

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications INC. (LCI)



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public relations • social media • digital

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LCI is pleased to
welcome our
newest client:



**What's New with
Giant Step Digital**



Giant Step Digital's

Making Social Media Lemonade

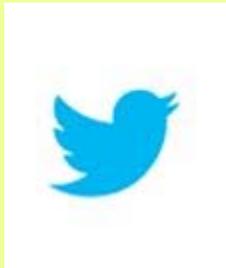


You know the old saying, "when life gives you lemons, make lemonade?" Well, it applies in social media relations as in life. The flip side of serious crisis communications (which is NOT funny), the lemonade strategy is a great tool in your communications arsenal. Let's take a look at some recent examples, shall we?

Adele Dazeem

Twitter feed is full of tips for the newbie or digerati. Follow them here.

Tell them LCI sent you :)



Social Media Babble - Digital Manners for the In-Person World



So John Travolta introduces acclaimed singer, actress and Broadway star Idina Menzel as "Adele Dazeem" at the Oscars. Menzel could have been a diva...but a savvy marketer knows that her real name benefits from all the chatter. Tweets, Facebook pages, and countless media placements mentioned Adele - and Idina appeared on Jimmy Fallon singing her Oscar winning hit song the next night. The Adele Dazeem Facebook fan page popped up almost instantly. If you didn't know who Idina was before...you do now.

Old Spice vs. Taco Bell

Tweeting has become a bit of a comedy contact sport. So when Old Spice (deodorant) commented on Twitter that Taco Bell fire sauce doesn't really contain any fire, and isn't that false advertising -- Taco Bell responded in a classic fashion. "@OldSpice is your deodorant made with really old spices?" Everybody wins!

5 tips on making social media lemonade:

Relax. Yes, social moves at the speed of light, but it's hard to look at any situation with clarity while panicking.

Find the funniest person within earshot - they are your audience. What's funny in your head might be disastrous on screen. Test your post against a few creative brains (quickly).

Roll with the punches! Sometimes you're the joker and sometimes you're the joke.

Don't sweat a missed opportunity. Another one will pop up ...now.

Know when to let go - a witty post will do the work for you. Don't spend time promoting your own posts.

Here at LCI we still speak (mostly) in complete sentences. As a service in the public interest, we'd like to turn phrases we hear commonly yelled across rooms, into proper English.

Follow me! - You can find me on Twitter, please follow me if you'd like.

I'll friend you! - Can I find you on Facebook? May I send you a friend request?

It's pinned! - I'm so glad you like my scarf. It's on my Pinterest, if you're interested.

So much nicer, don't you think?

Regards,
Ms. Digital Do-Right

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