

## Social Strategy1 Releases Part 3 of Executive Thought Leadership Series

### On Demand Video Discusses Real-world Metrics from Social Media Data

JACKSONVILLE, Fla.—2/17/2011 --Social Strategy1, a leader in social intelligence applications and analytics, releases its third in a series of on demand videos, discussing key insights into real world metrics used to gain the most business advantage through social media.

Social Strategy1's managed services platform creates actionable insights from online data applied to corporate governance, reputation management, campaign insights and legal matters. In the third of its multi-part executive thought leadership series, Social Strategy1's President and Chief Intelligence Officer, Steve Ennen, identifies characteristics that enable businesses to achieve profitable insight. The series includes recent releases such as:

**Correlation Between the Total Media Ecosystem and Real-Time Analytics.** Steve Ennen connects the core fundamentals of using data to [measure social media](#) impact in the business arena, combined with the analytics to measure ROI and ROE.

**Perspective on Total Media Intelligence from the CEO.** Mike Lewis, CEO and Chairman of Social Strategy1 explores the factors of [how social media affects business growth](#) and the strategies necessary to drive business goals.

**Measurement of the Online Conversation.** Company Co-founder Dennis Stoutenburgh focuses on how to measure online conversation on the increasingly open web and important considerations when [monitoring the competitive landscape](#).

Along with the executive thought leadership series, Social Strategy1 hosted the first in a series of free webinars on **"How to use online intelligence as part of a total media strategy,"** led by Steve Ennen, and joined by industry authorities, including Lisa Calhoun, President of Write2Market. This [webinar](#) is available on the company's website.

"As companies develop strategy for today's rapidly changing environment, it's vital that organization leaders understand that conversations sparked by the *Boston Globe* or *New York Times* about a company, a brand, or an industry, are equally as important as things said in blogs, Facebook, Twitter, or any other number of social media channels," said Steve Ennen, President and Chief Intelligence Officer of Social Strategy1. "All of these channels create a media ecosystem that executives need to understand before they can skillfully navigate the connected world."

Social media intelligence is applicable to most common business practices including sales and marketing, customer support, lead generation, and competitive analysis across industries. This executive thought leadership series addresses best practices in social media and insights for building, sustaining, and measuring profitable, total media strategies.

About Social Strategy1, Inc.

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 collaborated with 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](http://www.socialstrategy1.com) or follow “@sstrategy1” on Twitter.