

Sosyal Ağlar ve Pazarlama

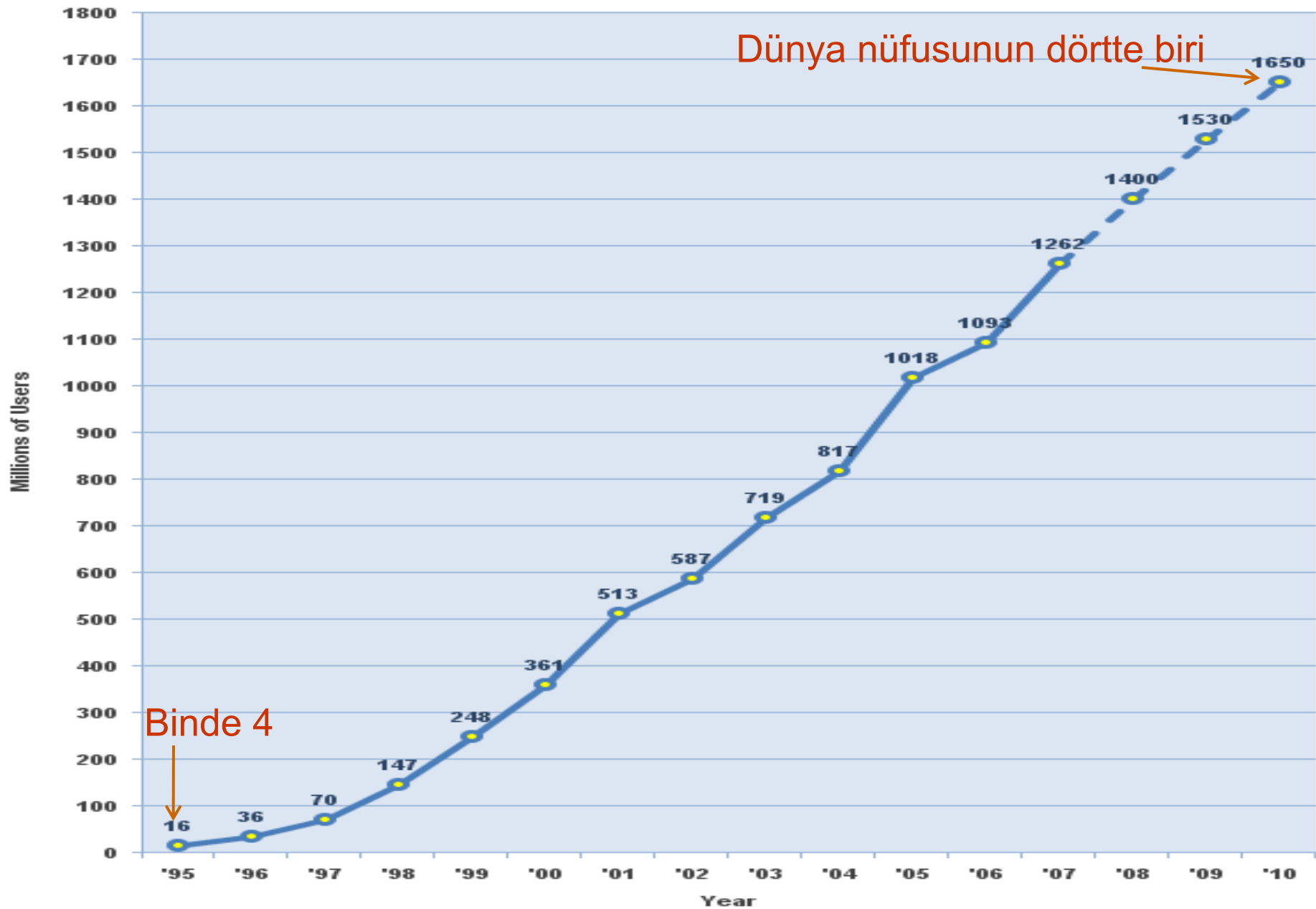
Pazarlamanın Hedefleri

- ❑ Kaliteli hizmet
- ❑ Süreklilik
- ❑ Güven
- ❑ Müşteri memnuniyeti
- ❑ Pazar payını korumak/artırmak
- ❑ Bağlılığı artırmak
- ❑ En üst düzeyde kâr

Pazarlama Taktikleri

- ❑ Halkla ilişkiler
- ❑ Reklâm
- ❑ Doğrudan posta
- ❑ Telepazarlama
- ❑ İnternet

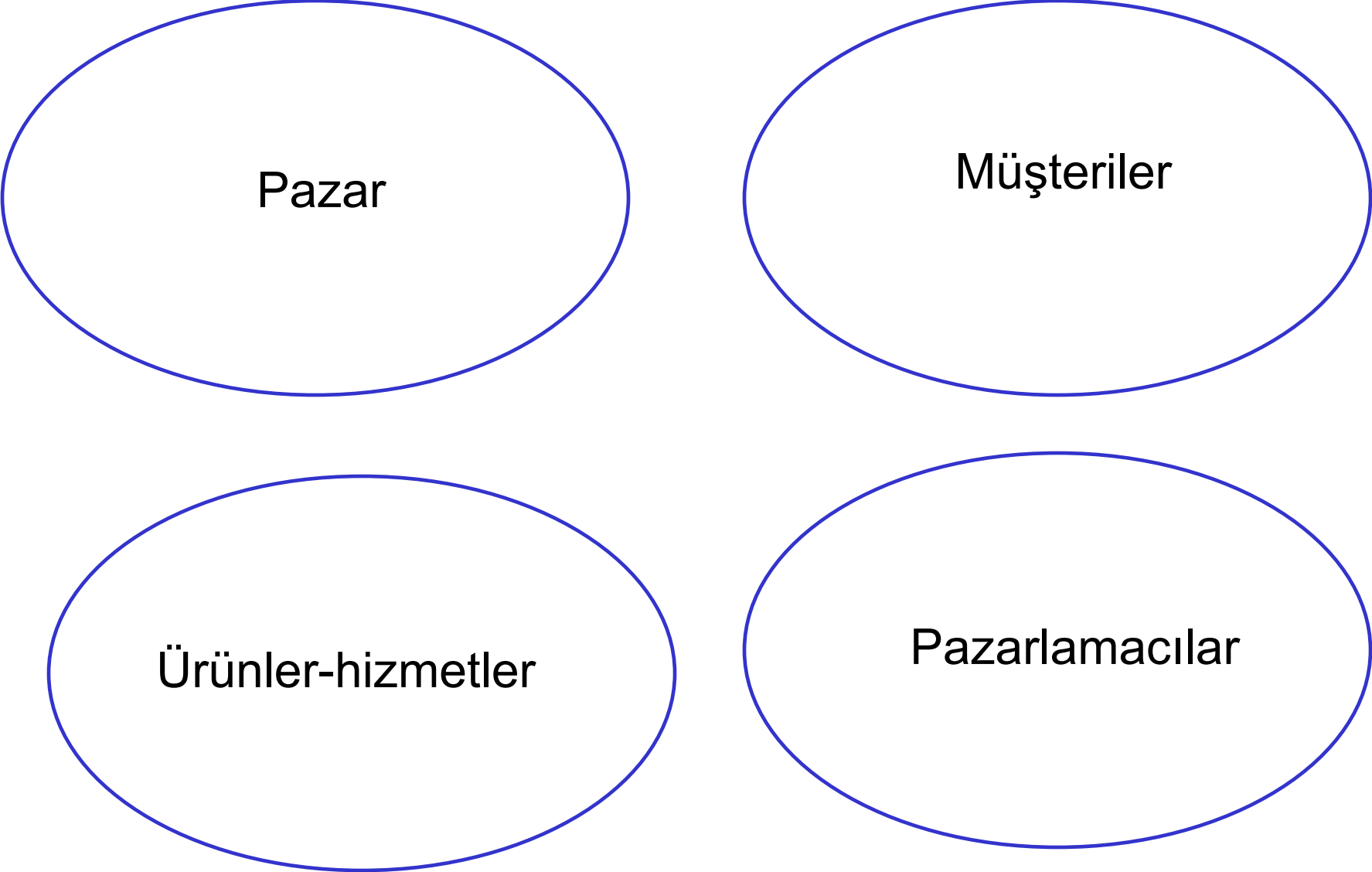
Internet Users in the World Growth 1995 - 2010



Geleneksel Pazarlamadan Internet'te Pazarlamaya Geçiş

- ❑ Sürekli iki yönlü iletişim
- ❑ Maliyetlerin düşük olması
- ❑ Çok geniş kitleye yönelik
- ❑ Kampanyalar için kullanım kolaylığı
- ❑ Zaman ve mekân bağımsız

Geleneksel Pazarlama



Pazar

Müşteriler

Ürünler-hizmetler

Pazarlamacılar

Web 2.0



Pazar
Ürün-hizmet
Müşteri
Pazarlamacı

Müşterinin E-Pazarlamaya Bakışı

- ❑ Fiyat karşılaştırması
- ❑ Ürün ya da hizmetin sunulduğu yere gidilmemesi
 - ❑ Zaman kaybı, trafik, park yeri, kuyruklar ...
- ❑ Diğer müşterilerin ürün ya da hizmet hakkındaki düşünceleri

Web Sitenizin Arama Motorlarıyla
Arası Nasıl?

Sitenizin ve Rakiplerinizin Web
Trafığı Ne Durumda?



A HubSpot COMPANY

Website Grader

Badge

Website Grader by HubSpot - Marketing Reports for 1,000,000 URLs and Counting...

Website URL

Ex: www.yourcompany.com

Competing Websites

(Optional) Enter websites of competitors to include in analysis

Your E-Mail

Enter your e-mail address to receive the final report

☒ Send me updates from HubSpot on Internet Marketing and SEO (about 2 emails per month). We won't sell, rent or share your email address. [Privacy policy](#).

Generate Report

Grade Your Website

Website Grader is a [free seo tool](#) that measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective.

[View Sample Report](#)

Partner Sites



FREE



Website Grader

Website Grader by HubSpot - Marketing Reports for 1,000,000 URLs and Counting...

Website URL

Ex: www.yourcompany.com

Competing Websites

(Optional) Enter websites of competitors to include in analysis

Your E-Mail

Enter your e-mail address to receive the final report

☐ Send me updates from HubSpot on Internet Marketing and SEO (about 2 emails per month). We won't sell, rent or share your email address. [Privacy policy](#).

[Generate Report](#)

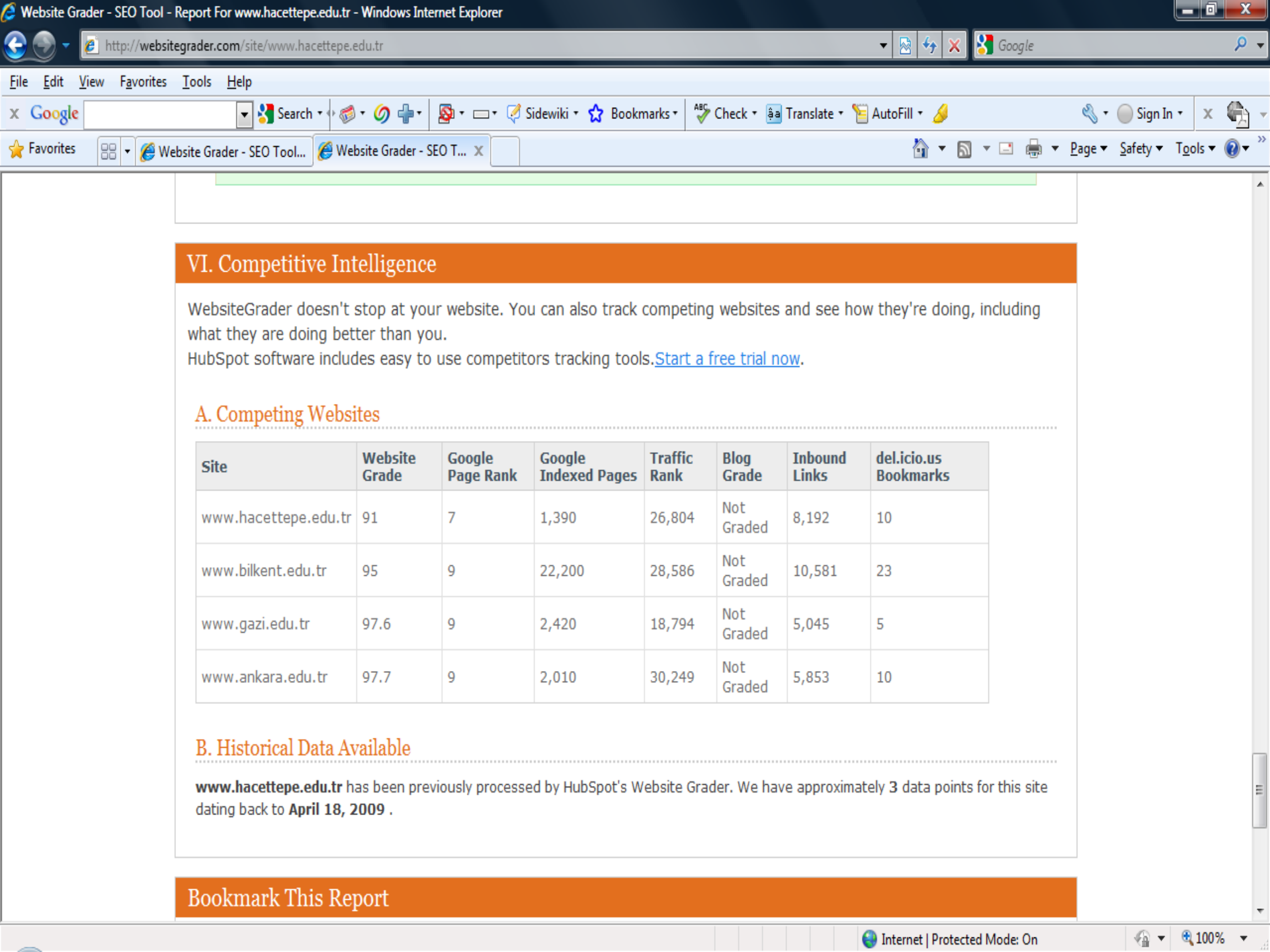
Grade Your Website

Website Grader is a [free](#) service that measures the marketing effectiveness of a website. It provides a score that incorporates things like web analytics, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective.

[View Sample Report](#)

Partner Sites





VI. Competitive Intelligence

WebsiteGrader doesn't stop at your website. You can also track competing websites and see how they're doing, including what they are doing better than you.

HubSpot software includes easy to use competitors tracking tools.[Start a free trial now.](#)

A. Competing Websites

Site	Website Grade	Google Page Rank	Google Indexed Pages	Traffic Rank	Blog Grade	Inbound Links	del.icio.us Bookmarks
www.hacettepe.edu.tr	91	7	1,390	26,804	Not Graded	8,192	10
www.bilkent.edu.tr	95	9	22,200	28,586	Not Graded	10,581	23
www.gazi.edu.tr	97.6	9	2,420	18,794	Not Graded	5,045	5
www.ankara.edu.tr	97.7	9	2,010	30,249	Not Graded	5,853	10

B. Historical Data Available

www.hacettepe.edu.tr has been previously processed by HubSpot's Website Grader. We have approximately 3 data points for this site dating back to **April 18, 2009**.

[Bookmark This Report](#)

Google'da
Olmak ya da Olmamak



Find sites about Go

Home Top Sites Site Info What's Hot Toolbar For Site Owners

Global By Country By Category

Free Download
Top 1,000,000 Sites (Updated Daily)

Top Sites

The top 500 sites on the web. ?

- Google**
google.com
 Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages. The company's focus is developing search technology.
- Facebook**
facebook.com
 A social utility that connects people, to keep up with friends, upload photos, share links and videos.
- Yahoo!**
yahoo.com
 Personalized content and search options. Chatrooms, free e-mail, clubs, and pager.
- YouTube**
youtube.com
 YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your videos worldwide!
- Windows Live**
live.com
 Search engine from Microsoft.
- Wikipedia**
wikipedia.org



Ads by Google

[Paid Search XML Feeds](#)
 Top Tier PPC Rates paid search listings for your site
www.searchenginexml.com

[Twittgator](#)
 Search Social Networks & Real Time Have you fed your Twittgator lately?



Find sites about

Go

Register Login Help

Home

Top Sites

Site Info

What's Hot

Toolbar

For Site Owners

Global

By Country

By Category



Top Sites in Turkey

The top 100 sites in Turkey. ?

1. Google Türkiye

google.com.tr

Gelişmiş arama seçenekleri ve sade yapısıyla etkili sonuçlar veren arama motoru.

2. Facebook

facebook.com

A social utility that connects people, to keep up with friends, upload photos, share links and videos.

3. Google

google.com

Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages. The company's focus is developing search technology.

4. Windows Live

live.com

Search engine from Microsoft.

5. YouTube

youtube.com

YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your videos worldwide!

6. Hurriyet

hurriyet.com.tr

Ads by Google

[BBC Türkçe 70 Yaşında](#)

Yenilenen internet ve mobil sitesiyle en doğru haber kaynağınız

www.bbc.co.uk/turkce[Armada City Plus Çorlu](#)

2.Etapta Görülmemiş Fiyatlar 1+1 55.000-2+1 95.000-3+1 115.000

www.ArmadaCity.com/[Tüm LCD TV&Laptop'lar](#)

12-36 Ay Taksit İstanbul Bilişim AŞ En Büyük LCD TV&Notebook Showroom'u

istanbulbilisim.com.tr/EnUcuz_TV

Ads by Google

[BBC Türkçe 70 Yaşında](#)

Yenilenen internet ve mobil sitesiyle en doğru haber kaynağınız

www.bbc.co.uk/turkce[Armada City Plus Çorlu](#)

2.Etapta Görülmemiş Fiyatlar 1+1 55.000-2+1 95.000-3+1 115.000

www.ArmadaCity.com/[Tüm LCD TV&Laptop'lar](#)

Google Analytics

[HOME](#)[PRODUCT](#)[SUPPORT](#)[EDUCATION](#)[PARTNERS](#)[BLOG](#)

Enterprise-class web analytics made smarter, friendlier and free.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

[Access Analytics](#)

New to Google Analytics?
[Sign Up Now](#)



ANALYTICS INTELLIGENCE

Google Analytics monitors your reports and automatically alerts you of significant changes in data patterns.



ADVANCED SEGMENTATION

Isolate and analyze subsets of your traffic with a fast interactive segment builder.



FLEXIBLE CUSTOMIZATION

Get the data you need, organized in the way you want to see it with custom reports, custom variables, and a flexible tracking API.

[VIEW ALL FEATURES](#)

PRODUCT TOUR

Google Analytics
Product Tour

GOOGLE ANALYTICS BLOG

[Episode # 3 - Rapid Fire Web Analytics Q and A with Avinash and Nick](#) - 11/25/2009

[Depth and Discovery: Powering](#)

RESEARCH INSIGHTS

Read a commissioned study conducted by Forrester Research, Inc., "[Appraising Your Investment in Enterprise Web Analytics.](#)"

Google webmaster tools

Improve your site's visibility in Google search results. It's free.

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away. [Learn more »](#)

 **Get Google's view of your site and diagnose problems**
See how Google crawls and indexes your site and learn about specific problems we are having accessing it.

 **Discover your link and query traffic**
View, classify and download comprehensive data about internal and external links to your site with new link reporting tools. Find out which Google search queries drive traffic to your site and see exactly how users arrive there.

 **Share information about your site**
Tell us about your pages with Sitemaps: which ones are the most important to you and how often they change. You can also let us know how you would like the URLs that we index to appear.

Sign in to Google Webmaster Tools with your

Google Account

Email:

Password:

☐ Stay signed in

[Can't access your account?](#)

Don't have a Google Account?
[Create an account now](#)



Search Trends

Tip: Use commas to compare multiple search terms.

Examples

[good_evil](#)

[chevrolet_hummer](#)

[miami heat, detroit pistons](#)

[nytimes.com](#)

[rhapsody.com, last.fm, pandora.com](#)

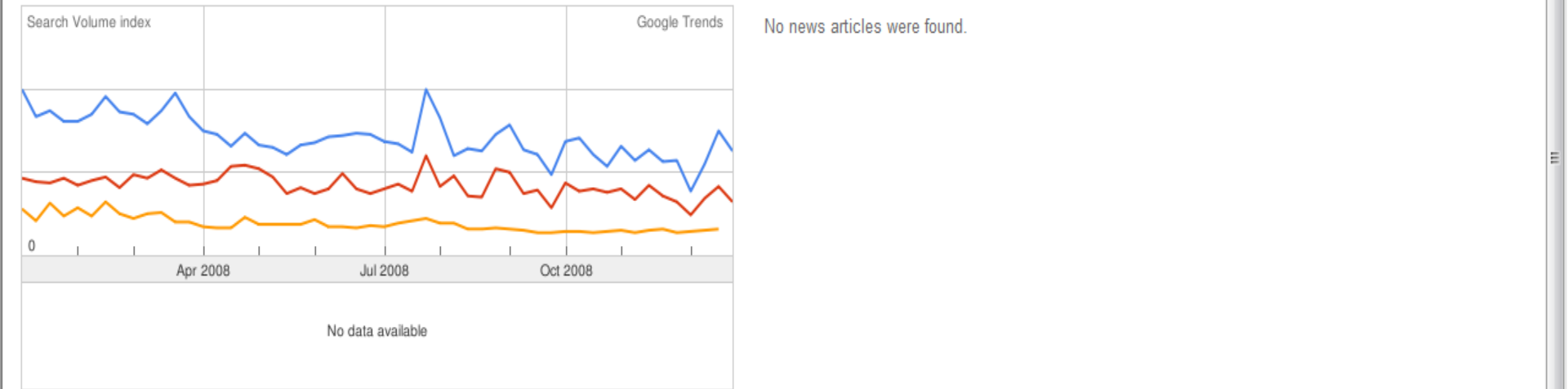
[yelp.com, citysearch.com](#)

Hot Topics ^{New!} (USA)

1. [zuckerberg](#)
2. [bernard hopkins](#)
3. [moscow](#)
4. [rome](#)
5. [swine flu](#)
6. [christmas island](#)
7. [hua hin](#)
8. [gawker](#)
9. [tcf bank stadium](#)
10. [mike jones](#)

Hot Searches (USA)

1. [dan connolly](#)
2. [knowshon moreno](#)
3. [mary lou henner](#)
4. [knowshon moreno injury](#)
5. [john madden](#)
6. [jessie lunderby](#)
7. [jessie lunderby playboy photos](#)
8. [meredith whitney](#)
9. [who won survivor nicaragua](#)
10. [survivor redemption island](#)



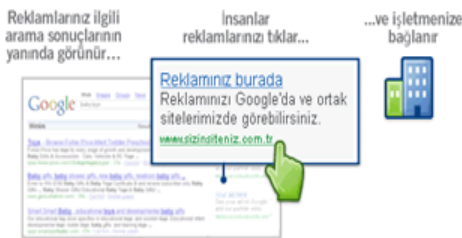
Regions	Cities	Languages
1. Turkey	1. Istanbul, Turkey	1. Turkish
2. Switzerland	2. Antalya, Turkey	2. German
3. Germany	3. Izmir, Turkey	3. Dutch
4. Netherlands	4. Ankara, Turkey	4. English
5. Australia	5. Bursa, Turkey	5. French
6. United Kingdom	6. Kayseri, Turkey	
7. France	7. Izmit, Turkey	



Reklamcılık Programları

Reklamverenler için: [Google AdWords](#)

- İşletmenize daha fazla müşteri kazandırın: Google'da ve reklamcılık ağımda arama yapan kişiler için reklam yayınlayın.
- Ürünleriniz ve hizmetleriniz hakkında çevrimiçi olarak bilgi arayan kişilere ulaşın
- Maliyetleri kolaylıkla kontrol edin - yalnızca reklamlarınıza tıkladığında ödeme yapın



AdWords hakkında daha fazla bilgi ister misiniz?

[Daha fazla bilgi](#)

AdWords'ün sizin için uygun olduğundan emin misiniz? [Şimdi Kayıt Olun.](#)

Satış Departmanı ile Temas Kurun: Satış ekibimizin çevrimiçi reklamcılık hedeflerinize ulaşmanızda size nasıl yardımcı olabileceğini öğrenin. [Daha fazla bilgi.](#)

Site Sahipleri için: [Google AdSense](#)

- İçeriksel hedefli reklamlarla sitenizin gelir potansiyelini en üst düzeye çıkarın
- Reklamları sitenizin görünümünü ve özelliklerini tamamlayacak şekilde özelleştirin
- Çevrimiçi raporlar ile farklı biçimlerin ve yerlerin başarısını takip edin



AdSense hakkında daha fazla bilgi ister misiniz?

[Daha fazla bilgi](#)

AdSense'in sizin için uygun olduğundan emin misiniz? [Şimdi Kaydolun.](#)

Anasayfa

Hakkında

Projeler

Yayınlar

İletişim

Arama

ARA



Tüm Bilgi Profesyonellerine Merhaba,
Bu site altında Bilgi Yönetimi ile ilgili her türlü haber, etkinlik ve gelişmeyi sizlere aktarmaya çalışacağız. Bizimle paylaşmak istediğiniz her türlü içeriği iletişim sayfamızda yer alan e-posta adresi aracılığı ile gönderebilirsiniz.

Web 2.0 Çalıştayı Canlı Yayın'da

Perşembe, Aralık 3, 2009 10:37

Kategori: Bilişim Teknolojileri, Etkinlikler

Yorum



Sunum Platformu
Adobe Connect Pro

Web 2.0 Teknolojileri ve Uygulamaları Çalıştayı 4 Aralık 2009, Cuma saat 09:00'dan itibaren canlı olarak İnternet üzerinden de yayınlanacak. Adobe'nin resmi kullanıcı grubu olan AdobeACADEMIC tarafından sağlanan altyapı desteği ile eşzamanlı olarak katılımcılarla buluşacak olan etkinliğe aşağıdaki adresten ulaşabilirsiniz:

<http://calistay.bilgiyonetimi.net/canli/>

Sistem Gereksinimleri: Etkinliği takip edebilmeniz için Adobe Flash Player'ın 10. ya da daha üst bir sürümüne sahip olmanız gerekmektedir.

Etiketler: adobe connect, adobeacademic, başkent üniversitesi, bilgi ve belge bölümü, bilgisayar ve öğretim teknolojileri eğitimi, çalıştay, canlı yayın, hacettepe üniverstesi, web 2.0

Sponsor Bağlantılar

1 Pip ile Forex İşlemleri

Yeni Hesap
Açanlara % 50
Bonus Sabit Spread
- Türk Bankası
Avantajı
www.hedefonline.com

Google Reklamları

ABD Vatandaşı Olun

ABD Vatandaşlık başvuruları başladı
Geç kalmadan
başvurunun
tamamla.
www.AmerikanVizesi.com

Google Reklamları

Türkiye'nin Forex Sitesi

Altın, TL ve Tüm
Pariteler Faizsiz ve
6 yılın deneyimiyle
www.TriaFx.com

Google Reklamları

Abone Ol

Yazılar

Yorumlar

Takip Edin!

Son Yazılar

Son Yorumlar

Etiketler

facebook grubumuza katılın!



Viral Pazarlama

- ❑ Ağızdan ağıza pazarlamanın bir alt kategorisi
- ❑ Kısa zamanda fark yaratmak ve konuşulan olmak
- ❑ Bir ürünün, bir hizmetin ya da bir düşüncenin salgın bir virüs gibi kişiden kişiye yayılmasını sağlamaya çalışan planlı çabalar
- ❑ Sosyal ağların etkisi
 - ❑ Arkadaşına gönder, yorum yap, paylaş ...



Bir **ebay** ortaklığıdır.

Hoş geldiniz! [Üye Girişi](#) yapın veya [Ücretsiz Kayıt](#) olun. | [Site Haritası](#) | [Yardım](#)

SıfırRisk **GittiGidiyor** **Ürün Al** **Satış** **Bana Özel** **Arama** **Sepetim**

Kategoriler [Dükkanlar](#) [GG Garaj](#)

Arama [Tüm Kategoriler](#)

BUL

Efsane gençler "Ah Anam Lahanam" ile geri döndü!



İnternette yayınladıkları Bana Kitap Al, Sütü Seven Kamyoncu ve Esmeralda videolarıyla Fransız şarkılarını esprili bir şekilde dile getiren gençler, izlenme rekorları kırmaya devam ediyor. Adeta bir efsaneye dönüşen ve izleyenleri gülmekten kırıp geçiren videolara GittiGidiyor'un desteğinde Ah Anam Lahanam videosu ile bir yenisi daha eklendi. Bu çalışmada Sertab Erener'in Sevdam Ağlıyor parçası GittiGidiyor'a eğlenceli bir şekilde uyarlandı.



[Ana Sayfa](#) | [Kayıt](#) | [Gözet](#) | [Arama](#) | [Satış](#) | [Dükkanlar](#) | [Bana Özel](#) | [İncelemeler ve Rehberler](#) **Yeni!** | [Sıfır Risk Sistemi](#)

[Hakkımızda](#) | [Bize Ulaşın](#) | [Duyuru Panosu](#) | [İş Ortaklığı Programı](#) | [GG Business](#) | [Popüler Kelimeler Ana Sayfası](#) | [Site Haritası](#) | [Yardım](#)

Copyright © 2000-2009 GittiGidiyor A.Ş. Gösterilen marka ve logo, GittiGidiyor A.Ş.'nin tescilli markasıdır. Tüm hakları saklıdır. Bu internet sitesinin kullanıcıları GittiGidiyor



one red paperclip™



My name is Kyle MacDonald and I traded one red paperclip for a house. I started with one red paperclip on July 12 2005 and 14 trades later, on July 12, 2006 I traded with the Town of Kipling Saskatchewan for a house located at 503 Main Street. (Click on pictures below to read about each trade!)



Click here to buy the book!

[about](#)[contact kyle](#)[faq](#)[videos](#)[bio](#)[short stories](#)[everything else](#)[promote](#)[merch](#)[press](#)[read Kyle's blog](#)

We're trading the house!



Join my mailing list!

Subscribe





Home The Book The One Red Paperclip Project About Kyle Speaking Contact Press Things I'm doing now



9,346,834 Visitors
Since July 12, 2005

one red paperclip

This might not surprise you, but below is a picture of a paperclip. It is red.



NEW PROJECT:

Whatcha Gonna
Do With It?



f Share 2020

Beğen

Bunu 2.020 kişi beğendi.
Arkadaşların arasında ilk sen

Sold: 1,100,000
SOLD OUT!
Available: 0

Get my newsletter:

Go!

[Homepage](#) | [Buy Pixels](#) | [FAQ](#) | [Blog](#) | [Pixel List](#) | [Press](#) | [Testimonials](#) | [Contact me](#)

This image is a highly detailed and colorful mosaic composed of numerous small, overlapping rectangular tiles. Each tile contains a different type of web-based content, primarily advertisements and logos. The tiles are arranged in a grid-like fashion, creating a complex, multi-layered visual effect. The colors are vibrant and varied, with a high concentration of reds, yellows, and blues. The text within the tiles is often bold and stylized, typical of online marketing. Some of the prominent text includes 'Cartridge Save', 'Bingo', 'Free Hosting', 'RentClicks', 'Web Hosting', 'Casino Scams', 'Coupons', and 'tabmarks'. There are also many smaller logos and icons, such as a heart, a dollar sign, and various animal figures. The overall impression is one of a chaotic yet organized digital collage.

▼ Languages

- Afrikaans
- Deutsch
- Español
- 🇫🇷 Français
- Italiano
- עברית
- 日本語
- Polski
- Português
- Русский
- Српски / Srpski
- Svenska
- Türkçe
- 🇨🇳 中文

From Wikipedia, the free encyclopedia

The Million Dollar Homepage is a [website](#) conceived in 2005 by Alex Tew, a student from [Wiltshire](#), England, to raise money for his [university education](#). The [home page](#) consists of a million [pixels](#) arranged in a 1000 × 1000 pixel grid; the image-based links on it were sold for \$1 per pixel in 10 × 10 blocks. The purchasers of these pixel blocks provided tiny images to be displayed on them, a [URL](#) to which the images were linked, and a slogan to be displayed when hovering a [cursor](#) over the link. The aim of the website was to sell all of the pixels in the image, thus generating a million dollars of income for the creator. *The Wall Street Journal* has commented that the site inspired other websites that sell pixels.^{[1][2]}

Launched on 26 August 2005, the website became an Internet phenomenon. The Alexa ranking of web traffic peaked at around 127; as of 18 December 2009, it is 35,983.^[3] On 1 January 2006, the final 1,000 pixels were put up for auction on eBay. The auction closed on 11 January with a winning bid of \$38,100 that brought the final tally to \$1,037,100 in gross income.

During the January 2006 auction, the website was subject to a [distributed denial-of-service attack](#) and ransom demand, which left it inaccessible to visitors for a week while its security system was upgraded. The [Federal Bureau of Investigation](#) and [Wiltshire Constabulary](#) investigated the attack and extortion attempt.

Contents [\[hide\]](#)

- 1 Development
- 2 Pixel sales
- 3 Media attention
- 4 DDoS attack
- 5 Similar websites
- 6 See also
- 7 References
- 8 External links

Development

From the outset I knew the idea had potential, but it was one of those

Alex Tew, a student from [Cricklade](#) in Wiltshire, England, conceived

The Million Dollar Homepage



The Million Dollar Homepage (As of 8 February 2009)

URL MillionDollarHomepage.com

Commercial? Yes

Type of site	Pixel advertising
--------------	-------------------

Registration	none
--------------	------

Owner	Alex Tew
-------	----------

Created by Alex Tew

Launched	26 August 2005
----------	----------------

Alexa rank 33,561 (As of 25 November 2010)

Kiři Pazarlaması



ORGANIZING
FOR
AMERICA

"Now is the time to meet our
responsibilities to ourselves and
to our children, and secure a
better, healthier future for
generations to come. That future
is within our grasp. So, let's go
finish the job."

— BARACK OBAMA —
OCTOBER 10, 2009



STAND WITH THE
PRESIDENT

Email Address

Zip Code

LEARN MORE

POWERED  HOPE
AND SUPPORTERS LIKE YOU



SKIP SIGNUP
CONTINUE to WEBSITE



ORGANIZING
FOR
AMERICA

"I'M ASKING YOU TO BELIEVE.
Not just in my ability to bring about
real change in Washington ... I'm
asking you to believe in yours."

BARACK OBAMA

GET EMAIL UPDATES

Email Address

Zip Code

SIGN UP



ABOUT OFA

ISSUES

VOLUNTEER

OFA BLOG

STORE

DONATE NOW

BECAUSE IT'S ABOUT
YOU



*Join Millions of Americans Calling
for Change Using Our Online Tools*

- *Find* an event near you
- *Join* a local organizing group

Login To Your Account

Email:

Password:

☐ Remember Me

Obama Örneđi

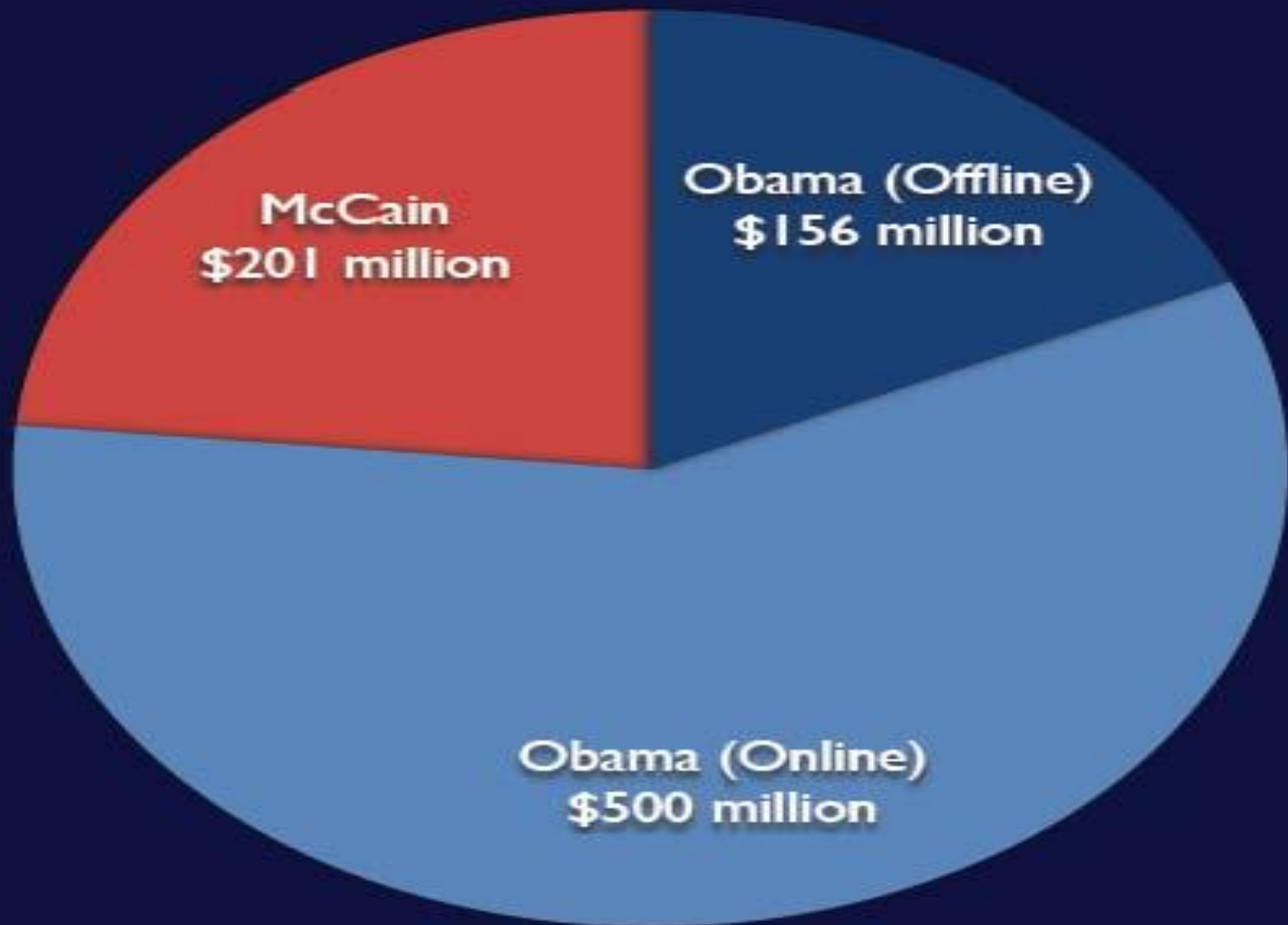
- ❑ Viral pazarlama etkisi
 - ❑ Video dizisi (Super Obama Girl)
 - ❑ 5. Bölüm sadece YouTube'da 16,5 milyon kere izlenmiş



Obama Örneği

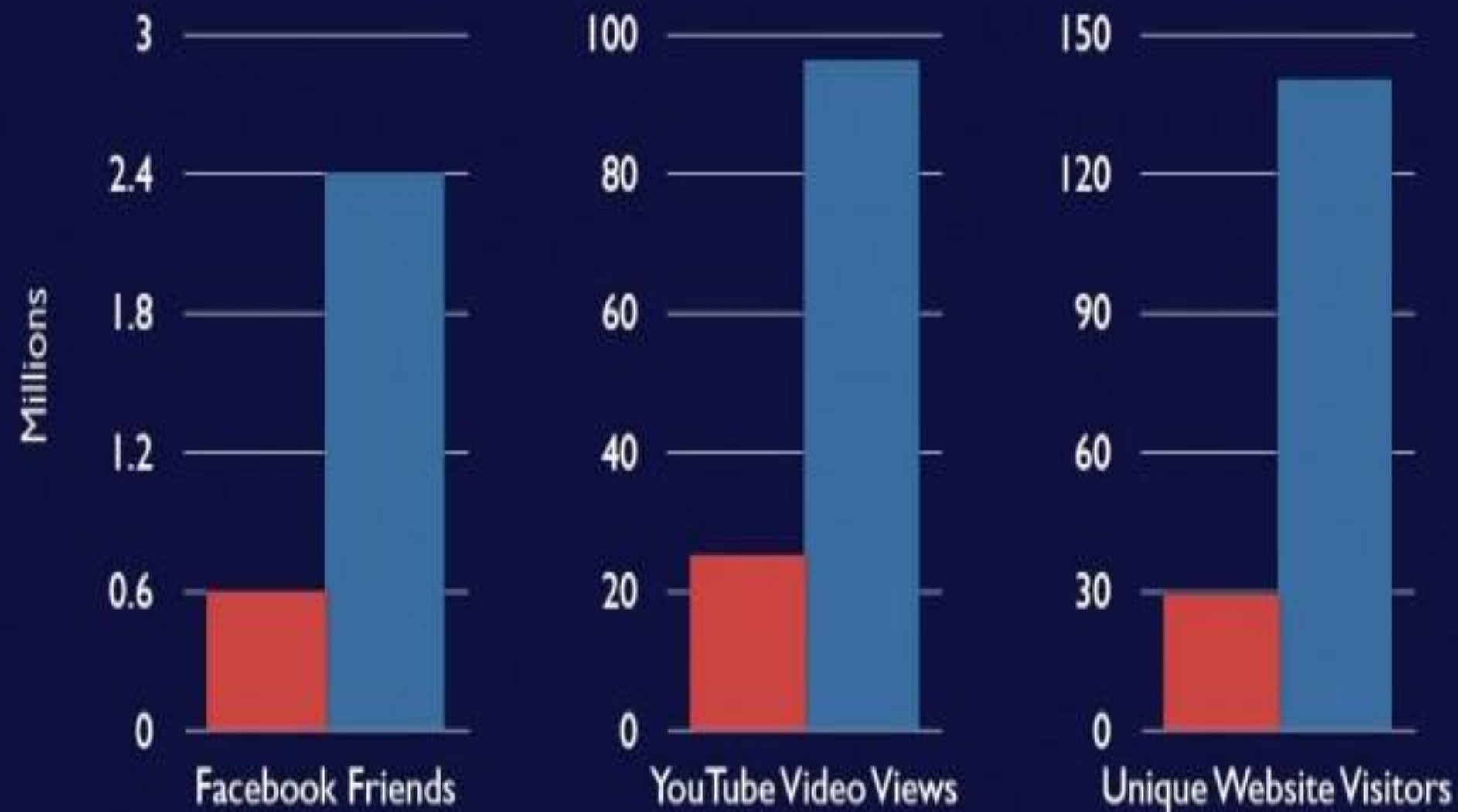
- ❑ Seçimler başlamadan Facebook'ta 7 milyon destekçi
- ❑ Advergaming (Race to White House)
- ❑ Gönüllüler (MySpace'de 160 bin kişilik arkadaş grubu)
- ❑ Tarihin en büyük bağışı

Money Raised



Note: Does not include federal funds

■ McCain ■ Obama



Bir Pazarlama Ortamı Olarak Twitter



See what's happening — *right now*.

[Advanced Search](#)

Search

Trending topics: [#omgfacts](#) , [Victoria's Secret](#) , [#DecemberWish](#) , [Google Wave](#) ,
[PTE](#) , [Goodnight](#) , [AIDS](#) , [Afghanistan](#) , [Christmas](#) , [World AIDS Day](#)

[Twitter Home](#) · [About Twitter Search](#) · [API](#) · [Install Search Plugin](#)

© 2009 Twitter, Inc.

Bazı Markalar Hakkında

- “Buyrun: Türk Telekom, arıza kaydında haber vermek için cep telefonu numarası kabul etmiyor...”
- “bayramın 1. ve 2. günü 2 saat boyunca konuşma hediyesi veriyormuş türk telekom günün her saati kullanılabilecekmış.Helal valla”
- “Gloria Jeans’de TTNet Wi-fi bedava, Starbucks’da şifre vs. girmek gerekli...Ama SB’ın kahveleri daha iyi...karar veremiyor insan...”

Tweetlemenin Dışında

- ❑ Eğilimler neler
- ❑ Potansiyel müşterilerin kullanım verileri
- ❑ Şikayetler neler
- ❑ Yanlış bilginin düzeltilmesi
- ❑ Güçlü yanlar
- ❑ Rakipler ne yapıyor

Baker Tweet Service Alerts You to What's Fresh from the Bakery – Eat Me Daily - Windows Internet Explorer

http://www.eatmedaily.com/20... Google

File Edit View Favorites Tools Help

Google Search Sign In

Favorites Baker Tweet Service Aler...

EAT ME DAILY

HOME ABOUT CONTACT TIPLINE TWITTER

Baker Tweet Service Alerts You to What's Fresh from the Bakery

April 2, 2009, 9:00 am 0 Comments (closed) 38 retweet



Twitter may finally have some actual use: **Baker Tweet** is a new online service which allows London bakeries to tweet when their bread and pastries are fresh from the oven. **Poke London**, a digital media company, **set up** various London bakeries with custom-built receivers that automate and simplify the process, since "bakeries don't want

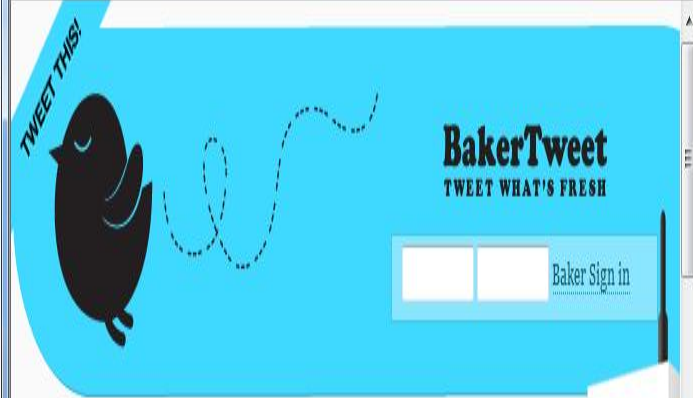
Baker Tweet - Windows Internet Explorer

http://www.bakertweet.com/ Google

File Edit View Favorites Tools Help

Google Search Sign In

Favorites Baker Tweet



TWEET THIS!

BakerTweet
TWEET WHAT'S FRESH

Baker Sign in



Pain Au Chocolat

For a lunch to make you toes curl, check out today's satisfying sarni Sandwich selection.

01:27

Done Internet | Protected Mode: On 100%

2. Uluslararası Değişen Dünyada Bilgi Yönetimi Sempozyumu

[http://by2010.bilgiyonetimi.net/](#)

File Edit View Favorites Tools Help

[Google](#) [Search](#) [Sidewiki](#) [Sign In](#)

[Favorites](#) [2. Uluslararası Değişen Dünyada Bilgi Yönetimi Se...](#)



2. Uluslararası Değişen Dünyada Bilgi Yönetimi Sempozyumu

ENGLISH 22 - 24 Eylül 2010 • Hacettepe Üniversitesi, ANKARA

2. Uluslararası Değişen Dünyada Bilgi Yönetimi Sempozyumu, 22-24 Eylül 2010, Ankara

Teknolojik Yakınsama ve Sosyal Ağların Bilgi Yönetimine Etkileri (İkinci Duyuru)

KAPSAM

Teknolojik yakınsama her biri farklı işlevlere sahip teknoloji ürünlerinin iç içe geçmesi ve tek bir ürünün birden fazla işlevi yerine getirmesi anlamına gelmektedir. Örneğin, cep telefonları iletişim, ses, görüntü, Web ve GPS teknolojilerinin yakınsaması sonucu günümüzde çok işlevli bir araç haline gelmiştir. Benzeri bir biçimde, iş ve özel yaşam arasındaki sınırlar da giderek ortadan kalkmaktadır. Facebook ve MySpace gibi sosyal ağlar bilgi paylaşma, eğlenme, öğrenme ve profesyonel amaçlarla kullanılabilir. Web 2.0 özellikleri taşıyan sosyal ağlar kişiselleştirilmiş hizmetler sunmakta ve kullanıcılar tarafından üretilen içeriğin tanımlanmasına, düzenlenmesine ve paylaşılmasına olanak sağlamaktadır. Kullanıcılar kütüphanelerin de sosyal ağlar kadar erişilebilir, paylaşmaya açık ve kullanıcı içeriğini değerlendirmeye hazır olmalarını beklemektedirler.

Hacettepe Üniversitesi Bilgi ve Belge Yönetimi Bölümü tarafından düzenlenen ve 22-24 Eylül 2010 tarihlerinde Ankara'da yapılacak olan 2. Uluslararası Değişen Dünyada Bilgi Yönetimi Sempozyumu

 HACETTEPE ÜNİVERSİTESİ

BY2010

[Anasayfa](#)

[Amaç / Kapsam](#)

[Düzenleme Komitesi](#)

[Program Komitesi](#)

[Önemli Tarihler](#)

[Bildiri Gönder](#)

[Destekleyenler](#)

[İletişim](#)

ENGLISH

Internet | Protected Mode: On 100%



2nd International Symposium on Information Management in a Changing World



HACETTEPE UNIVERSITY

BY2010**TÜRKÇE**

22 - 24 September 2010 • Hacettepe University, ANKARA

**2nd International Symposium on Information Management in a
Changing World,**
September 22-24, 2010, Ankara, Turkey

**The Impact of Technological Convergence and Social Networks
on Information Management**
(First Call for Papers)

SCOPE

The "2nd International Symposium on Information Management in a Changing World," organized by the Department of Information Management, Hacettepe University, Ankara, Turkey, both re-technological and Tw libraries, archives and museums and their implications for education for library and information science. Convergence and social networks also influence the scholarly electronic publishing,

[Main Page](#)[Scope](#)[Organizing Committee](#)[Programme Committee](#)[Important Dates](#)[Communication](#)**TÜRKÇE****SHARE****SHARE**

The "2nd International Symposium on Information Management in a Changing World," organized by the Department of Information Management of Hacettepe University, will take place in Ankara, Turkey, from 22-24 September 2010. It aims to bring together both researchers and practitioners to discuss the impact of technological convergence and social networks such as Facebook and Twitter on current information management practices in libraries, archives and museums and their implications for education for library and information science. Convergence social networks also influence the scholarly electronic publishing, open access and institutional archives, digitization of cultural heritage and the socialization of information.

The technological convergence is defined as the intertwining of technologies. A single product such as a cell phone can be not only to communicate but also to take pictures, listen to get access to the Web, and find our way by successfully combining the communication, audio, video, web and GPS technologies. Similarly, our professional, personal and social also converge. Social networks such as Facebook, MySpace, LinkedIn are used not only for social networking and entertainment but also for access to information, for learning and for carrying out professional work. Social networks commonly have Web 2.0 features, offer personalized services and allow users to incorporate their own content easily and describe, organize and share it with others, thereby enriching users' experience. Users expect information providing organizations to offer similar services and they want libraries to be as accessible, information and sharing as that of social

[Important Dates](#)[Communication](#)[TÜRKÇE](#)[+ SHARE](#)   

Bookmark & Share

- | | |
|---|---|
|  Facebook |  Google |
|  Twitter |  Email |
|  Favorites |  Print |
|  MySpace |  Delicious |
|  Oyyla |  Ask |
|  Live |  More... (153) |

[AddThis](#)

The "2nd International Symposium on Information Management in a Changing World," organized by the Department of Information Management of Hacettepe University, will take place in Ankara, Turkey, from 22-24 September 2010. It aims to bring together both researchers and practitioners to discuss the impact of technological convergence and social networks such as Facebook and Twitter on current information management practices in libraries, archives and museums and their implications for education for library and information science. Convergence social networks also influence the scholarly electronic publishing open access and institutional archives, digitization of cultural heritage and the socialization of information.

The technological convergence is defined as the intertwining of technologies. A single product such as a cell phone can be not only to communicate but also to take pictures, listen to get access to the Web, and find our way by successfully combining the communication, audio, video, web and GPS technologies. Similarly, our professional, personal and social also converge. Social networks such as Facebook, MySpace, LinkedIn are used not only for social networking and entertainment but also for access to information, for learning and for carrying out professional work. Social networks commonly have Web 2.0 features, offer personalized services and allow users to incorporate their own content easily and describe, organize and share it with others, thereby enriching users' experience. Users expect information providing organizations to offer similar services and they want libraries to be as accessible, information and sharing as that of social

Important Dates

Communication

TÜRKÇE

+ SHARE

Bookmark & Share

Facebook

Twitter

Favorites

MySpace

Oyula

Live

Google

Email

Print

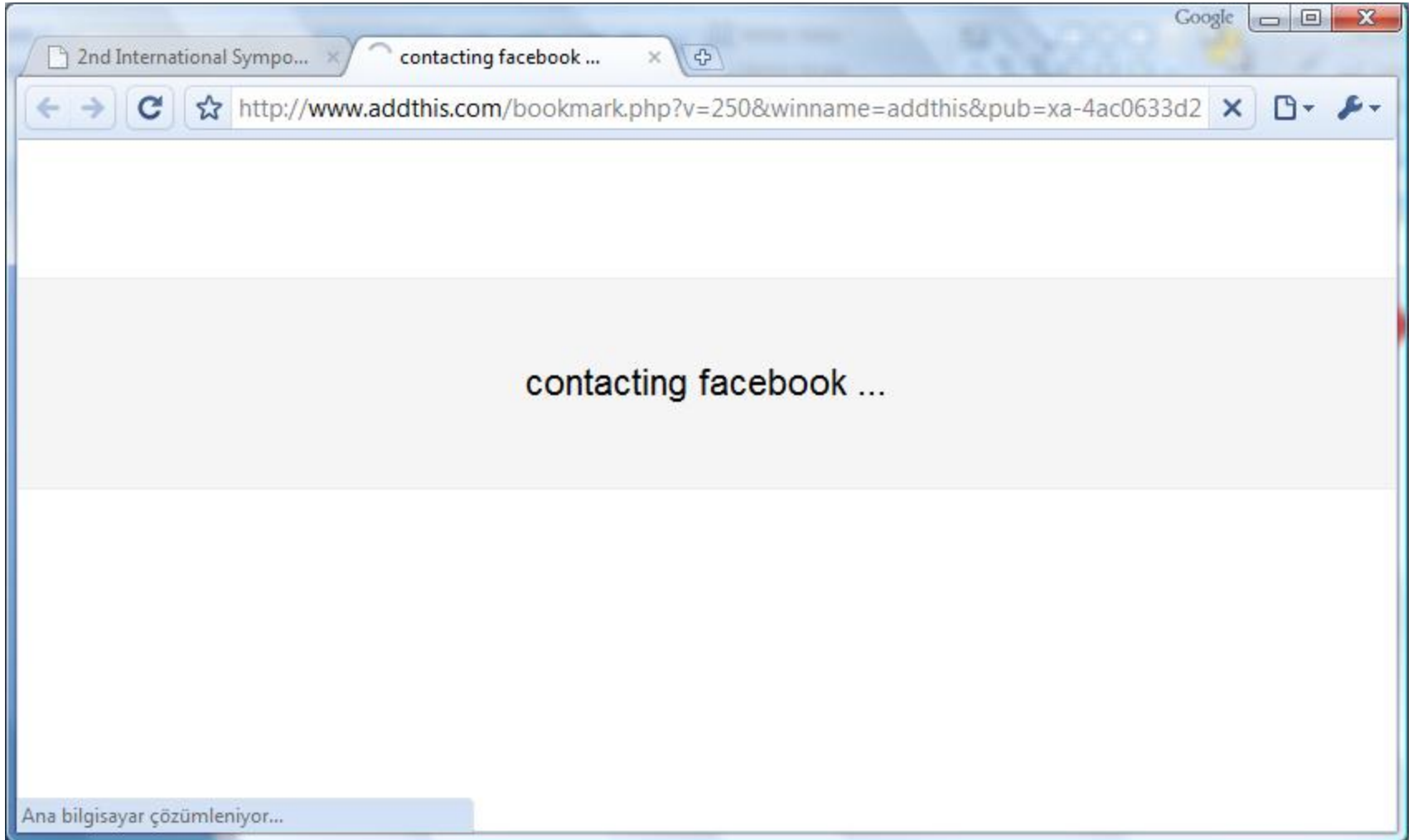
Delicious

Ask

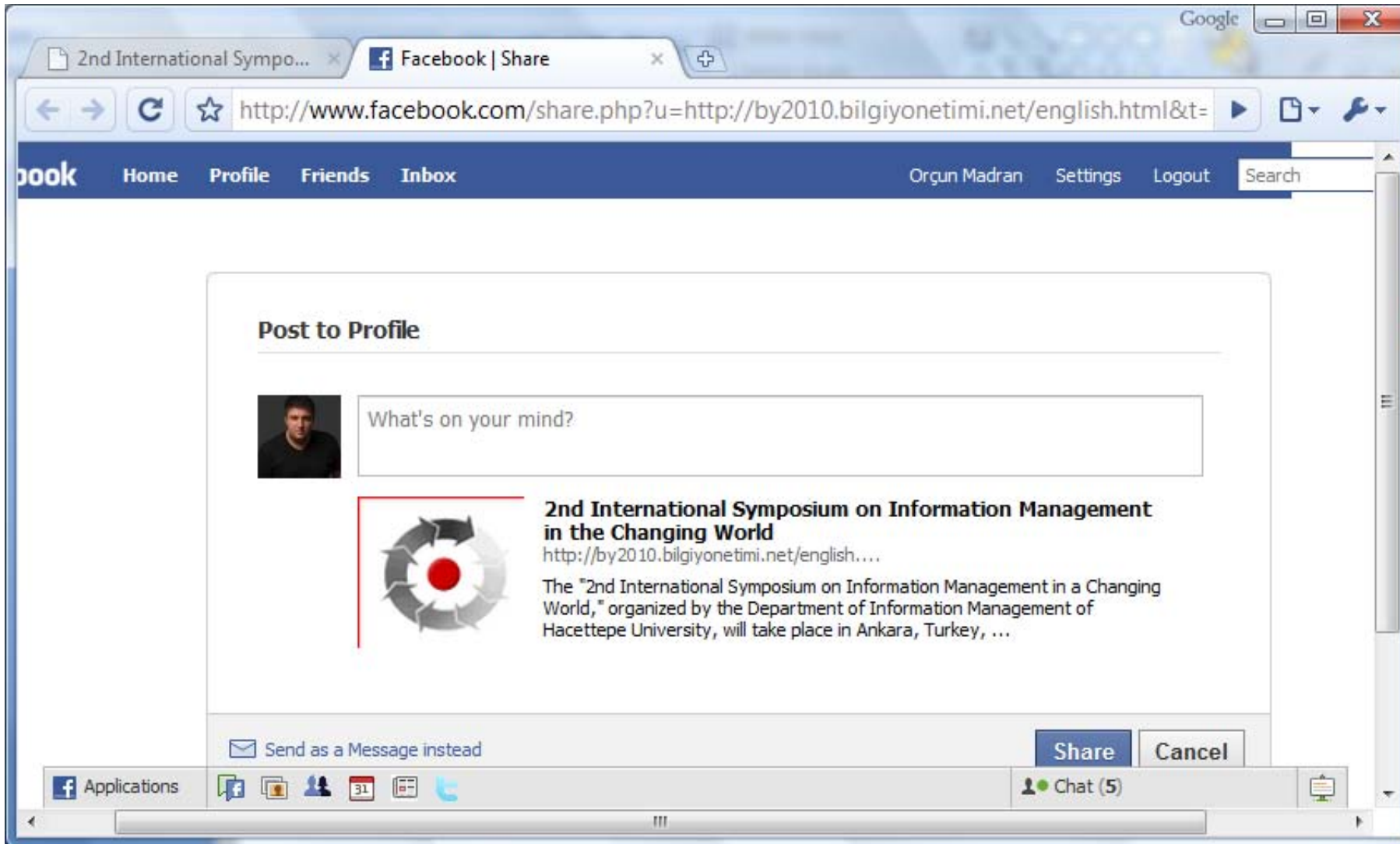
More... (153)

AddThis

Facebook İle Bağlantı Kuruluyor



Mesaj Ekleme



İçeriğin Paylaşılması

The screenshot shows a Google Chrome browser window with two tabs: '2nd International Sympo...' and 'Facebook | My Links'. The address bar shows the URL 'http://www.facebook.com/posted.php?id=612439847&success'. The Facebook navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Orçun Madran', 'Settings', 'Logout', and a search bar. The main content area is titled 'My Links' and shows a notification: 'Displaying 1 - 10 out of 73 links.' Below this is a yellow box with the text: 'Item was posted successfully. Want to share things more easily? Try using the Share Bookmarklet.' The main post is by 'Orçun Madran' and says 'Check this!'. It features a circular logo with a red center and the text '2nd International Symposium on Information Management in the Changing World'. The source is 'by2010.bilgiyonetimi.net' and the description is 'The "2nd International Symposium on Information Management in a Changing World," organized by the Department of Information Management of Hacettepe University, will take place in Ankara, Turkey, ...'. The post was made '2 seconds ago' and has options to 'Comment', 'Like', and 'Share'. On the right side, there is a 'Post a link' section with a text input field containing 'http://', a 'Post' button, and a 'Share on Facebook' section with instructions to drag a button to the Bookmarks Bar. At the bottom, there is a 'Subscribe to Links' section with a 'Chat (4)' button and a 'Bookmark Links' section with various application icons.

2nd International Sympo... x Facebook | My Links x

Google Chrome ürününü özelleştir ve denetle

facebook Home Profile Friends Inbox Orçun Madran Settings Logout Search

My Links

Displaying 1 - 10 out of 73 links.

Item was posted successfully. Want to share things more easily? Try using the Share Bookmarklet.

Orçun Madran Check this!

 **2nd International Symposium on Information Management in the Changing World**
Source: by2010.bilgiyonetimi.net
The "2nd International Symposium on Information Management in a Changing World," organized by the Department of Information Management of Hacettepe University, will take place in Ankara, Turkey, ...

2 seconds ago · Comment · Like · Share

Post a link

http://

Post

Share on Facebook

Drag the gray button above to your Bookmarks Bar to quickly share content with your friends.

More details »

Subscribe to Links

Chat (4)

Applications Bookmark Links

Profildeki Görünüm



Nasıl Yapılıyor?

http://www.addthis.com/

File Edit View Favorites Tools Help

Google Search Sidewiki Bookmarks Check Translate AutoFill Sign In

Favorites AddThis - The #1 Bookmarking & Sharing Service

[Features](#)[Get Your Button](#)[Forum](#)[Help](#)[Join Now](#) or [Sign In](#)

Your content. Everywhere.

AddThis is a free way to boost traffic back to your site by making it easier for visitors to share your content. [AddThis Features](#)

New! AddThis supports Flash. [More](#)

Try it!

1. Select your service.

- ☒ Website
- ☐ WordPress
- ☐ Blogger
- ☐ MySpace

2. Select a button style.

- ☒
- ☐
- ☐
- ☐

3. Do you want analytics?

- ☒ No, just give me the button.
- ☐ Yes, track the performance of my button. (requires registration)

[Learn more](#)

4. You're done!

[Get Your Button](#)

Looking for more services, button styles or advanced features? [More options](#)

Adım Adım

1. Select your service.

- ☒ Website
- ☐ Blogger
- ☐ WordPress
- ☐ MySpace

Looking for more services, button styles or advanced features? [More options >](#)



More
Services...

2. Select a button style.

- ☒ SHARE
- ☐ BOOKMARK
- ☐ SHARE
- ☐ BOOKMARK



You can easily
customize
button styles

3. Do you want analytics?

- ☒ No, just give me the button.
- ☐ Yes, track the performance of my button. (requires registration)

[Learn more >](#)

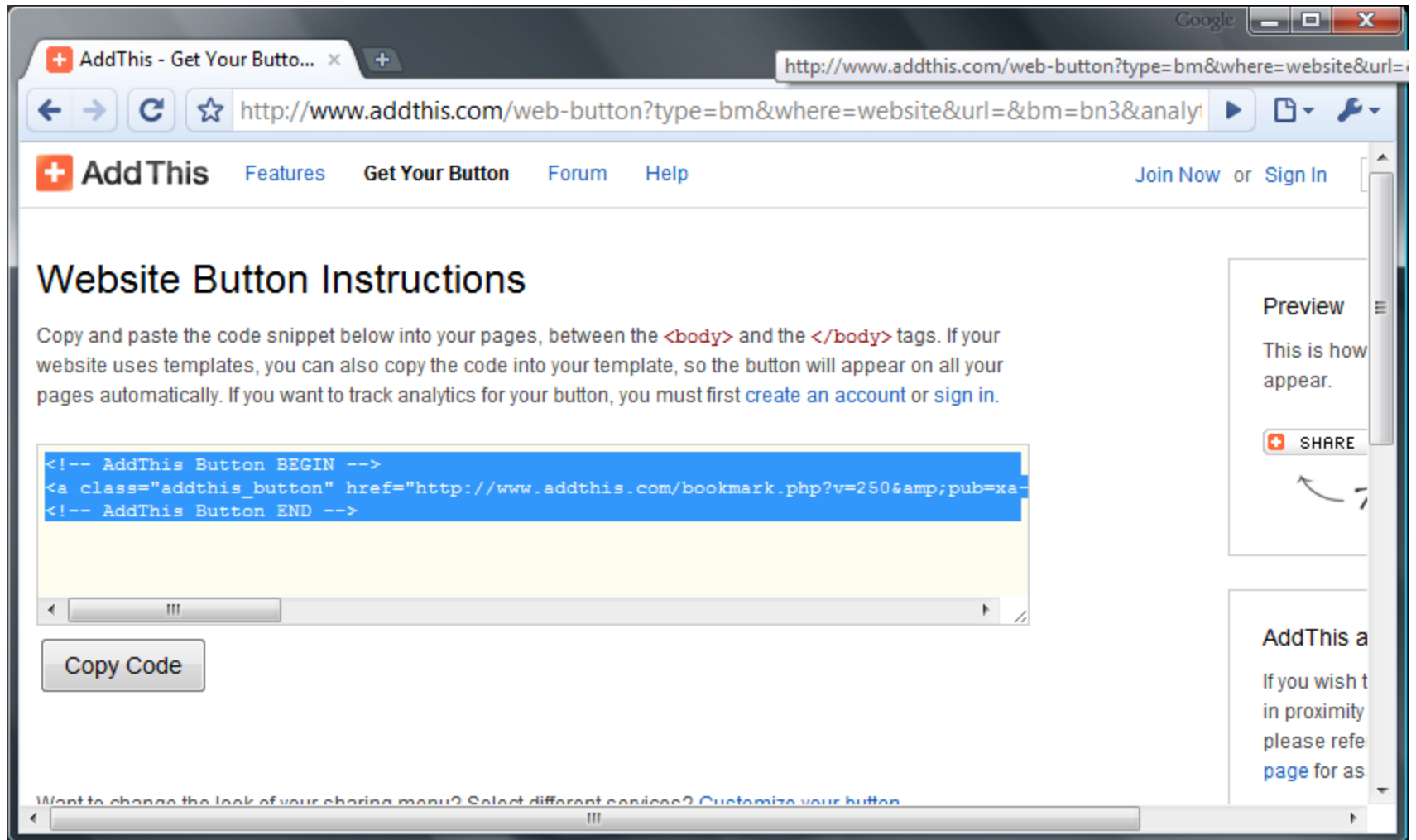


Analytics are
also available

4. You're done!

Get Your Button

Kodu Kopyala



The screenshot shows a web browser window with the URL `http://www.addthis.com/web-button?type=bm&where=website&url=&bm=bn3&analyt`. The page title is "AddThis - Get Your Button". The main heading is "Website Button Instructions". The text explains that users should copy and paste the code snippet into their pages, between the `<body>` and `</body>` tags. It also mentions that users can copy the code into their template if they use templates, and that they must first create an account or sign in to track analytics.

```
<!-- AddThis Button BEGIN -->
<a class="addthis_button" href="http://www.addthis.com/bookmark.php?v=250&pub=xa-
<!-- AddThis Button END -->
```

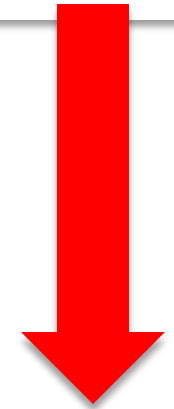
Below the code snippet is a "Copy Code" button.

On the right side, there is a "Preview" section showing a button that says "SHARE". Below the preview is a section titled "AddThis a" with text that says "If you wish t in proximity please refe page for as".

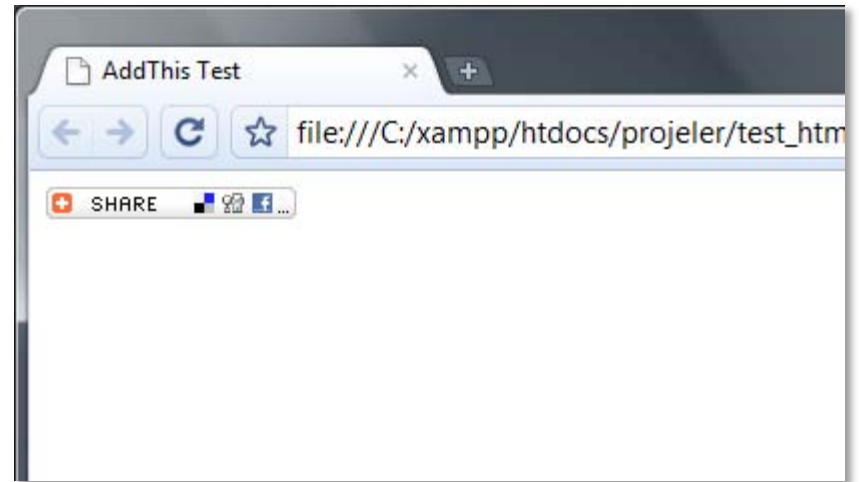
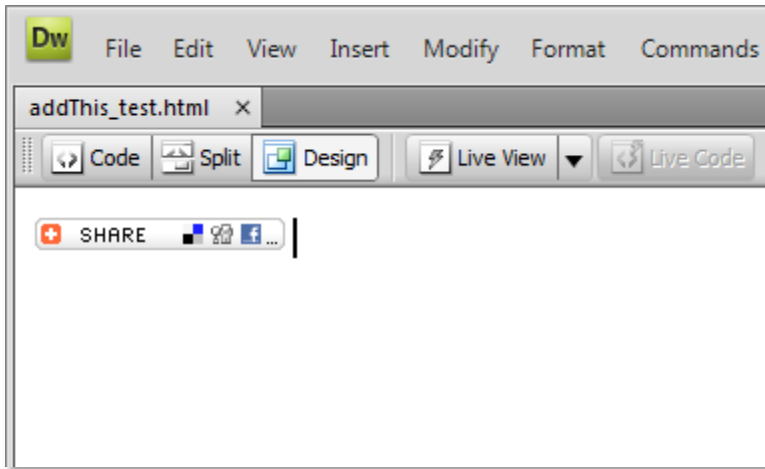
Kodu Yapıştır

```
<!-- AddThis Button BEGIN -->
<a class="addthis_button" href=
"http://www.addthis.com/bookmark.php?v=250&pub=xa-4ac2b42621485bfa"><img src=
"http://s7.addthis.com/static/btn/v2/lg-share-en.gif" width="125" height="16" alt=
"Bookmark and Share" style="border:0"/></a><script type="text/javascript" src=
"http://s7.addthis.com/js/250/addthis_widget.js?pub=xa-4ac2b42621485bfa"></script>
<!-- AddThis Button END -->
```

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5 <title>Untitled Document</title>
6 </head>
7 <body>
8 <!-- AddThis Button BEGIN -->
9 <a class="addthis_button" href=
  "http://www.addthis.com/bookmark.php?v=250&pub=xa-4ac2b42621485bfa"><img src=
  "http://s7.addthis.com/static/btn/v2/lg-share-en.gif" width="125" height="16" alt=
  "Bookmark and Share" style="border:0"/></a><script type="text/javascript" src=
  "http://s7.addthis.com/js/250/addthis_widget.js?pub=xa-4ac2b42621485bfa"></script>
10 <!-- AddThis Button END -->
11 </body>
12 </html>
```



Sayfadaki Görünüm

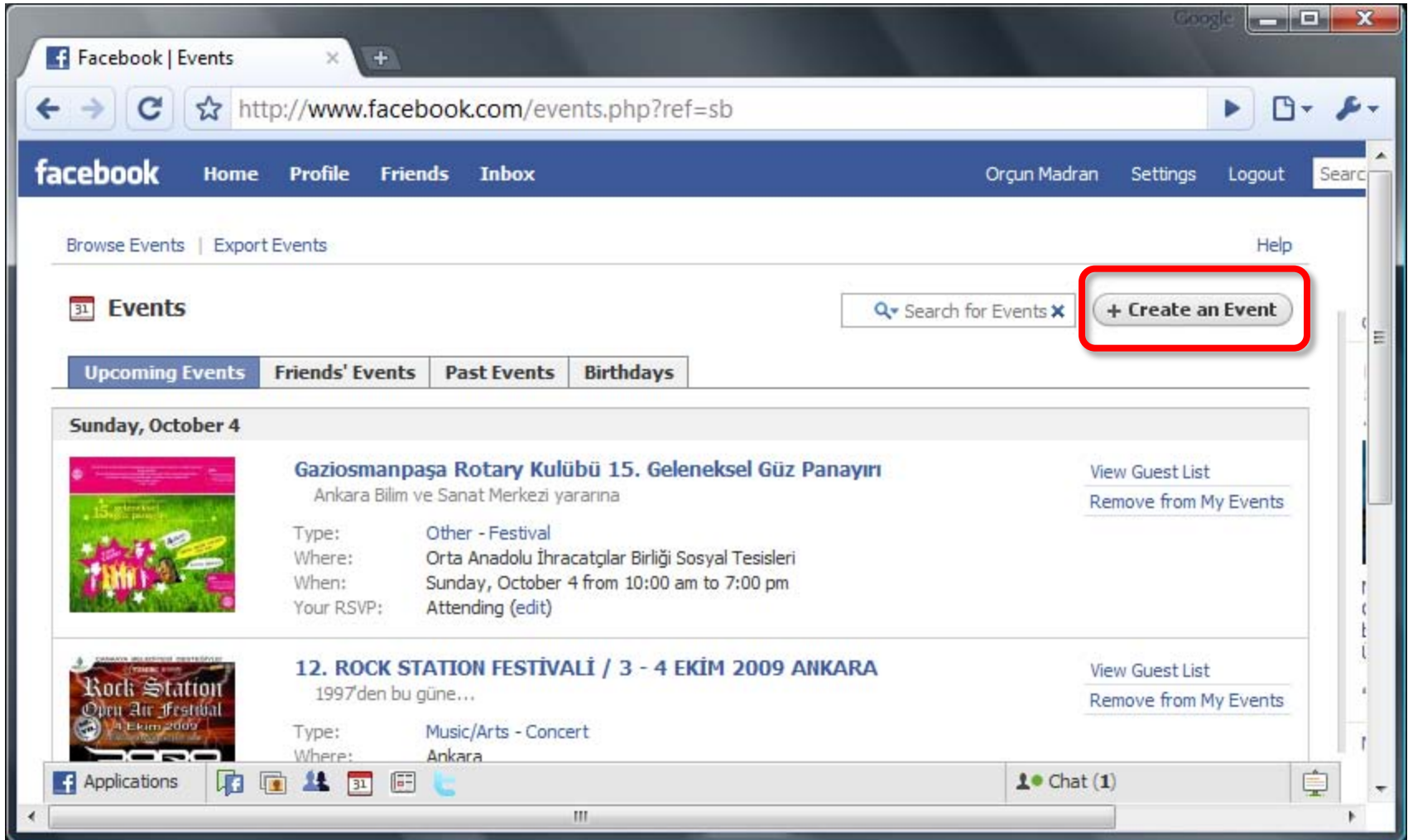


Facebook'ta Etkinlik Oluřturma

Facebook'ta Etkinlik Oluřturma

The image is a screenshot of the Facebook homepage from around 2010. The browser window shows the URL <http://www.facebook.com/home.php?ref=home>. The Facebook navigation bar includes links for Home, Profile, Friends, and Inbox, along with a search bar and user links for Orçun Madran, Settings, and Logout. The left sidebar contains links for News Feed, Başkent Üniversitesi, Photos, Links, Video, Herkes, Pages, and More. The main content area features a status creation box with the text "What's on your mind?" and a "Share" button. Below this, there are several posts: one by Orçun Madran about a symposium, one by Ting Gray about her daughter, and a video post by Trt 666. A yellow callout box with the text "Etkinlik Simgesi" (Event Icon) points to a small calendar icon in the bottom left corner of the page. The right sidebar contains sections for Suggestions (Pinar Adem Kapan), Sponsored (Facebook Ads), and Highlights (AKÇAKOCA Eylül 2009, DARKPHASE, 12. ROCK STATION).

Facebook'ta Etkinlik Oluřturma



Facebook'ta Etkinlik Oluřturma

The screenshot shows the Facebook 'Create an Event' interface. The browser address bar displays 'http://www.facebook.com/editevent.php'. The Facebook navigation bar includes links for Home, Profile, Friends, and Inbox, along with the user's name 'Orçun Madran', Settings, Logout, and a search bar. The main heading is 'Create an Event', with a red box highlighting the 'Step 1: Event Info' button. The form fields include: 'Event Name: (required)' with a text input; 'Tagline:' with a text input and an example 'eg: "One night only" or "Because she'll only turn 21 once..."'; 'Network:' with a dropdown menu set to 'Global - Available to All of Facebook'; 'Host: (required)' with a text input and an option 'One of my groups:' with a dropdown; 'Event Type: (required)' with 'Select Category:' and 'Select Type:' dropdowns; and 'Description:' with a large text area. The bottom of the page features a bar with application icons, a chat window showing 'Chat (1)', and a status bar.

Facebook | Create an Event

http://www.facebook.com/editevent.php

facebook Home Profile Friends Inbox Orçun Madran Settings Logout Search

Create an Event

Step 1: Event Info

Event Name: (required)

Tagline:

eg: "One night only" or "Because she'll only turn 21 once..."

Network: Global - Available to All of Facebook

Host: (required) or One of my groups:

Event Type: (required) Select Category: Select Type:

Description:

Applications Chat (1)

Facebook'ta Etkinlik Oluřturma

The screenshot shows the Facebook event creation process. The browser address bar indicates the URL <http://www.facebook.com/editevent.p>. The navigation bar includes links for Home, Profile, Friends, and Inbox. The event title is "Customize 2nd International Symposium on Info". The progress bar shows three steps: Step 1: Event Info, Step 2: Customize (highlighted with a red box), and Step 3: Invite Friends. A yellow message box states "Your picture has been uploaded successfully." The "Current Picture" section displays the Hacettepe University logo and a red banner with "BY2010". The "Upload Picture" section provides instructions on file formats (JPG, GIF) and includes a "Dosya Seç" button. A checkbox for certifying the right to distribute the picture is present, along with an "Upload Picture" button and a file size limit of 4 MB. A yellow callout box on the right highlights the "Access" and "Publicize" settings. The "Access" section has three radio button options: "This event is open." (selected), "This event is closed.", and "This event is secret." The "Publicize" section has a checked checkbox for "Show this event in search results." and two buttons: "Save" (highlighted with a red box) and "Skip".

Access:

- ☒ This event is open.
People can add themselves to the guest list and invite others to the event. Anyone can see the event information and content.
- ☐ This event is closed.
Only people you invite will be on the guest list. People can request invitations. Anyone can see the event time and description, but only people you invite can see the other information and content.
- ☐ This event is secret.
The event will not appear in search results. Only people you invite can see the event information and content.

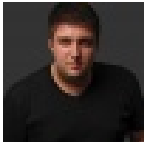
Publicize:

- ☒ Show this event in search results.

Save **Skip**

Facebook'ta Etkinlik Oluşturma

Publish to your Wall and your friends' home pages



Orçun Madran The "2nd International Symposium on Information Management in a Changing World," organized by the Department of Information Management of Hacettepe University, will take place in Ankara, Turkey, from 22-24 September 2010. It aims to bring ...[Read More](#) ▾

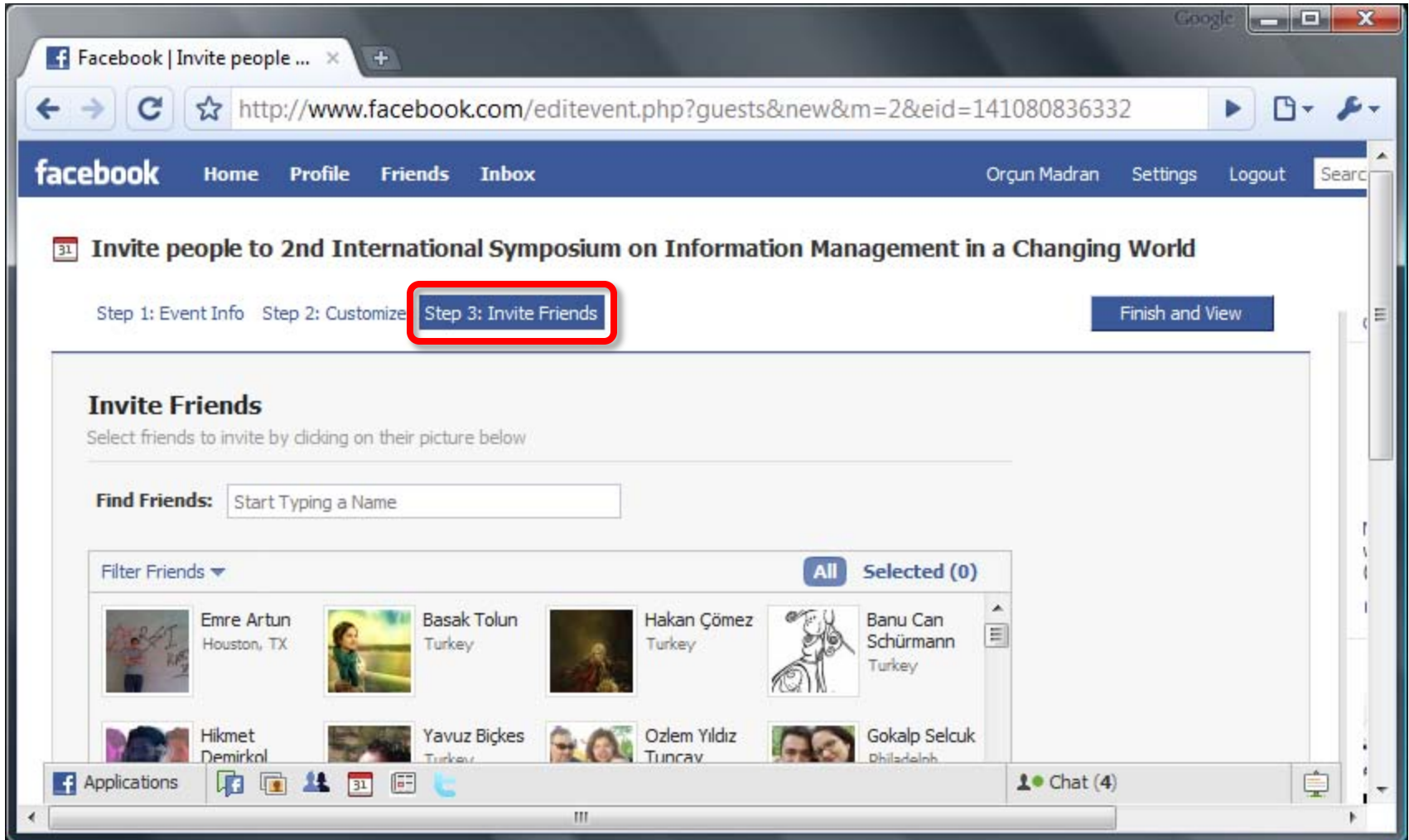
 HACETTEPE UNIVERSITY **2nd International Symposium on Information Management in a Changing World**

BY 2010 Time: 9:00AM Wednesday, September 22nd
Location: Hacettepe University Department of Information Management

 Not Published Yet

[Publish](#) [Skip](#)

Facebook'ta Etkinlik Oluřturma



Facebook'ta Etkinlik Oluřturma

The screenshot shows a Facebook event page for the "2nd International Symposium on Information Management in a Changing World". The page is viewed in a web browser with the URL <http://www.facebook.com/event.php?eid=141080836332>. The Facebook navigation bar at the top includes links for Home, Profile, Friends, and Inbox, along with user options for Orçun Madran, Settings, and Logout. The event title is "2nd International Symposium on Information Management in a Changing World", marked with a calendar icon. The host is the "Department of Information Management of Hacettepe University". The event type is "Meetings - Business Meeting" and the network is "Global". The start time is "Wednesday, September 22, 2010 at 9:00am" and the end time is "Friday, September 24, 2010 at 5:00pm". The location is "Hacettepe University Department of Information Management", "Beytepe Campus", "Ankara, Turkey", with a "View Map" link. Contact information includes a phone number "03122978200" and an email "sempozyum@bilgiyonetimi.net". On the right, the "HACETTEPE UNIVERSITY" logo is displayed above a red banner that reads "BY2010". Below the banner, a list of actions is provided: "Invite People to Come", "Promote Event with an Ad", "Edit Guest List", "Cancel this Event", "Edit Event", "Message Guests", and "Print Guest List". At the bottom right, there are "Share" and "Export" buttons. The "Your RSVP" section is visible but empty. The bottom of the browser window shows a taskbar with various application icons and a chat window indicating 4 active chats.

facebook Home Profile Friends Inbox Orçun Madran Settings Logout Search

2nd International Symposium on Information Management in a Changing World

Host: Department of Information Management of Hacettepe University
Type: Meetings - Business Meeting
Network: Global

Start Time: Wednesday, September 22, 2010 at 9:00am
End Time: Friday, September 24, 2010 at 5:00pm
Location: Hacettepe University Department of Information Management
Street: Beytepe Campus
City/Town: Ankara, Turkey
[View Map](#)

Phone: 03122978200
Email: sempozyum@bilgiyonetimi.net

HACETTEPE UNIVERSITY

BY2010

[Invite People to Come](#)
[Promote Event with an Ad](#)
[Edit Guest List](#)
[Cancel this Event](#)
[Edit Event](#)
[Message Guests](#)
[Print Guest List](#)

[Share](#) [Export](#)

Your RSVP

Applications Chat (4)

Facebook'ta Etkinlik Oluřturma

The screenshot shows a Facebook profile page for Orçun Madran. The browser address bar displays the URL <http://www.facebook.com/orcunmadran?ref=profile>. The navigation bar includes links for Home, Profile, Friends, and Inbox, along with user-specific links for Orçun Madran, Settings, and Logout. The profile picture is a man in a black t-shirt. The cover photo is a solid blue color. The post section shows a status update by Orçun Madran about the "2nd International Symposium on Information Management in a Changing World" organized by Hacettepe University, scheduled for September 22-24, 2010. The post includes a link to the event, a "Read More" link, and a "Share" button. A red dashed box highlights the event details, including the university name, event title, date, and time.

facebook Home Profile Friends Inbox Orçun Madran Settings Logout Search

Orçun Madran 2nd International Symposium on Information Management in the Changing World <http://ff.im/8X0H2> via Twitter - about an hour ago clear

Wall Info Photos Boxes FriendFeed +

What's on your mind?

Attach: Share

Options

Orçun Madran The "2nd International Symposium on Information Management in a Changing World," organized by the Department of Information Management of Hacettepe University, will take place in Ankara, Turkey, from 22-24 September 2010. It aims to bring ...Read More

HACETTEPE UNIVERSITY 2nd International Symposium on Information Management in a Changing World

BY2010 Time: 9:00AM Wednesday, September 22nd

View Photos of Me (167) View Videos of Me (7) Applications Chat (5)

Facebook'ta Etkinlik Oluřturma

The screenshot shows a Facebook search results page for the query 'information management'. The page is displayed in a web browser window with the address bar showing the URL: <http://www.facebook.com/search/?flt=1&q=information+management&o=4&sid=6124>. The Facebook navigation bar at the top includes links for Home, Profile, Friends, and Inbox, along with the user's name 'Orçun Madran', Settings, and Logout. The search results are filtered by 'All Dates' and 'All Event Types'. The left sidebar shows navigation options: All Results, People, Pages, Groups, Applications, Events (selected), Web Results, Posts by Friends, and Posts by Everyone. The main content area displays three event results. The first event is 'Apply to Compete on the SFU Team in CaseIT 2010' with 21 confirmed guests. The second event, '2nd International Symposium on Information Management in a Changing World' by Hacettepe University, is highlighted with a red dashed border and shows 1 confirmed guest. The third event is 'Presidential Management Fellowship Information Session'. The bottom of the page features a toolbar with icons for Applications, Facebook, Messenger, and other social media, along with a chat window showing 5 active chats.

Facebook | Search

Home Profile Friends Inbox Orçun Madran Settings Logout Search

information management Search

Show: All Dates All Event Types Filter Results

All Results
People
Pages
Groups
Applications
Events
Web Results
Posts by Friends
Posts by Everyone

Apply to Compete on the SFU Team in CaseIT 2010 RSVP
Attending: 21 confirmed guests

2nd International Symposium on Information Management in a Changing World RSVP
HACETTEPE UNIVERSITY
BY2010
Attending: 1 confirmed guests

Presidential Management Fellowship Information Session RSVP
Career Services

Applications Chat (5)

2. Uluslararası Değişen Dünyada Bilgi Yönetimi Sempozyumu

İstatistikler

http://twitter.com/IMCW2010

File Edit View Favorites Tools Help

X Google Search Share Sidewiki Bookmarks Check Translate AutoFill

X Convert Select

★ Favorites H.Ü. BBY Sempozyum (IMCW2010) on Twitter

Psst... the new version of Twitter is here. [Try it now!](#)

twitter

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)



IMCW2010

✓ Following



Lists



Also followed by [@yasartonta](#), [@Tolgacakmak](#), [@tagmasim](#), and 2 others

Sempozyum ekibi Kapadokya'da #by2010

12:25 PM Sep 25th via web

Final post of [@kjmollema](#) at [#imcw2010](#) we have had a very nice and inspiring conference. Thanks everybody 4 everything.

2:30 PM Sep 24th via Twitter for iPhone

Endkeynote [#imcw2010](#) <http://plixi.com/p/46848991>

12:14 PM Sep 24th via Twitter for iPhone

It is important to study impacts instead of the technology
[#imcw2010](#)

12:12 PM Sep 24th via Twitter for iPhone

Name H.Ü. BBY Sempozyum

Location Ankara

Web <http://by2010.bil...>

Bio 2. Uluslararası Değişen
Dünyada Bilgi Yönetimi
Sempozyumu / 2nd
International Symposium on
Information Management in a
Changing World

0 35 0
following followers listed

Tweets 317

Favorites

Actions

[block IMCW2010](#)
[report for spam](#)

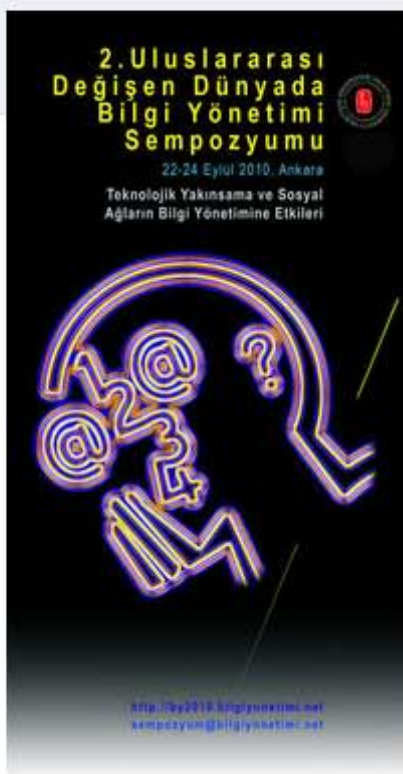
Following

[RSS feed of IMCW2010's tweets](#)

facebook

Arama

Ana



Sayfa'yı düzenle

Reklam ile Tanıt

Arkadaşlarına Öner

2nd International Symposium on Information Management in a Changing World

Duvar

Bilgiler

Fotoğraflar

Tartışmalar

+

Ne düşünüyorsun?

Ekle: [Fotoğraf](#) [Video](#) [Etkinlik](#) [Yorum](#)

Gizlilik

Paylaş

Seçenekler

**2nd International Symposium on Information Management in a Changing World** Sempozyum bildirileri, sunuş slaytları ve videolar:<http://by2010.bilgiyonetimi.net/>

23 Ekim, 13:30 · Beğen · Yorum Yap · Tanıt

**2nd International Symposium on Information Management in a Changing World** Symposium proceedings, slides and videos :<http://by2010.bilgiyonetimi.net/english.html>

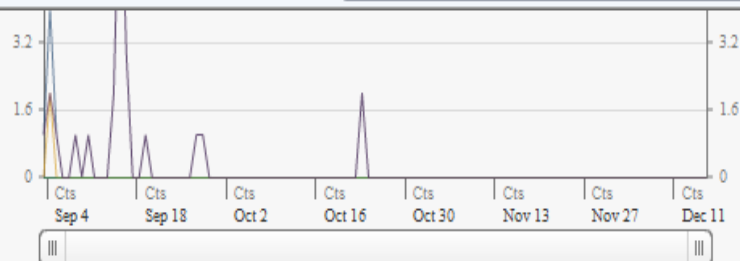
html

**2nd International Symposium on Information Management in the Changing World**by2010.bilgiyonetimi.net

The "2nd International Symposium on Information Management in the Changing World," organized by the Department of Information Management of Hacettepe University, took place in Ankara, Turkey, from 22-24 September 2010. It brought together both researchers and practitioners to discuss the current inf.

23 Ekim, 13:28 · Beğen · Yorum Yap · Paylaş · Tanıt

Orçun Madran ve Scoonitch von Pardubice bunu beğendi.



All People Who Like 2nd International Symposium on Information Management in a Changing World

All Likes Over Time Daha fazla bilgi al

Bir grafik seçin: [Toplam Hayranlar / Cye Olmayan Hayranlar](#)



192 Total Likes (18 Aralık)

Erkek	Kadın	Erkek	Kadın
		24%	67%
		13-17	1%
		18-24	10%
		25-34	9%
		35-44	2%
		45-54	1%
		55+	1%

Top Countries	Top Cities	Top Languages
Türkiye	173	Türkçe
	Ankara	116
		153

[Tümünü Göster](#)

Lütfen, verilerin günlük rapor için kullanılabılır olması için 48 saat süre tanıyın.

by2010.bilgiyonetimi.net

Trafik Kaynaklarına Genel Bakış

01 Oca 2010 - 24 Eki 2010

Karşılaştırma ölçütü: Site



Tüm trafik kaynakları toplamda 13.106 ziyaret gönderdi

% 25,16 Doğrudan Trafik

% 45,40 Yönlendiren Siteler

% 29,44 Arama Motorları



En İyi Trafik Kaynakları

Kaynaklar	Ziyaret Sayısı	Ziyaret yüzdesi	Anahtar Kelimeler	Ziyaret Sayısı	Ziyaret yüzdesi
google (organic)	3.751	% 28,62	by2010	236	% 6,12
(direct) ((none))	3.297	% 25,16	bilgi yönetimi	203	% 5,26
bby.hacettepe.edu.tr (referral)	2.432	% 18,56	2. uluslararası değişen	107	% 2,77
facebook.com (referral)	508	% 3,88	ankara 2010	107	% 2,77
alicoskun.net (referral)	296	% 2,26	2nd international symposium	102	% 2,64

Web 2.0'ın Pazarlamaya Getirdikleri

- ❑ Birçok şirket reklâmlarını yaymak için önce Facebook'u sonra kendi web sitesini kullanıyor
 - ❑ 500 milyondan fazla kullanıcı
 - ❑ 200 milyondan fazla kullanıcı mobil araçlarla Facebook kullanıyor
- ❑ Kolay ölçülebilirlik
- ❑ Pazar araştırmaları için çok büyük boyutlu veri havuzu
- ❑ Küreselleşme

İstatistikler

People on Facebook

More than 500 million active users
50% of our active users log on to Facebook in any given day
Average user has 130 friends
People spend over 700 billion minutes per month on Facebook

Activity on Facebook

There are over 900 million objects that people interact with (pages, groups, events and community pages)
Average user is connected to 80 community pages, groups and events
Average user creates 90 pieces of content each month
More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

Global Reach

More than 70 translations available on the site
About 70% of Facebook users are outside the United States
Over 300,000 users helped translate the site through the translations application

Platform

More than 2.5 million developers and partners from more than 190 countries build with Facebook Platform
People on Facebook install 20 million applications every day
Every month, more than 250 million people engage with Facebook on external websites
Since social plugins launched in April 2010, an average of 10,000 new websites integrate with Facebook every day
More than two million websites have integrated with Facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100 websites

Mobile

There are more than 200 million active users currently accessing Facebook through their mobile devices.
People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.

Şirket

Temel Veriler
İstatistikler
Zaman Çizgisi
Yöneticiler
Kurucu Biyografileri
Platform
B-Roll
Basın Bültenleri ve Duyurular

Bağlantılar

Resimler
Konuşmacı İstekleri
Röportaj İstekleri
Facebook Stories

Etkin Olmak İçin Yapılması Gerekenler

- ❑ Müşterilerle aynı ortamda olabilmek
- ❑ İnternet okur-yazarı potansiyel müşteriler
- ❑ Gelişme ve yeniliklere açıklık
- ❑ Etkileşim ve geri bildirim
- ❑ Kişiselleştirilmiş hizmetlere geçiş
- ❑ Takipçilerin takipçileri
- ❑ Her sosyal mecra da olunması gerekmiyor
- ❑ Mobil çözümler
- ❑ Producer – consumer => prosumer