



Osama's been Tweeted.

Osama Bin Laden is history. That's a fact you could not have missed even if you lived, as he was presumed to, in a cave. Whether you witnessed our national chest-thumping with bemusement and embarrassment or you participated enthusiastically in a flag-waving-USA-shouting-we-got-him-at-last street party, this particular perpetrator of mass murder is gone.

The information he left behind showed him to be a venal hypocrite, dying his beard to record rants to his followers and flipping channels to get a glimpse of himself. Someone was actually in charge of delivering the quintessentially American Coca-Cola to his million-dollar compound! (Note to every CEO on the planet: walking the talk builds credibility.)

Amid the 24/7 news reporting, which still consumes more airtime than the unfolding disaster along the Mighty Mississippi, you may have missed one small detail that every professional communicator and corporate executive should note:

[Continued on my blog >](#)



Ten Things Your Grandmother Can Teach You About Social Media

Social media isn't something we have to learn. We just have to apply what we already know to a new social environment. The same personal qualities and social skills that you (hopefully) learned growing up are what will make you successful at social

media. Here are 10 things an older relative probably told you at some point that you can apply to social media. [More >](#)



50 Tips Granny Never Told You About Twitter and Social-Media Etiquette

There are many things the generations before us could offer. In reality social media is no different than the social circles that existed in the 20's, 50's, 70's and even 80 's. Yes, the same rules apply. Just executed on a different platform and at a higher volume. [More >](#)



Nine Social Media Topics That Need to Die

The author of this post is annoyed and crabby. Nonetheless, he asks, "If you're still here, can we, pretty please, talk to the people around us and do something to prevent these tragic conversations? Consider this a public service announcement or a rant, however you choose. But enough is enough." From "Content is King" to

"Social Media Experts and the Proverbial Snake Oil," his are words of wisdom. [More >](#)



Why Social-Media Gurus Should Be Trampled By Elephants

Ask them what they do. The answer: I engage people, I create relationships, I add a layer of transparency. They may as well talk about ponies, rainbows and unicorns. Now, my friends, is when we run screaming. [More >](#)

Just for Fun: The Most Ridiculous Divorce Attorney Commercial Ever. Ever.



Click to be dumbfounded.

May 2011

[10 Things Your Grandmother Can Teach You About Social Media](#)

[50 Tips Granny Never Told You About Social Media](#)

[Nine Social-Media Topics That Need to Die](#)

[Why Social Media Gurus Should Be Trampled by Elephants](#)

[Just for Fun: The Most Ridiculous Divorce Attorney Commercial Ever](#)

[Tool of the Month: Wordle.net](#)

[On My Site](#)



Click the Cloud to Enlarge

Tool of the Month: Wordle

The image above is a Word Cloud showing the relative frequency of key words in this issue of *Update*. While use of this technology is fairly common on many blogs and websites, until recently it's been difficult to use it offline. And offline it can be very useful! For example, in several recent studies I conducted, I created Word Clouds to give a visual representation of respondents' answers to open-ended questions. The results have enormous impact. Wordle.net is the best of the free services I've found. [Try it.](#)

- [On My Site](#)
- [Services Menu](#)
- [Check-Up](#)
- [Workshops](#)
- [Twitter Feed](#)
- [Newsletter Archive](#)
- [Clients](#)
- [Testimonials](#)
- [My Publications](#)
- [PR Books](#)
- [Blog](#)
- [Helpful Resources](#)
- [About](#)

Join My Mailing List

[Forward This To A Friend or Colleague](#)



This email was sent to davidkirk-drupal@spamarrest.com by davidkirk@theprguy.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

thePRguy incorporated | 127 Gateshead Way | Phoenixville | PA | 19460-1048