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Social Strategy1 Launches 2011 with Executive Thought Leadership Series

Social media executives with real world experiences address business issues through live and on-demand video

Ponte Vedra Beach, Fla., January 18, 2011 - Social Strategy1 announces the launch of its 2011 Executive Thought Leadership Series, a line-up of live and on-demand events from skilled executives and entrepreneurs within the social media realm. The free educational series, which includes topics such as intelligence from the total media ecosystem, launches on its website with a video sequence and scheduled webinars covering topics relating to the impact of the social web on shareholder value.

“How people communicate, interact, and conduct business has changed, and the changes are as dramatic as they are rapid. We see it every day at Social Strategy1, and it’s happening with or without a company’s participation. How businesses adapt to these changes determines the success and possibly even the survival of an executive’s business. That’s why we’ve launched this series, to offer a roadmap for developing strategies that companies, large and small, can immediately deploy and benefit from,” said Mike Lewis, Chairman of Social Strategy1.

The first webinar is scheduled for Tuesday, February 8th at 1 pm eastern focusing on “**How to use online intelligence as part of a total media strategy**”, led by Steve Ennen, President and Chief Intelligence Officer Social Strategy1, and joined by industry authorities, including Lisa Calhoun, President of [Write2Market](#).

“As companies look at developing strategy for a total media ecosystem, it’s vital that leaders of the organization understand that the conversation sparked by the *Boston Globe* or *New York Times* about a company, a brand, or an industry are as important as things said in blogs, Facebook, Twitter, or any other number of social media platforms out there,” said Steve Ennen, President and Chief Intelligence Officer of [Social Strategy1](#). “All of these platforms create a total media ecosystem that executives need to understand before they can skillfully navigate the connected world. Interactive media create a tool for business intelligence never before available,” he added.

Co-founder of Social Strategy1, Dennis Stoutenburgh added “We are bringing corporate and competitive information to our audience that they would not ordinarily see, some of which can certainly have an impact on a stock price or brand reputation. If it’s a new product that goes out, what are customers saying about it? What are competitors saying about it? What type of market share is that new product going to garner? By utilizing non-financial information - information that you wouldn’t find in Bloomberg or the *Wall Street Journal*, we’re giving our partners insight into potential investments they’re making.”

Registration is open for the first webinar in the Executive Thought Leadership series and available online at <http://bit.ly/eCn1MC1>, or by visiting Social Strategy1's new and more user-friendly website, with additional content and more video; www.socialstrategy1.com.

About Social Strategy1

Social Strategy1 is a total media intelligence service that combines state-of-the-art natural language processing and data mining technology with subject matter-experts who analyze digital conversation to create profitable insights for our clients. The intelligence enables its clients to capitalize on revenue opportunities, gain a competitive advantage, benchmark against its competition and proactively support buyers and its reputation. Social Strategy1 is built with research from the Wharton School at the University of Pennsylvania where students and academics used the platform to focus on the more meaningful metrics and proofs of performance in a total media strategy.

For more information, contact Social Strategy1, www.socialstrategy1.com or follow “@sstrategy1” on Twitter.

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