

The World Has Changed Forever. How are YOU Going to change?

→ these slides: bit.ly/sreechange

sree@sree.net | Twitter: [@sree](https://twitter.com/sree)

Instagram: [@sreenet](https://www.instagram.com/sreenet)

Facebook: [/sreenet](https://www.facebook.com/sreenet) & [/sreetips](https://www.facebook.com/sreetips)

LinkedIn: [/in/sreenivasan](https://www.linkedin.com/in/sreenivasan)

FB Group: [Sree's Advanced Social](https://www.facebook.com/groups/sreesadvancedsocial)

Sign up for new newsletter: [Sree's Sunday Note](https://www.sreesundaynote.com)

→ My best tips on one page: bit.ly/sreetips2020

→ Subscribe to [YouTube page /sreenet](https://www.youtube.com/channel/UCsree)





Group by SreeTips

Sree's Advanced Social Media Group ▾

Closed Group • 8.2K Members





**Always
Be Charging**

**Always Be
Connecting**

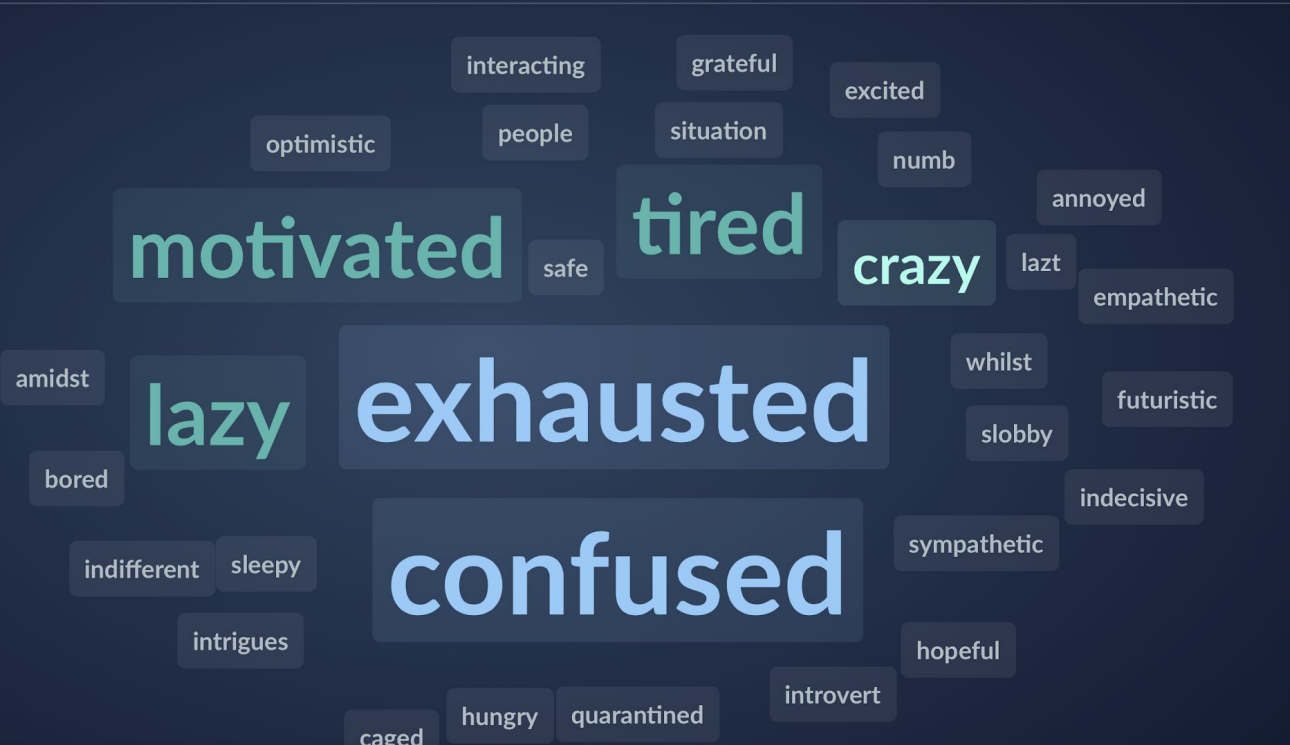
**Always Be
Collecting**

#AlwaysBeLearning



What's one word that describes how you feel?

0 3 2

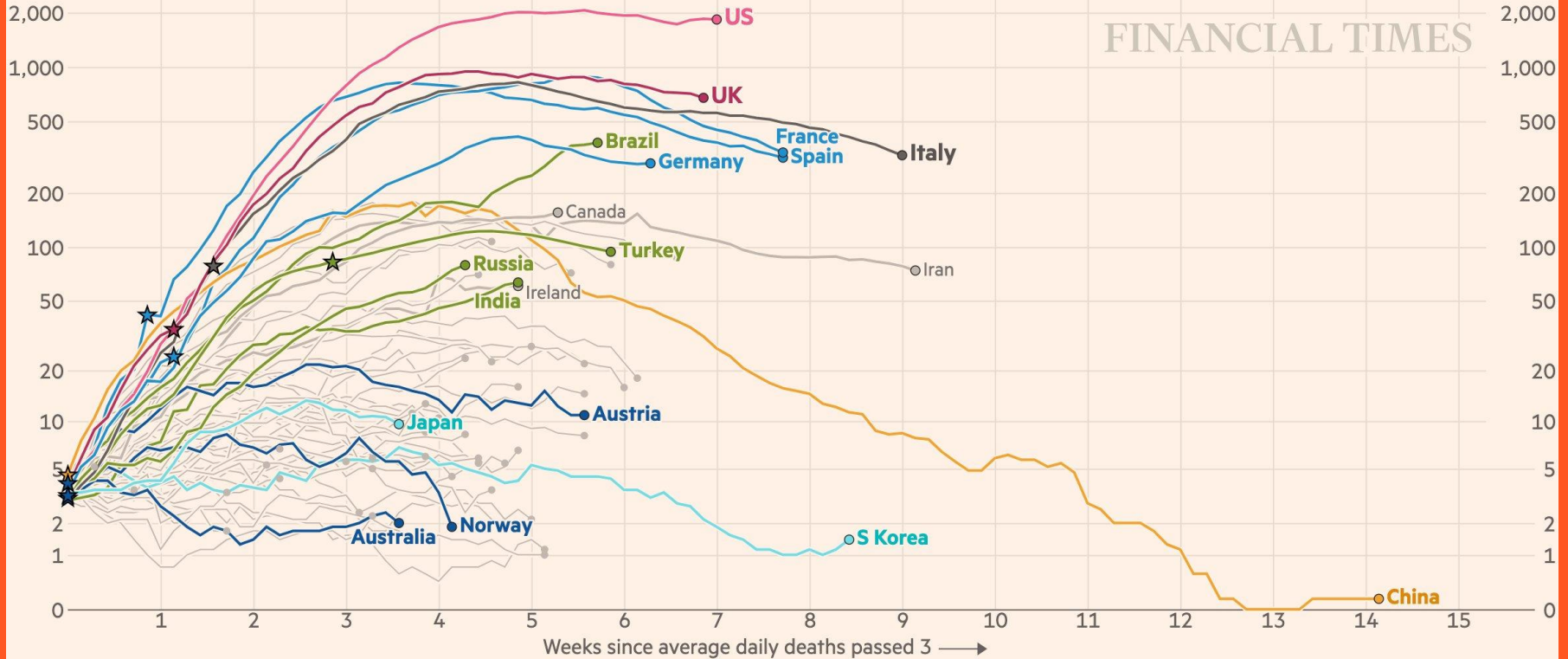


Join at
slido.com
#amity1

Daily death tolls are now at their peak or falling in many western countries

Daily deaths with coronavirus (7-day rolling average), by number of weeks since 3 daily deaths first recorded

Stars represent national lockdowns ★



FT graphic: John Burn-Murdoch / @jburnmurdoch

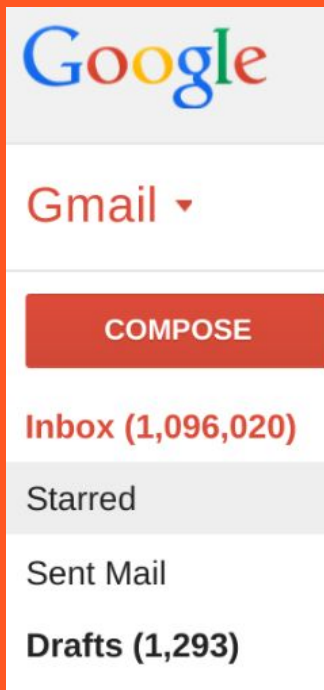
Source: FT analysis of European Centre for Disease Prevention and Control; FT research. Data updated May 02, 21:53 BST

© FT

THE SCARCEST RESOURCE OF
THE 21ST CENTURY IS
HUMAN ATTENTION.

@LESHINTON, FORMER PUBLISHER OF WSJ

#WhenIWasYoung I wanted to be a millionaire. Didn't expect it to be in unread @Gmail messages.



SOME PERSONAL NEWS

The Met ousted a top executive, so he used Facebook to show the world how to do unemployment right



Free for a coffee, a drink, or a walk. (Jenni Avins)

Life happens.

PBSO
NEWS
HOUR

Menu



PBSO
NEWS
HOUR

Lose your job? It may pay to announce it

Aug 4, 2016 7:43 pm EST

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Sree Sreenivasan 谢斯睿
Marshall Loeb Visiting Prof of
Digital Innovation, Stony Brook...



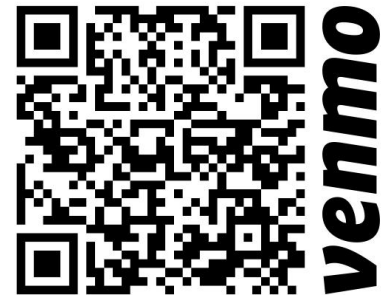
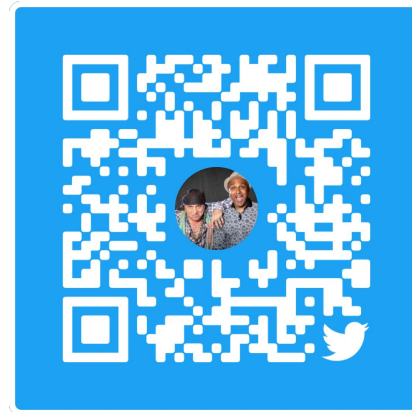
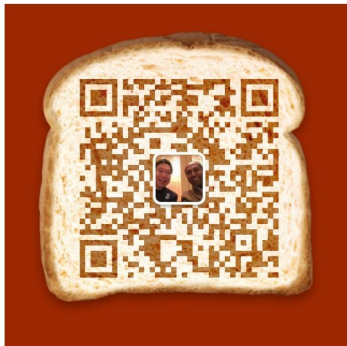
WhatsApp, Sree?

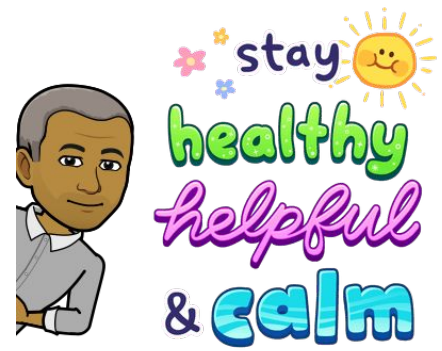
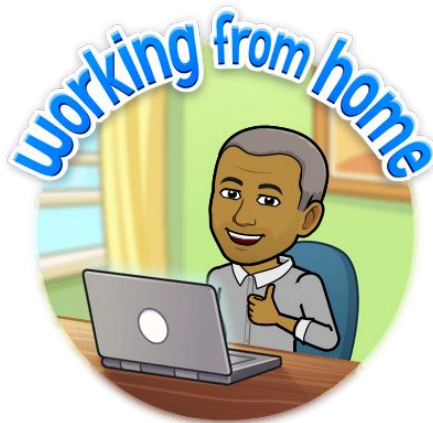
sree@sree.net



sree sreenivasan 谢斯睿

New York, United States





DoNotTouchYourFace.com



Say it after me:

No

One

Knows.

No one knows.

**There is
no playbook!**

MARKETING

Social Media & Covid-19: How to Communicate During a Crisis



Taylor Loren
@taylor.loren

March 29, 2020

[@taylrn](https://bit.ly/covidsoc1)

4. Provide Organic Value

Turn your Instagram into a valuable resource for your audience. Focus on engagement first, instead of driving traffic, by providing extra education through videos, carousel posts, or captions – instead of constantly asking to swipe up or click the link in your bio.

Here at Later, we are making a big shift in our social content to follow this principle. Instead of using Instagram to drive traffic (fun fact: stories are our top traffic driver!), we are now hyper-focused on just providing value and education organically on Instagram.

For example, the Insta-famous brand [@Revolve](#) is known for their epic influencer vacations and travel content, and they've had to dramatically shift their content strategy.

So instead of #revolvearoundtheworld, they created a new hashtag #revolvearoundthehouse to encourage their followers to “stay positive, stay productive, and most importantly, stay connected.”



[@taylor](https://bit.ly/covidsoc1)

Work on something.

#SreeCovid19call
bit.ly/sreecovid19call

The image shows a YouTube playlist page for 'Sree Daily Covid19 Call'. The page features a header with the YouTube logo, a search bar, and navigation icons. The main content area is divided into two columns. The left column contains a video player for the first video, 'Sree Daily Covid19 Call: Connecting Daily During a Crisis', with a description and a 'PLAY ALL' button. The right column displays a list of 8 videos in the playlist, each with a thumbnail, title, and duration. The videos are:

1. Sree's Daily Covid19 Call #8: Travel & Events edition with Rafat Ali, Gregory Galant, Liz Caruso (1:15:11)
2. Sree's Daily Covid19 Calls #7: Psych! w/ Prof Athena Aktipis, Jeff Gassen, Dr. Sujana Chandrasekhar (1:03:16)
3. Sree's Daily Covid19 Call #6: Talking About the Planet edition with Andy Revkin (1:01:36)
4. Sree's Daily Covid19 Call #5: Life in Europe edition with Clara Turco, John Lee, Zach Peterson (1:19:27)
5. Sree's Daily Covid19 Calls #4: Dr. Lipi Roy is back with tips (1:12:01)
6. Sree's Daily Covid19 Call #3: Tech Tips Edition w/ Robert S. Anthony (46:02)
7. @Sree's Daily Covid Calls #2: Helpful & Healthy, w/ Maria Drago (50:23)
8. @Sree's Covid19 Calls #1: Dr. Lipi Roy (55:16)

The video description for the first video reads: 'Sree's Daily Covid19 Conversations: We may be social distancing in real life, but no reason we can't connect in meaningful ways online. Every day during the Covid19 crisis, Sree Sreenivasan - Marshall Loeb Visiting Professor of Digital Innovation at Stony Brook School of Journalism, founder of the Digimemors consultancy - hosts an informal, open, global online conversation. Several of his guests have stopped by his show on their way or from shows on MSNBC, the Today Show, CNN, etc. It's simulcast on FB, Twitter, LinkedIn and YouTube and has more than a thousand viewers a show, around the world. More importantly, Sree's network of CEOs, journalists and influencers means that the show's messages are getting into folks who can really spread the word. Follow him on @sree on Twitter to get alerts. Feedback,

Work on something. [#SreeCovid19call](#) Subscribe on [YouTube.com/sreenet](https://www.youtube.com/sreenet)

@Sree's Daily Global Covid19 Show

#sreecovid19call

Hosted by

Sree Sreenivasan

Marshall R. Loeb Visiting

Professor of Digital Innovation

Stony Brook School of Journalism

Producers:

[@RoseHorowitz31](#)

[@Vandana_Menon](#)



Vinay Kamat
Essential show, Sree. Uplifting
Sree Sreenivasan

Speaker suggestions?

Sponsorships?

sree@sree.net

New!
WhatsApp
alerts:



First 50 shows... **750,000+ viewers**

106 guests (65 women)

35 cities

9 countries

NEW!
In partnership with
Scroll.in

2m+ followers on
FB, YT, Twitter

Live on



18 doctors

15 authors & journos

9 CEOs & founders

10 teachers & profs

Subscribe on YouTube
to see the archives and
know when we're live!

[YouTube.com/sreenet](https://www.youtube.com/sreenet)



sree sreenivasan

@sree

I told a journo who asked about [@metmuseum](#)'s rivals: "Our competition isn't other museums. It's Netflix, Candy Crush, life in 2015."

RETWEETS

73

FAVORITES

63



1:11 PM - 11 Mar 2015

**In magazine covers,
being CLEVER is
really important.**

Esquire

APRIL 1968
PRICE \$1
THE MAGAZINE FOR MEN



The Passion of Muhammad Ali

CAT POWER + JAMES BLUNT + BILLY JOEL

Rolling Stone

rollingstone.com
Issue 993 // February 9, 2006 // \$3.95

BODE MILLER

Out of Control

GOD'S SENATOR

Inside the War Room of the Religious Right

BATTLESTAR GALACTICA

The Toughest, Smartest Show On Television

WILSON PICKETT

1941-2006

THE PASSION of **KANYE WEST**

A close-up profile photograph of Kanye West's face, looking to the right. He is wearing a crown of thorns and has some dirt or paint on his face.

**In digital, CLEAR is the
new clever.**

Three qualities of the best communicators:

- Confidence
- Transparency
- Generosity



Inc.  @Inc · 3h



A NJ pizzeria used \$50k line of credit to avoid layoffs during coronavirus. Smartest move ever
[@MindaZetlin](#) [@sree](#)



This Pizza Parlor Used a \$50,000 Line of Credit to Avoi...
[inc.com](#)



Inc.

I first learned about Morin on a [small business episode](#) of the daily webcast about responding to Covid-19 that runs simultaneously on Facebook, Twitter, YouTube, and LinkedIn daily at 2 p.m. Eastern. It's hosted by social media guru [Sree Sreenivasan](#) and it's well worth checking out.

Their Wealthy Boss Was The Director Of “Tiger King.” They Got Laid Off And Can’t Pay Their Bills.

Tiger King codirector and executive producer Eric Goode owns a suite of trendy Manhattan hotels and restaurants. Some of the workers he laid off amid the coronavirus outbreak are pleading for help.



David Mack
BuzzFeed News Reporter

Posted on April 14, 2020, at 5:47 p.m. ET



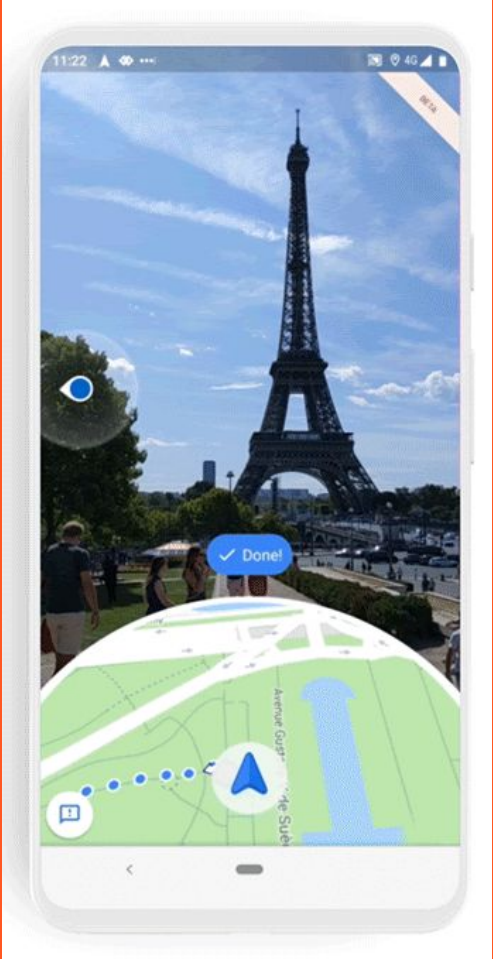
**It's not who follows you
that matters. It's who follows
who follows you.**

Three attributes of the best digital projects:

- Simple
- Useful
- Delightful

Be an early tester, late adopter.

Google Maps Live View



Depressurizing Social

Instagram

Search

My SBU C... Hawaii T'G... Russell Pe... #Wikimani... Kakuma C... Day trip to... Whitney M...



sreenet

sreenet By @matt_davies_draws of @newsday; winner of @pulitzerprizes.

3d

Liked by [davina.ann.smith](#) and others

3 DAYS AGO

Add a comment... Post



Vinay Killawala

@vkilllem



The BAPS Hindu Swaminarayan Temple in Chino Hills, California which I attend every Sunday illuminated their temple in Purple & Gold in honor of Kobe Bryant.



  7.7K

268 Comments



How's your digital life different today from 2005? 2013?

These images were taken in the Vatican during the last two Papal transitions

Vatican offers 'time off purgatory' to followers of Pope Francis tweets

Papal court handling pardons for sins says contrite Catholics may win 'indulgences' by following World Youth Day on Twitter

Tom Kington in Rome
The Guardian, Tuesday 16 July 2013 13.50 EDT



Share 17306

Tweet 3,101

+1 611

Share 21

Email



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Technology

Twitter · Internet

Media

Social media

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12 Jul 2013
Vatican freezes prelate's

@Pontifex
provides
unusual
reason to
follow him.

Don't be afraid.

Be open, transparent, but
cautious and measured.

#LifeHighlight

@Sree's Social Media Success Formula



*Your tweets,
Facebook
postings, etc,
should have as
many of these
attributes
as possible ...*

#sreetips

helpful
useful
timely
informative
relevant
practical
actionable
authentic
generous
credible
brief
entertaining
fun
occasionally funny

