

How 'social' is a blog?

Steven Carlson

What are social media?

The Internet itself is a social medium:

- Email
- Bulletin board system (BBS)
- Online forums
- Weblogs (blogs)
- Social networking websites

‘Social media’ is simply the latest buzzword

Let me tell you a story

- nowEurope: the email newsletter that become a blog
- LinkedIn: the social networking site that brings me work and business contacts
- HowdyGroup: the company that launches social networking sites



nowEurope

Reporting on technology innovation in Central Europe
Centroe ICT Technology Transfer

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Can Central Europe follow Israeli innovation examples?

Published by Vlastimil Vesely on June 3, 2008 in About CITT, Business innovation, Current events, Czech Republic and Innovation policy. 1 Comment Edit

Thursday afternoon I spent in Prague at an event dedicated to investments into technology start-ups. I was listening to a VC fund, two business angels and two incubators sharing their views with an audience of mostly ICT entrepreneurs.

The whole concept of Innovation Thursdays is focused on innovation in the Czech Republic and on bringing together innovators, investors and policy makers. Take a look at the opening event of the series held in the Senate hall ([video archive](#) and [photos](#)).

[Continue reading 'Can Central Europe follow Israeli innovation examples?'](#)

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ICT to combat climate change

Published by Robert Nemeth on June 2, 2008 in Current events and Facts, figures & trends. 0 Comments Edit

I am very glad to have the opportunity to be a nowEurope contributor. With my first

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nowEurope: what is it?

- A weblog focusing on technology entrepreneurship in Central Europe
- Circle of contributors active in the field
- Primarily local (CEE) readership

nowEurope: from email to blog

- 1995: started life as a cc list of business contacts I met at HighTech Forum
- 1999-2001: email newsletter earned revenue from dotcom sponsorships
- 2003-present: converted to blog, funded by two EU grants (FP6,7)

nowEurope and you

- Read the blog: noweurope.com
- Leave us a comment
- Talk to me about being a contributor

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 **Steven Carlson**
Seasoned online marketer, entrepreneur and blogger

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- Past**
- Chairman at CEU Entrepreneurs Forum
 - Online Marketing Director at Asylum Telecom
 - Marketing Director at IndexTools

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- Education**
- Univerzitet 'Sv. Kiril i Metodij' vo Skopje
 - California State University-Chico

Recommended  14 people have recommended you
2 managers, 9 co-workers, 3 partners

Connections  500+ connections

Industry Internet [Edit]

- Websites**
- my tumbleblog [Edit]
 - nowEurope [Edit]

Profile Completeness 100%

Steven Recommends

People (8)

Edward Schmidt
Co-founder, Managing Director, ISYS Hungary
Edward Schmidt had to the courage and audacity to...

Recommend more people

LinkedIn: what is it?

- LinkedIn is an online network of more than 20 million experienced professionals from around the world, representing 150 industries
- Good for finding potential clients, service providers, subject experts, and partners who come recommended
- Good for finding business opportunities

LinkedIn: how does it work?

- Grow your network by linking to colleagues and business partners
- Ask your contacts for recommendations
- Seek out opportunities by searching and connecting through your contacts

LinkedIn and you

- Create your own profile
- Invite your contacts to connect
- Ask me to connect

The most effective invitation method:
SEND YOUR UNIQUE URL TO ALL YOUR FRIENDS!

SEND →
UNIQUE URL NOW!



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Points 200

Steven Carlson

Friends 6

Friends online 4



edit profile set your picture

invite a friend >>>

Reply to...

Pending friendships 5

Notes 0

Whispers 0

Messages 0

Profile viewed

New views 2

Total views 3

Interaction status

Profile comments 0

Profile votes 0

Gifts received 0

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My homepage

- You haven't seen our brand new **virtual gifts**? Why don't you check them out and surprise a friend of yours with one of them?
- Are you running short on **points**? Send us an sms to get more and you will be able to use our fantastic services immediately!



Your unique invitation link:

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Competition

TOP50 Female: **Jovana Ludić** - in the lead today

TOP50 Male: **Dragan Milanovic** - in the lead today

Popularity: **Dragan Milanovic** - in the lead today

See all competitions



Latest pictures



0 ★★★★★



1 ★★★★★



0 ★★★★★



People corner

Someone you know is online



Zorica Milinkovic

show more

Someone visited your profile



Istvan Lechner

pozovi
i
pričaj!

011.35.37.680



Poll

"S"Top 10



Aleksa Jelic - Samo reci

7%

Flemingosi - Uzmi ili ostavi

9%

Jelena Tomasevic - Oro

11%

Knez - Vece bez rijeci

1%

Laka - Pokušaj

14%

Marija Serifovic - Nisam andjeo

7%

Natasa Bekvalac - Dobro moje

18%

HowdyGroup: what is it?

- Company operates social networking sites in five emerging markets
- Websites aimed at younger people (18-36) interested in nightlife, entertainment and socializing
- Software platform developed in Budapest, local partners promote sites, support users

HowdyGroup: how do we work?

- Local brand, local partner in each market
- The ideal partner is an online marketing company or media holding company
- We offer equity partnership in a local company set up to run the operation

HowdyGroup and you

- Looking for partners in Austria and Slovakia (and several other markets)
- Please contact me if you know a decision marker at an online marketing or media holding company
- Please talk to me if that person is you

Thank you!

Steven Carlson

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