What the tweet are we doing here
Awareness, Inc. @awarenes... 1h
It's all about differentiation... distinguishing a product or offering from others... #StandOut awrn.es/aabkCF

MTA @MTAInsider 1h
Again: rumors are wrong. There is no timetable for subway reopening. Rumors of one week are just that: rumors.
Retweeted by Tikva Morowati

Howard Glaser @hglaser1 1h
Gov cuomo thanking first responders.
pic.twitter.com/84EqzQHk
Retweeted by Andrew Cuomo

Howard Glaser @hglaser1 1h
Gov cuomo leaving ground zero
the sky #sandy @ New York City Marble Cemetery
instagr.am/p/RY1mJ3Kp5i/
Retweeted by Shane Jacob

Mike Bloomberg @MikeBlo… 1h
If you lose power: Text Follow @NYCMayorsOffice to 40404 for SMS updates via @Twitter #Sandy #NYC

Jeremiah Owyang @jowyang 1h
Sign of the times: Clark Kent "Superman" quits being a reporter and now becomes a Blogger, storyline reveals trib.al/Jhuroh

Slate @Slate 1h
RT @passantino: Wow: Floodwaters inundate Ground Zero construction site in NYC (via AP)
The National Guard has been brought in to help evacuate along the coast in Salisbury, Md.: wamu.fm/Tjzjz3 #wamusandy

Retweeted by NPR News

Mike Bloomberg @MikeBlo... 1h
Storm update coming in about 10 minutes. #Sandy #NYC

Wall Street Journal @WSJ 1h
Breaking: Executive Scott Forstall was asked to leave Apple after he refused to sign the Apple Maps apology. on.wsj.com/SplXos

John Keefe @jkeefe 1h
Looks like the surge has crested at The Battery. jkef.me/Q2Pkf

Retweeted by NPR News

Kristen Gwynne @kristengw 2h
Liz Heron @lheron 1h
Water "rushing into" Battery Tunnel, cars floating in Manhattan, 5 deaths reported. Latest on #Sandy: on.wsj.com/S5Of5b (fixed)
Retweeted by Wall Street Journal

MTA @MTAInsider 1h
Rumors are wrong. The MTA cannot assess damage until Tuesday. It is way too early for a subway reopening timetable.

Guy Kawasaki @GuyKawasaki 1h
Hurricane Sandy from the ISS [video] is.gd/cOisqA

Pete Cashmore @mashable 1h
Facebook Users Are All Talking About Hurricane Sandy on.mash.to/SpSQSZ
At least one other person near the building has also posted photographs."

Taken by @megrobertson

Here's a photo of a shark purportedly swimming in the streets of Brigantine, New Jersey, a city which has experienced serious flooding. This photo is fake. The shark fin...
In a Google image search, which I've overlaid on the original fake image in the GIF below.

This image popped up while we were researching a *different* supposed shark photo from Brigantine, which we have not
afternoon.


Not every stunning image is fake, though. Here's one from Red Hook, a Brooklyn
Here we see midtown Manhattan in a real photograph ... taken in 2011. This photograph [first ran in the Wall Street Journal](https://www.wsj.com), as sleuthed by IsTwitterWrong.
RT @mikeym That black BMW stalled in the center lane of I-5? Yeah, that's me. Sorry, I don't like it either. ~ Give Mike some room
Browse Recent Ideas

1. **Budget Balancing**
   - Description: Time is money: Raise the speed limits!
   - Votes: -1
   - Submitted by fgutierrez.jensen 11 months ago

2. **Restart Military Draft like 60s**
   - Description: Very simple. Restart the draft program to military, every kid registers at age of 18... WHY NOT—They become real people after tour of duty... more »
   - Votes: 1
   - Submitted by Jim Beam 11 months ago

3. **Paying for school bus use**
   - Description: Have public school students riding buses require a bus pass. Something not too ridiculous; like $10 a month or have a family plan like $15/month... more »
   - Votes: 0
   - Submitted by melanie coleman 11 months ago

4. **Help for Former Inmates**
   - Description: Continue to save on the cost of incarceration by letting those who are programming, have completed a trade or work program and are infra... more »
   - Votes: 0
   - Submitted by chromecloud 11 months ago

Usage statistics:
- 2110 ideas posted
- 5351 comments
- 117K users
- 4850 users

Social Web:
- 322 people like this.
- 45 tweets.
Think it, but don’t over think it.
Make it everyone’s responsibility, but one person’s job.
Social media is not an add on. It’s a tool and needs a strategy.
Audience

Level of Interest

Seconds

20 40 60 80 100 120 140 160 180
Nobody posts what they had for dinner a week ago.
Alex Ogle @Alex_Ogle
RT @kerrimac FDNY search for people trapped in their cars near 14th street. via @time Instagram instagr.am/p/RYq4oAK6yd/
Retweeted by Andrew Sullivan

APHA @PublicHealth
Communicating oral health: #APHA12 session highlights work to change attitudes: goo.gl/swyZb

Pete Cashmore @mashable
The button. It’s so simple, so underrated. But all of that is changing now. on.mash.to/SpZetx

Seth Mnookin @sethmnoonkin
Please shut up. MT @RBReich: Whether hurricane or everyday life, basic question is why in this...
Spam is for cans.
Have something to say and a POV.
Announcement

For Chase customers affected by Hurricane Sandy:

We hope you and your family are safe as you manage through Hurricane Sandy. Natural disasters are very stressful and we want to help where we can.

To see if your branch is open, please use the Find ATM/Branch.