 1 hour ago

JennyMack Jenny Mackintosh @RaguSauce missteps in this ad targeting dads: bit.ly/nUUAER & @cc_chapman responds: bit.ly/rjL7wS Backlash? Check #FURagu. 1 hour ago

JoeLRobb Joe Robb Advertising Fail. RT @cc_chapman: RANT: @ragusauce Hates Dads - cot.ag/pTvAX9 #FURagu 1 hour ago

cc_chapman C.C. Chapman FREE advice for @ragusauce from ME - cot.ag/pDu0RG #FURagu 2 hours ago Favorite Retweet Reply

theAmberShow Amber Marlow Blatt As a one-day mom, I hate this stuff! IT'S NOT ALL MY JOB! RT @cc_chapman: RANT: @ragusauce Hates Dads - cot.ag/pTvAX9 #FURagu 2 hours ago

mattegee Matt Grondin This dad makes his own sauce. Incidentally, it's 1,000x better than Ragu. RT @cc_chapman: @ragusauce Hates Dads cot.ag/pTvAX9 #FURagu 3 hours ago

People results for #FURagu - view all

- furagu** Егор Бальшеев Follow Web developer, javascript nazi.
- furagu1** 荒川隆 Follow

Trends: Boston - change

- #WantAnR8 Promoted
- #thewayisbest
- Ryan Lavarriway
- #LawsMenShouldFollow
- #Iwant
- Matty
- Orioles
- Rays
- Yankees
- Halloween

About Help Blog Mobile Status Jobs Terms Privacy Shortcuts Advertisers Businesses Media Developers Resources © 2011 Twitter

http://twitter.com/#/search?q=%23FURagu

A little help from his friends

This is ridiculous. Sexist stereotypes are horrendous > @RaguSauce Hates Dads (@CC_Chapman) <http://t.co/oNzWlc6X> #RaguDads

about 13 hours ago via Tweep Button Reply Retweet Favorite

@db
Damien Basile

Did you know @RaguSauce hates dads? Just threw out every jar. <http://t.co/S4SdEoiG>

about 13 hours ago via Twitter for iPhone Reply Retweet Favorite

@JasonFalls
Jason Falls

: @cc_chapman unleashes on @ragusauce with a "Ragu Hates Dads" rant. Disappointing missed opp, all around: <http://t.co/qN9rLm75>

about 13 hours ago via Twitter for iPhone Reply Retweet Favorite

@MarketingProfs
Ann Handley

When you examine the full stream of Tweets and look at who they are sent by several Tweeters have more than 100,000 followers, many have more than 30,000 followers and the defending voices are conspicuous by their absence.

How potentially damaging to a large brand is this?

<http://highprofileenterprises.com/tag/social-media-marketing/> Think about a large number of fiercely critical messages sent to potentially millions within a very short period of time with absolutely nothing from the company

managing online presence optimizing optimization website panda update search engine marketing search engine marketing agency search engine optimization search engine optimization companies search engine optimization techniques seo seo company seo consultant seo hints seo nz seo services seo techniques small business internet marketing social media social media for businesses social media for companies social media marketing targeted web 3 topics google spots twitter twitter business use twitter or facebook for business web design

Archives

- September 2011
- August 2011
- June 2011
- May 2011
- March 2011
- February 2011
- January 2011
- December 2010
- November 2010
- October 2010

A Lesson Learned

The screenshot shows the top of Chris Brogan's website. The header is dark blue with a red 'B' logo and the name 'CHRIS BROGAN'. A 'Work with me' button is on the right. Below the header is a red navigation bar with links: Home, About, Speaking, Newsletters, Contact, Best Of, Work With Me, a search bar, and SEARCH. A secondary red bar contains more links: Blogging, Book Review, Business, How To, Human Business, Marketing, Social Media, and Video Blog.

The main content area features a blog post titled "HELP! MY GROCERIES ARE TWEETING AND THEY'RE TERRIBLE!". The post is dated September 28, 2011, and has 27 comments and 379 reactions. The text of the post discusses being inspired by a post about "Ragu hates dads" and wondering how many grocery products are spamming Twitter. It includes a link to a post in pictures.

Below the post is a section titled "THE GHOST TOWN" featuring a tweet from Corrinne (@SwansonChicken) on behalf of Swanson Premium Chicken. The tweet includes a link to a website: <http://www.campbellsoup.com/swansonchicken.aspx>. There is a "Follow" button and a "Tweet to @SwansonChicken" input field.

On the right side, there are three widgets: 1) "Restore Data After a Disaster" with a "Read More" link and social media share icons. 2) "FREE Updates" with an email input field and a "GO" button. 3) "One Question Site Survey" with a question about email marketing and social media.

The Positives from a Negative

Welcome Everyone

C.C. Chapman writes about the world around him with a unique perspective as a thought leader, influencer, entrepreneur and digital dad.

The Secret Sauce – Free Advice for Ragu

Posted on September 28, 2011

I have the simple goal in life to help as many people, companies and organizations find success. It is what I wake up every morning hoping to do.

Because of that, I want to give some free advice to the team at **Ragu**, whoever their social media agency is and any company thinking about getting into social media.



I've got the credentials to give this advice. I ran my own marketing agency. I've helped develop and execute online campaigns for The Coca-Cola Company, HBO,

Get Updates



By newsletter



By RSS feed

By email

[Subscribe @](#)

Content Rules



My first book is now out from Wiley and if you want to understand content marketing then you should buy a copy today. Available wherever books and ebooks are sold.

[Buy the book \\$](#)

Speaking & Consulting

C.C. is a sought after keynote speaker who is guaranteed to educate and energize your crowd.

Companies of all sizes have hired C.C. to work with them to better their marketing efforts. His work has won numerous awards and always delivers solid results.

[Find out more >>](#)

What does Ragu do?

twitter Search Home Profile Messages Who To Follow FriendsFoodFam

Ragu@
@ragusauce
Want a good start on meals for your family? Our Ragu@ tweets offer easy recipes for nutritious dishes, expert advice, tips for kids, and more.
<http://www.ragu.com/>

+ Follow

@ragusauce

129 Tweet

Tweets Favorites Following Followers Lists

ragusauce Ragu@
@DadLabs We know every dad does what he does best when it comes to dinner. Happy to talk directly with you.
1 hour ago

ragusauce Ragu@
@cc_chapman We hear you. This invites dads to the discussion, let's continue it constructively, happy to talk directly with you.
1 hour ago

ragusauce Ragu@
@mardecaria how does dinner by dad stack up?
<http://ow.ly/6Gvk8>
21 hours ago

ragusauce Ragu@
@cc_chapman do your kids like it when you make dinner?
<http://ow.ly/6Gvhw>
21 hours ago

ragusauce Ragu@
@dwaynecaves do your kids like it when you make dinner?
<http://ow.ly/6Gvff>
21 hours ago

About @ragusauce

691 Tweets 2,354 Following 2,685 Followers 86 Listed

Recent Images

You and @ragusauce
You follow accounts that follow @ragusauce · view

Similar to @ragusauce · view all

WICProject Miriam T. · Follow
PR Friendly Blogger, Graphic Designer and Web Nerd...

TropicanaOJ Tropicana · Follow
The official Twitter handle for Tropicana!

Corazonas Corazonas Snacks · Follow
Delicious Oatmeal Squares, tortilla chips & potato chip..

Following · view all

About Help Blog Mobile Status Jobs Terms Privacy Shortcuts Advertisers Businesses Media Developers Resources © 2011 Twitter

Are we really done?

cc-chapman.com Blog About Speaking Contact

Silly, but fun looking trailer for Mark Wahlberg's *Contraband* - <http://t.co/Ro6ol3MA> over a year ago - reply - retweet - favorite [Follow me!](#)

Like 2K f in e r

My Final Word on Ragu

posted on September 29, 2011

Tweet 93 Share 50 Email 0 Share 143

Welcome **Googler!** If you find this page useful, you might want to **subscribe to the RSS feed** for updates on this topic. [x](#)

Powered by [WP Come Back VisualPress Plugin](#)

I promised everyone a follow-up to the whole Ragu mess that I initially ranted about here, and then offered some free advice here.

This morning, I had a brief call with a manager from Unilever (Ragu's parent

Get Updates

By [newsletter](#) By [RSS feed](#)

By email

[Subscribe @](#)

Search the Archives

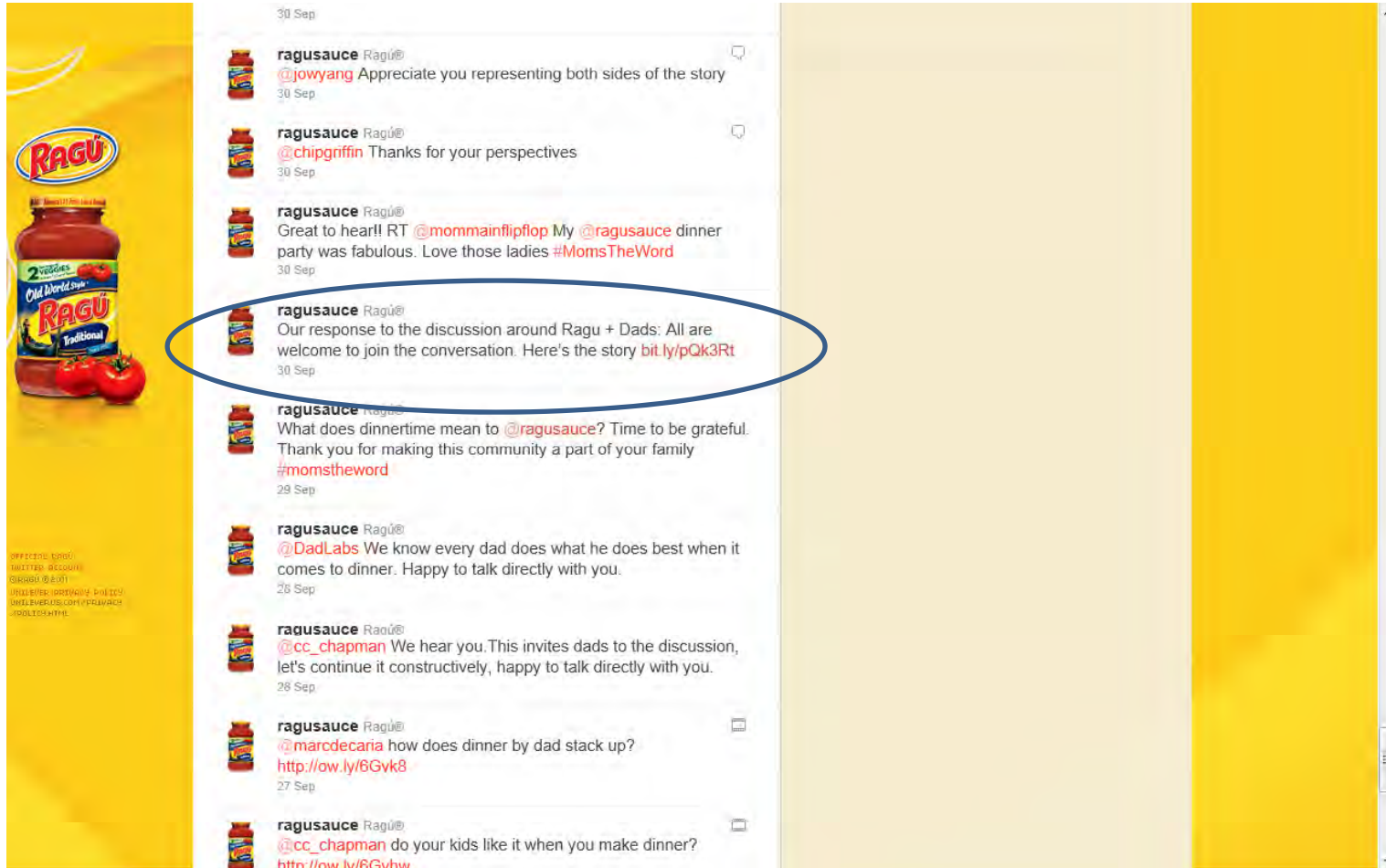
[Search >>](#)

Content Rules

My first book is now out from Wiley and if you want to understand content marketing then you should buy a copy today. Available wherever books and ebooks are sold.

[Buy the book \\$](#)

4 days later, still no word...



The image shows a screenshot of a Twitter thread from the account @ragusauce. On the left side, there is a vertical banner for Ragu sauce featuring a jar of '2 Varieties Old World Style Ragu Traditional' and some tomatoes. The main content is a list of tweets from @ragusauce, dated from September 27 to 30. The fourth tweet in the thread is circled in blue. The tweets are as follows:

- 30 Sep**
ragusauce Ragú@
@jowyang Appreciate you representing both sides of the story
- 30 Sep**
ragusauce Ragú@
@chipgriffin Thanks for your perspectives
- 30 Sep**
ragusauce Ragú@
Great to hear!! RT @mommaintipflop My @ragusauce dinner party was fabulous. Love those ladies #MomsTheWord
- 30 Sep**
ragusauce Ragú@
Our response to the discussion around Ragu + Dads: All are welcome to join the conversation. Here's the story bit.ly/pQk3Rt
- 29 Sep**
ragusauce Ragú@
What does dinnertime mean to @ragusauce? Time to be grateful. Thank you for making this community a part of your family #momstheword
- 28 Sep**
ragusauce Ragú@
@DadLabs We know every dad does what he does best when it comes to dinner. Happy to talk directly with you.
- 28 Sep**
ragusauce Ragú@
@cc_chapman We hear you. This invites dads to the discussion, let's continue it constructively, happy to talk directly with you.
- 27 Sep**
ragusauce Ragú@
@marcdecaria how does dinner by dad stack up?
<http://ow.ly/6Gvk8>
- 27 Sep**
ragusauce Ragú@
@cc_chapman do your kids like it when you make dinner?
<http://ow.ly/6Gvhw>

Ragu's Response



Media Monitoring Checklist eBook

Getting Better Results with Less Time, Less Money, and Less Hassle

DOWNLOAD NOW

Ragu, Dads, and Lessons Learned for Communicators and Bloggers

by CHIP GRIFFIN on SEPTEMBER 28, 2011

Like many, I grew up eating Ragu tomato sauce on my pasta. These days, I don't buy it because I generally prefer to make my own simple tomato sauces or buy marinara sauces with fewer ingredients (and no added sugar since I don't like overly sweet sauce).

For these reasons, I hadn't given the brand much thought lately until I saw a blog post from my friend CC Chapman, provocatively titled "[Ragu Hates Dads.](#)" Needless to say, this caught my attention, as it did for many others. So I clicked over and read up on what happened.

You should read CC's post, but here's a quick synopsis:

- Ragu worked with mom bloggers to create a web video with of them talking about what it is like when dad cooks dinner in their homes
- The @ragusauce Twitter account sent messages to several dads, drawing their attention to the video
- After sending the @ messages to the dads, @ragusauce went radio silent
- Since CC does the shopping and cooking in his house, he felt offended by the implied messaging of the video that dads don't cook and when they do it is a novelty

Get Blog Updates By Email

More Results. Less Time. Less Money. Less Hassle. Subscribe to CustomScoop's Media Bullseye for free via email to get blog posts that will help maximize your success.

Email Address *

Subscribe

Monitor. Measure. Deliver.

Social Media & News Media Monitoring — All in One Service!

Sign up for a Free Trial >


POPULAR POSTS

Google+ You: A New Social Toolset

» » »

Finally! – September 30

I think a lot of this points out the challenges of pitching on Twitter, too. Who knows how it might have been different if they had communicated with CC via email or phone and could have put the video in context for him?

 Danny Brown and 3 more liked this [Like](#)



Ragú® 1 month ago

Ragú's "Mom's the Word on Dinner" campaign has gotten some Dads piping hot. For those new to the story, one video from our series was sent via Twitter @message to six Dad bloggers. Two took offense to Mom bloggers dishing about what happens when Dad cooks. Now it's time to help this simmer down a bit.

This campaign is built on strong relationships with bloggers and on a simple premise – listen to Moms and have them drive the conversation forward. All Moms voice their own points of view. The community rallies around topics raised by prominent Mom bloggers, sharing tips and advice. Some posts invite disagreement but it's always respectful, lighthearted and welcome.

By listening to our fans, Ragú recognized that family comes in many forms, and that dinner time topics were relevant not just to Moms but to the grandparents and Dads on the page. A range of discussion topics have been introduced, many via video since March when the campaign began. They have helped create a fast-growing and highly engaged community. We recently invited a Dad blogger to join and last week posted an announcement. "Ragú Dads. Thank you for your support and for putting up with all of our "Mom Talk" lately :) So, next week's episode is all about you! Who will have the last word?"

That led to us reaching out to select Dad bloggers directly on twitter. We knew better – and we should have sent them more context.

The episode sparked a night of disgruntled posts by one particular Dad, so, the next morning we invited him to call us, since we think it's better to talk in person when there's been a miscommunication. We connected the following day. We thanked him for letting us know we had some sauce on our face. We listened and asked for ideas on how to better engage Dads. But maybe it's not enough to have spoken only to him. So, to any Dad who felt excluded or offended, we are sorry as that certainly was never our intent.

If this week has confirmed anything, it's that moms and dads (and grandmoms and granddads, too) want to have a word on dinner – and all are welcome to join in the conversation.

3 people liked this. [Like](#)



Rick Liebling 1 month ago in reply to Ragú®

Ok, you tried some stuff, it didn't work out quite the way you hoped and now you're trying to patch things up. That's cool, I get that. But I would have liked this post so much better if it had been from a person instead of from "Ragú." A jar of sauce and a brand name are trying to set the record straight? Please, just give us a person to engage with.

Be careful what you wish for...

1. Know who are you talking to
2. Be ready for the response
3. Don't let time lapse
4. Take responsibility
5. Lesson learned



Twitter Stat

79%

more twitter

followers when

you have a blog!



Round-Up

- Spreading of real-time information
- Helps to promote your
 - blog
 - website
- Conversion Mechanism
- Helps with Search Engine Optimization
- Marketing through Social Media
- Creates statistics



In closing

1. @ This can be overwhelming
2. # Identify what works for you
3. @ Bite off what you can chew and grow organically...give it time
4. # Keep branding consistent
5. @ Have fun!

For More Information



Tricia White

Senior Business Advisor

MA Small Business Development Center Network

Southeast Region – Fall River

200 Pocasset Street, Fall River, MA

508-673-9783

www.msfdc.org/semass

twhite@msfdc.umass.edu