

# IMPRIMIS PR

MONTHLY NEWSLETTER



## Facebook - Unifying the revolutionaries



In the record of Tunisians, there was one historic moment in 1956 when they got independence. And today, another year is going to be added - 2011.

The year 2010-11 is presently being carved in the history books as the year of upheaval amongst the young generation demanding a change. We have seen this taking place in politically authoritarian states like Egypt, Tunisia and Iran. The second most popular social networking site quite unexpectedly plucked the bitterest rhubarb in the bunch just by giving a simple update.

The youth in these countries have been fashioning the social networking sites (Facebook, Twitter and Blog) into a vibrant and inclusive public square. These spaces giving freedom of expression or thoughts to people to support by "liking", "commenting", "creating pages", "formation of groups or communities", writing personal thoughts, etc boosted unification among the online masses resulting in an online revolution to street demonstration and finally an end to autocratic regime in some of the countries.

It is like one of the Tea Parties of Colonials, Nam of Boomers and Social Networking of the Generation X. The political and social movements belong to people and not to communication tools and technologies. Facebook, like cell phones, the internet, and twitter do not have agency, a moral universe, and are not predisposed to any particular ideological or political orientation. They are what people make of them. Facebook is no more responsible for Egypt's revolution than Gutenberg's printing press with movable type was responsible for the Protestant Reformation in the fifteenth century.

George Brock, a journalism professor asserted that, "this has been a social media revolt, both in the mobilization of middle class intellectuals via Facebook and Twitter and in the gathering and distribution of detailed information about what was happening on the ground." Back in 2005, when all social networking and internet had limited access and the emails were tracked, now the social revolution showed him the importance of the internet.

Looking at the factsheet on the usage of these social media tools, one of the prominent names which ignited the movement included Khaled Said. A Facebook

page, "We are all Khaled Said" was set up. The page led to a movement, of a group called a Day of Rage, a march against "Torture, Corruption, Poverty and Unemployment" for January 25, 2011. Many Facebook users changed their profile pictures to show their support for this march. Following this uprising, on 2 February 2011, a conspicuous fluttering of pro-Mubarak was scattering the internet. What is happening here is not a Facebook Revolution. But it could not have come about without Facebook generation.

But, as Ethan Zuckerman of Harvard pointed out, "Tunisians got an alternative picture from Facebook, which remained uncensored through the protests, and they communicated events to the rest of the world by posting videos to Youtube and Dailymotion, as others followed their updates."

A youthful global digital generation is growing in leaps and bounds, and social media of which Facebook is just one platform, is a decisively important factor in it. They are not passive recipients of media and messages, as in the days when television and print media ruled, but take for granted that they can play a role in the simultaneous production, consumption, interaction with and dissemination of their global generational counterparts but with some important additions and differences.



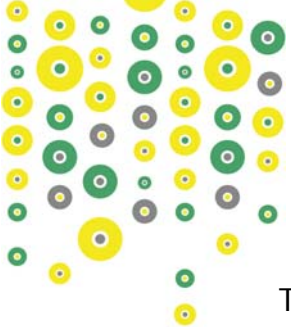
The audacity of hope brought by the power of internet, everyone in the Arab world is getting ready to bring in relief, which is long awaited.

This new communications underestimated when it was first social networking where the for social, academic, political, creative, cultural, commercial over a fortnight became a lethal authoritarian democracy. The accessibility, unlimited option connections, discussions, and communication gave power to the anguish citizens of the countries to unite by the power of internet.

## The Imprimis View

capacity was launch. From a mere social media was used leisure, personal, and other activities weapon for qualities of for creating new speed of

Furthermore, the rising tide of online social activism is not just limited to the Arab World but also campaigns such as "Save Dr. Binayak Sen", "Justice for Arushi", "Save the Tigers", Breast Cancer Awareness, and many more are becoming part of the daily raising voices.



## Twitteratis @ Corporate World

This real time interaction with instantaneous feedback to updates is what



makes Twitter a great social network. It is a simple tool box on which people post their updates and share news within 140 characters.

Twitter began with the celebrities sharing their updates and now from a personal space it has spread across the corporate office, posting on news and latest events, in other words spreading their Corporate Brand messages.

As the social media revolution entered the conference room and for clients to reach out to their audiences, Facebook, Blog and now Twitter has become the daily work in many corporate firms.

The PR & Marketing firms have another tool to add to their communications tool - Twitter. It is a great way for promotion, live updates on events/ conference, announcements on behalf of Clients Brand / Corporate Message, and monitoring brand of your company.

In a recent blog, someone shared a Tweet Sheet Template (see below) that is being used in a public relations firm for their clients.

Tweeting becoming a part of office daily to do list, it sure going to be a part of the main media soon!

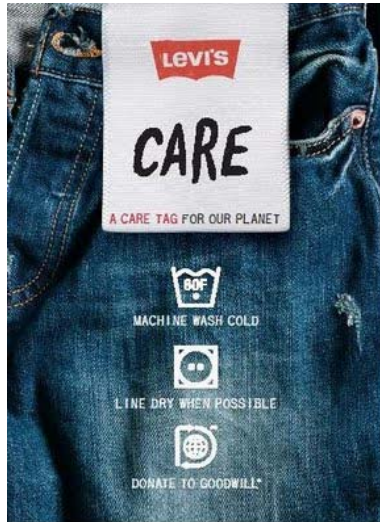
<b>Twitter Username</b>	
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<b>Client</b>	
<b>Project/Event Name</b>	
<b>Date</b>	
<b>Twitter Managed by</b>	
<b>Contact Detail</b>	

<b>Focus</b>	<b>Activity</b>	<b>Sample Tweets</b>	<b>Timeline</b>
What is the objective behind these tweets?	What can you do to get the specific content for the tweet? What do you need from the client?	Examples tweets that you can do	At what time approximately would you tweet?

## Best Examples of CSR by Companies

### Wear Social Responsibility with Pride



In 2009, Levi's Strauss & Co. and Goodwill announced an initiative "Care Tag for Our Planet". The idea was to reinvent product creation, which they call "product lifecycle approach". John Anderson, President and CEO of Levi Strauss & Co. comments, "Simple care and recycling guidelines can go a long way toward reducing climate change impact. Wear responsibly and help us reduce the environmental impact of the clothes you love to wear".

This initiative started out nationwide in January 2010, inviting consumers to join by providing simple and actionable solutions to help care for our planet. The tag line of the program was "Here's what you can do to reduce the climate impact of your clothes and keep them out of landfills."

The Donation of used Levi's jean and accessories to Goodwill aimed at diverting unwanted items from landfills, but also to help people, by which the revenues would help fund job training programs, employment placement services and other community-based programs for people with disabilities, those who lack education or job experience, and those facing other challenges to finding employment.

Levi's became the first large retailer to mandate messages for responsible wear, care and disposal, included on all of their clothing line. The initiative was promoted via retail promotions, viral marketing campaigns, social media and online sources.

Furthermore, they spread out the following messages through this initiative for the consumers asking them to wash their jeans in cold water and once in two weeks. In this way you can reduce the full lifecycle climate change impact of your jeans by up to 50%.

The success of the campaign can be gauged by "The 166 local, independent Goodwill agencies in the United States and Canada use those donations to create job training services that help more than 1.5 million people."

A big thumbs up to Levi's for their commitment to the cause.



## Life @ IMPRIMIS PR

### Events - Happy Woman's Day

IMPRIMIS PR celebrated Woman's Day, acknowledging the efforts of woman wearing pink. During the day, voting for the most popular woman in the office was held and two pretty faces were tied up.

#### Saumya Sinha

Media Relations' Team Manager, Saumya has more than three years' experience, in working with media (particularly education & healthcare) across the country. Building strong links with media has proven her ability to provide useful information for strategy building and on-ground support for any media campaign. Her clientele comprises of Educomp Solutions, GEMS Education, Exper, New Horizons Indian Limited, Pearson Education to name a few.



#### Anuradha Chawla

Public Relations and Media Communications Senior Executive, Anuradha has been working with IMPRIMIS PR for over a year handling clients like Manav Rachna Educational Institutions, APAO and IDEA to name a few. Over the months, she has established her communication skills to the growth of the organization on building relations with the clients as well as with the media strategies.



**Congratulations Saumya for completing three years with IMPRIMIS PR**



## IDEA Review



Rajeev Kondapalli, Manager Marketing, IDEA appreciated kalyan for his efforts on skillfully tackling crisis in Hyderabad "Would like to place on record our sincere appreciation for your support yesterday in limiting the adverse coverage on the network problem.

From the time we got to know about the Sakshi TV scroll in the morning to late in night when the report in Sakshi newspaper was being drafted, it was one hurdle after another and your support was really valuable."

## IMPRIMIS TEAM MEETS Miss Universe 2010



IMPRIMIS team with Miss Universe 2010 Xiamena Navarreta, Designer Sanjan Jon, Dr. Amit Bhargava (Moolchand Hospital)

BEST WISHES FROM IMPRIMIS PR

IMPRIMIS PR wishes the newlyweds  
A very Happy Married Life!!!



**Parkhi Arora**



**Rashmi**



**Amrita  
Thukral**

Dear PB,

You'll absolutely be missed by the IMPRIMIS TEAM. If we could bottle your style and passion for the job we'd have a brew for a team of SUPER HIT Ideas!

Thank you for your excellent contribution to the teams, and wish you every success in way ahead!

