



March 27, 2011

Vol 1, Issue 12



## Take A Fresh Look at Oakland

News from Mayor Jean Quan

*This publication is not produced at public expense.*



*The Raiderettes cheer on the start of the half marathon.*

**MARATHON BANNER:** (l-r) Son cheers on parents; Mayor poses with runners; Tony Torres, 4th in the full marathon, with Robert Olivera, 1st place in the half marathon; Kids Run participant; and Nika Marks sings the Star Spangled Banner before the race.

City Hall was the hub of activity this week as I hosted the Social Media for Small Business event organized by [Oakland Digital Arts & Literacy Center](#) and a forum organized by the Oakland Education Association on School Cuts...both were attended by hundreds.

Then about 7300 runners from 35 states and 6 countries participated in the sold-out second annual Oakland Marathon in almost perfect running weather on Sunday. Participants of

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“City Hall was the hub of activity this week as I hosted the Social Media for Small Business event organized by **Oakland Digital Arts & Literacy Center** and a forum organized by the Oakland Education Association on School Cuts... both were attended by hundreds.”

- *Take A Fresh Look at Oakland - March 27, 2011 - Vol 1, Issue 12*

**SOCIAL STUDIES** *How to Succeed in Social Business*

Social Business Social Support Community College Tips and Tricks Best Practices Team Satisfaction

## Mom-and-Pops Surge Towards Social

By Thor Müller on April 6, 2011



For those of us who have spent years evangelizing the idea of "customer service as the new marketing" and the social web it can feel like we're hawking yesterday's news. I mean, everyone must know it by now, right?

Of course not. The whole world doesn't revolve around a few thousand early adopters. Yes, these ideas have become widely embraced, but it's easy to miss that they're far from universally adopted. They're still largely reserved to the most marketiest of people...

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What we're up to with Satisfaction

SOCIAL ENGAGEMENTS  
 APR 06 April 6th - Community College: Best Practices - Community Curation  
Apr. 06, 2011 10:00AM  
 APR 13 April 13th - Community College: Get Satisfaction 101  
Apr. 13, 2011 10:00AM

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For those of us who have spent years evangelizing the idea of "customer service as the new marketing" and the social web it can feel like we're hawking yesterday's news. I mean, everyone must know it by now, right? Of course not. The wh...

3 hours ago

Get Satisfaction We're starting to test our platform in other languages. We're starting with German, Spanish and French. Interested in helping us test drive...

6,004 people like Get Satisfaction  
Tavis Gabriel Jacques

“At the end of March I had the honor of speaking at the Oakland City Hall, at their **Social Media for Small Business** event. It was very well attended, with almost 200 business owners who are just now really starting to focus on how they can use social media to grow their business. It was exceptionally well run by **Shaun Tai, executive director of Oakland Digital**, culminating in a special visit from Oakland’s Mayor Jean Quan, and featuring stellar speakers such as Andreas Weigand (Social Data Revolution, Stanford University, Amazon), folks from Yahoo! and Constant Contact. What I loved about it, though, was that it inspired me to revisit what we do at Get Satisfaction with fresh eyes.”

- *Social Studies: How to Succeed in Social Business – April 6, 2011*

UPCOMING EVENTS

## Awesome Events and Upcoming Webcasts

We've got some fantastic webcasts and events coming your way in the next few weeks:

**March 24th and 25th - Blogger|bet 2011** - Mountain View, CA

Come meet our CEO Wendy Lea at Blogger's conference for women oriented around three tracks: business, entrepreneurship and technology. [Full details...](#)



**March 25th - Social Media for Small Business** - Oakland, CA

Presented by the Oakland Center for Digital Literacy. Our co-founder and CTO Thor Muller will help break social media down into easy-to-understand pieces, so you can make sense of and make use of this powerful resource in a way that grows your business. [Full details...](#)



**April 5th - Watermark Entrepreneur Conference** - Mountain View, CA

Join the Watermark organization for a half-day conference for entrepreneurs striving to take their business to the next



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- *GetSatisfaction: Awesome Events and Upcoming Webcasts – March 22, 2011*