



Social Networking: For Good and For Profit

Peter Shankman

It's not Web 2.0. It's not Web 3.0. It's simply life.

We have more technology than every before. We can reach more people than ever before, in shorter and shorter amounts of time. But is this a good thing? You can have all the tools in the world – it doesn't mean you know what to do with them!

Peter will discuss social networking, viral marketing, and all the “fun ways” to use our social networking technologies – Facebook, Twitter, LinkedIn. Most importantly, Peter will discuss why sometimes it is a better bet *not* to use any of them.

Peter will talk about “non-traditional ways of thinking” – including examples of unconventional PR and social networking examples, such as Will It Blend (www.willitblend.com) and his own Help A Reporter Out website.

Peter Shankman is the founder and CEO of [The Geek Factory, Inc.](http://TheGeekFactory.com), a boutique Marketing and PR Strategy firm located in New York City, with clients worldwide. Peter has a blog, www.shankman.com, where he discusses current ideas relating to his main interests – social media, PR, marketing, advertising, and creativity.

Peter also manages a very useful social networking website, Help A Reporter Out (www.helpareporter.com), which connects journalists with the sources they require using a social media platform. HARO is already over 40,000 members and growing, and has a stable of national journalists using the service on a daily basis.

Born and raised in New York City, Peter still lives there with his two psychotic cats, Karma and NASA, who consistently deny his repeated requests to relinquish the couch. In the few hours of spare time Peter has per month, he's a frequent runner, with 13 completed marathons and three Olympic distance triathlons to his credit, an amateur boxer, and an “B” licensed skydiver, specializing in free-flying.

Date: Thursday, February 19, 2009, 8:00 pm.
(Refreshments and networking at 7:30 pm.)
Place: Sarnoff Corp., Routes 1 and 571, Princeton, NJ
Information: Dennis Mancl (908) 582-7086, Jan Buzydlowski (610) 902-8343
On-line info: <http://www.acm.org/chapters/princetonacm>

All ACM / IEEE-CS meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.

A pre-meeting dinner with the speaker is held at 6:00 p.m. at **Ruby Tuesday's Restaurant** on Route 1. Please send email to princetonacm@acm.org in advance if you plan to attend the dinner.

