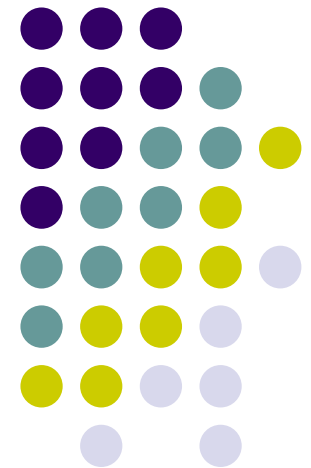


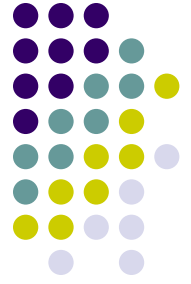
# Searching <sup>not using</sup> the Social Web

Mary Ellen Bates  
BatesInfo.com

Searcher Academy  
Oct. 16, 2011



# Field notes & observations



What are you trying to find?

An expert

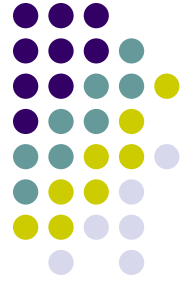
Hot issues in an industry

Breaking news / observations

Opinion

Group of experts

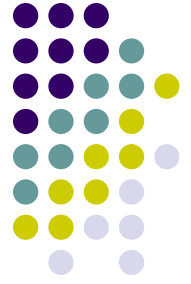
# Field notes & observations



**Social media sites have dialects,  
acronyms and etiquette**

**Cross-posting may diminish this**

# SEARCH.twitter.com



**`filter:links`**

must be a URL in the tweet

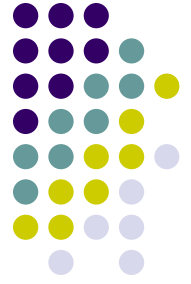
**`near:city`**

get local coverage

**`from:twitter-handle`**

what does an expert say about it?

SEARCH.twitter.com

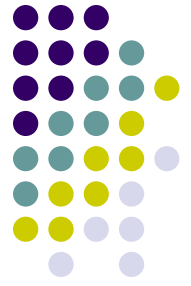


*#hashtag*

Follow a conference live

Only retrieves last 2 weeks

# Searching Twitter on Google



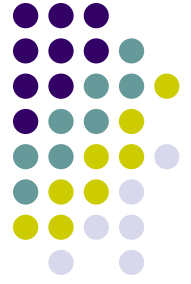
`site:twitter.com keyword`

Can't limit by hashtag

Archive is searchable

Don't over-think search... only 140 characters

# What about Google+?



*Circles* of contacts

Friends, family, clients, big-idea people, etc.

Stream of updates by circle

[plus.google.com](https://plus.google.com)

# What about Google+?



Repeat saved searches

Search features still beta

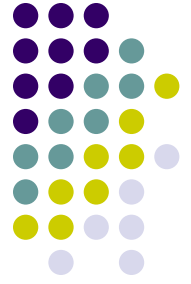
Not very "advanced"

Search results

Aggregated or by channel

"Best of" or "Most recent" sorting

# Facebook



[facebook.com/search](https://facebook.com/search)

More than just a news feed:

Non-profits, discussion boards,  
businesses, community of  
interest, events

Search results aggregate diff types

## Pages



### Net Neutrality

Page  
322 people like this.

← Community



### Net Neutrality

Page  
1,571 people like this.

← Wikipedia article



### Save Net Neutrality

Page  
616 people like this.

← "Local business"



### Net Neutrality

Page  
85 people like this.

← Cause

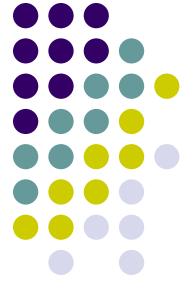


### Net Neutrality

Page  
156 people like this.

← Product/service

# LinkedIn



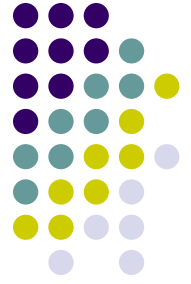
Find people who know something

*Keyword* search is full-text search 😊 ☹️

Find former employees - CI resource

(A reason to enhance *your* profile)

# LinkedIn *company profiles*



## Basic company info:

Do I know anyone there?

Blog / tweet stream?

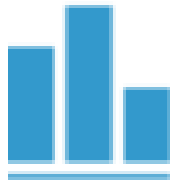
Have they been in the news lately?

What have they posted on LI lately?



Caring for the world, one person at a time... inspires and unites the people of

Johnson & Johnson has **90,068**



Check out insightful statistics about  
Johnson & Johnson employees »

Share

Your Net



How are you connected? (1 shared connection)



VP Global Quality Assurance, Consumer Group of  
Companies

Santosh Jiwrajka, Greater New York City Area

How are you connected? (1 shared connection)



272 Second degree connections

50,409 Employees on LinkedIn



Check out insightful statistics about  
Johnson & Johnson employees »



Learn more about working at  
Johnson & Johnson

Ads by LinkedIn Members

Successful Women Network

# LinkedIn *company stats*



Where did employees work before & after?

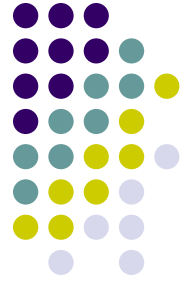
Change in job title

Departures

Who'd they lose? Layoffs?

Who do employees link to?

People also viewed these companies...



# "Follow" a company to:

Monitor your competitors

Monitor your organization

ID new internal clients

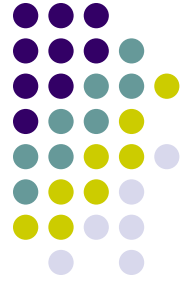
Johnson & Johnson has **90,315**  
followers

Follow Company

Share



# Search tips



Stalk experts from SNS to SNS

Know what you're looking for

Look for the next clue, not the  
answer



Slides at  
[batesinfo.com/extras](https://batesinfo.com/extras)





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**Librarian of Fortune.com**  
**[Twitter.com/mebs](https://twitter.com/mebs)**  
**+1 303 772 7095**