

The Next

Killer

App

The tech**KNOW**logy update

by TeamTRI

in partnership with California DECA





**Danny O'Really**

@10InchesPlus

 Follow

I can tell people are judgmental just by looking at them.

1:17 PM - 21 Sep 12

1,483 RETWEETS 1,963 FAVORITES



**Aspersioncast**

@Aspersioncast

 Follow

I carry a knife, but it's just in case of cake.

1:16 AM - 04 Oct 11

2,393 RETWEETS 3,553 FAVORITES





**Neil deGrasse Tyson** ✓

@neiltyson

Follow

Does it disturb anyone else that "The Los Angeles Angels" baseball team translates directly to "The The Angels Angels"?

1:10 AM - 11 Jul 12

22,401 RETWEETS 5,221 FAVORITES



**Tim Siedell** ✓

@badbanana

Follow

Can anyone recommend a few thousand books on hoarding?

3:42 PM - 09 Dec 11

724 RETWEETS 595 FAVORITES





**Jason Miller**

@longwall26

 Follow

If you love something, set it free. Maybe not sharks though. Or bees. Viruses. Lots of stuff really. Look, the point is don't love anything.

3:49 AM - 01 Sep 12

1,741 RETWEETS 1,068 FAVORITES



**Bacon Ball**

@Bacon\_Ball

 Follow

You can tell a lot by the way a woman walks. Like if she walks away, she's probably not into you.

8:52 PM - 03 Apr 12

428 RETWEETS 693 FAVORITES





**Sam Grittner**

@SamGrittner



Saw a guy with three lip-ring piercings on the subway today. Took everything in my power not to attach a shower curtain.

7:18 PM - 09 Feb 11

693 RETWEETS 599 FAVORITES



# Most RT Tweet of All Time [as of 3/3/2014]



Ellen DeGeneres @TheEllenShow · 21h

If only Bradley's arm was longer. Best photo ever. #oscars  
[pic.twitter.com/C9U5NOtGap](http://pic.twitter.com/C9U5NOtGap)



 Expand

 Reply  Retweet  Favorite  More



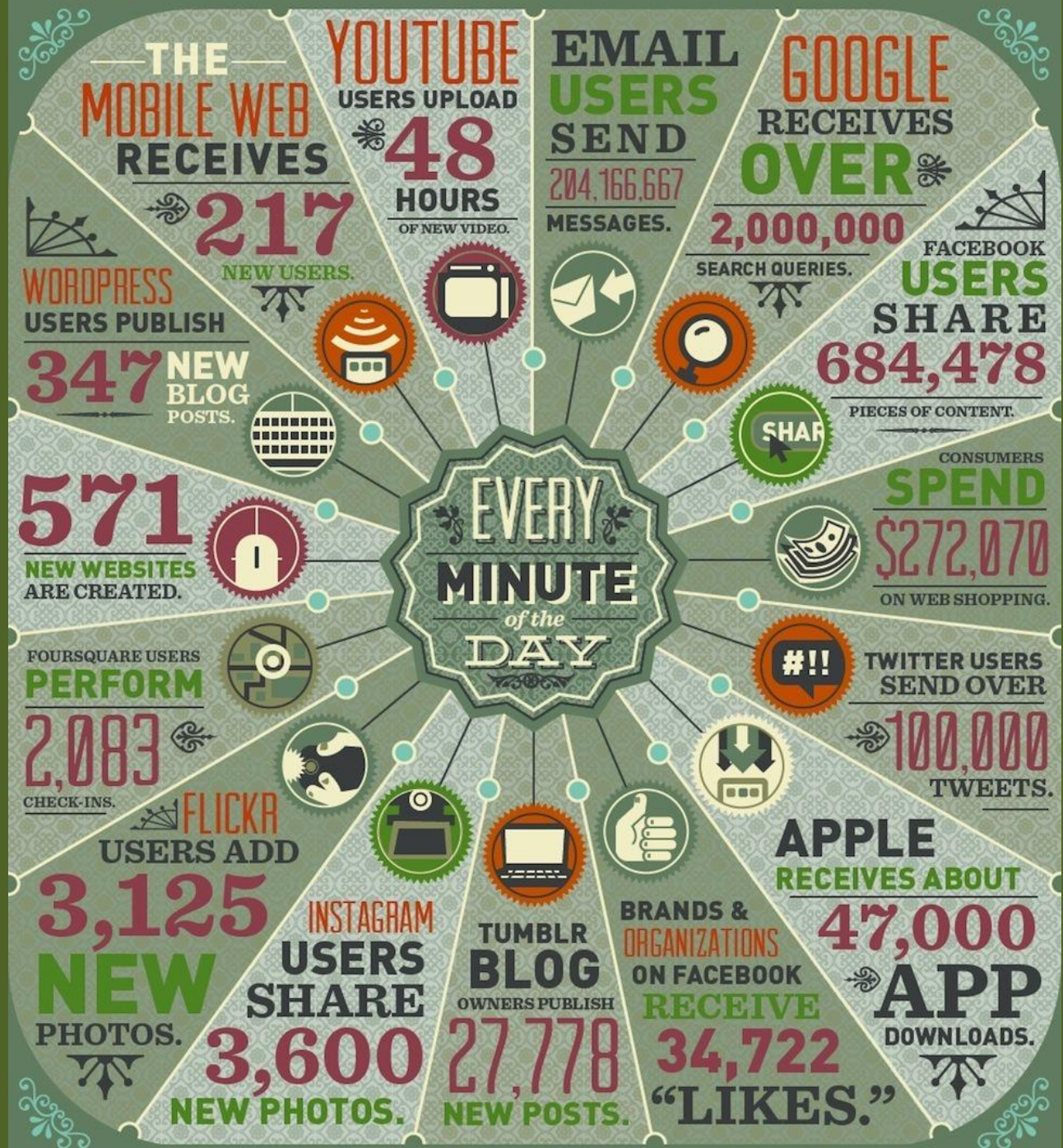
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Data generated EVERY minute



# What Could Microsoft Do With All It's Money





# With It's \$52 Billion in Cash...

- Microsoft could afford to pay all 90,000 of its employees in 139 countries their full salaries for two years without making another sale.



*Steelhead Bob Wallace Jan P. Lane  
Bill Gates Andrea Lewis Mark L. Hiltner Gordon Letwin  
Ric Weiland Miriam Lubow*

**An Apple a Day**



# With It's \$132 Billion in Cash Apple Could...



- Buy **1,567,506 Tesla Model S Performance** Vehicles at \$87,400 a piece....



# With It's \$132 Billion in Cash Apple Could...



- Buy 17.9 houses for each Yahoo employee located near its Sunnyvale, HQs, so they could be super-close to work. That 206,015 overall homes for 11,500 workers, at a [median sales price](#) of \$665,000 for the area.

YAHOO!

# With It's \$132 Billion in Cash Apple Could...

- Apple could buy \$329 16 gigabyte Wi-Fi iPad minis for 416,413,374 people — everyone in the U.S. (315,429,318), plus France and Spain.





# With It's \$132 Billion in Cash Apple Could...



- Buy a bunch of the Internet:

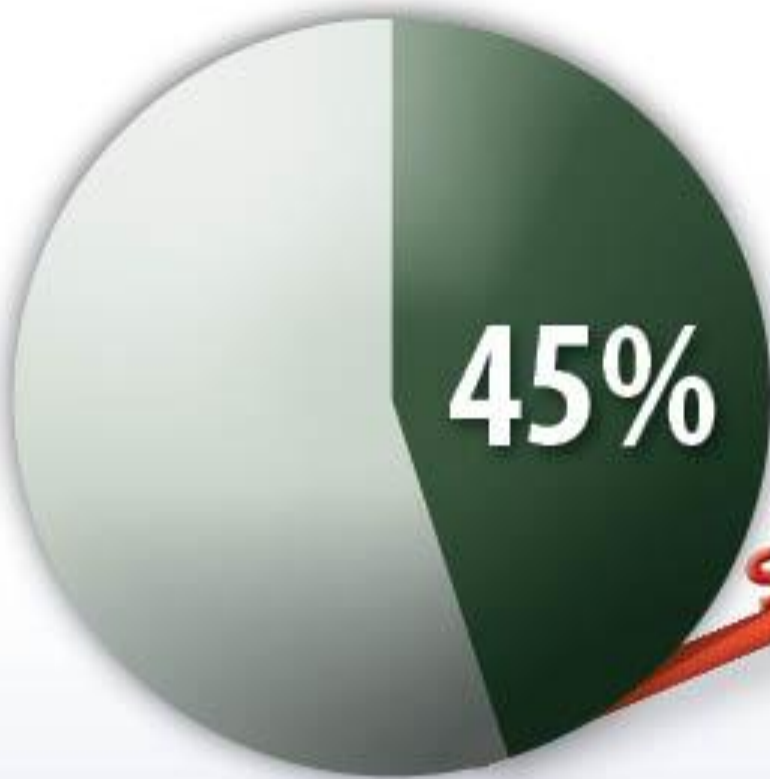
- Groupon (\$3.36 billion)
- Yahoo (\$25.95 billion)
- Facebook (\$61.7 billion)
- Twitter (\$10 billion)
- LinkedIn (\$18.32 billion)
- Yelp (\$1.47 billion)
- AOL (\$2.81 billion)
- Pandora (\$2.09 billion)
- Zynga (\$2.69 billion)
- OpenTable (\$1.32 billion)
- Pinterest (\$2.5 billion).



# What Apps are These?



# COMPANIES STRUGGLE TO LEVERAGE SOCIAL MEDIA



**Adoption Rate** 45% of organizations have a social media strategy, up from 24% in 2009.

Baseline

# What Are Your **Killer** Apps?

- Fun & Entertainment
- Games
- Productivity
- School / Education
- Social
- Photo/Video/Media
- Resource and Reference
- Shopping



# THE 36 RULES OF SOCIAL MEDIA

1. IF ALL YOU DO IS RESPOND TO COMPLAINTS, THAT'S ALL PEOPLE WILL SEND YOU.

4. THE CONSUMER IS OUT FOR HIMSELF, NOT FOR YOU.

5. AS MONETIZATION ATTEMPTS GO UP, CONSUMER EXPERIENCE GOES DOWN.

6. DON'T TRY TO BE CLEVER, BE CLEVER.

10. PEOPLE WOULD RATHER TALK TO

*"Comcast Melissa"*  
THAN  
~~"COMCAST"~~

11. SOLVE PROBLEMS FOR PEOPLE WHO TALK ABOUT YOU, EVEN IF THEY DON'T ADDRESS YOU.

12. Not everything will work, and THAT'S FINE.

16. IT'S OKAY TO DRIVE PEOPLE TO YOUR SITE INSTEAD OF FACEBOOK'S.

17. UPDATE YOUR PAGE OR DELETE IT.

22. Desktop is conquered territory.

MOBILE

2. STOP & ASK

Would an ACTUAL person talk that way?

7. SOCIAL IS 24/7. NOT A ONE-TIME STUNT.

13. EMBRACE NEGATIVE CONTENT ABOUT YOUR BRAND.

18. Don't make people do X, Y, then Z. STICK WITH X.

23. IF YOU

3. EVERYONE SAYS THEY DON'T WANT TO BE MARKETED TO.

REALLY, THEY JUST DON'T WANT TO BE TALKED DOWN TO.

8. Always WRITE BACK.

9. HAVE AN ROI. HAVE AN ROI. HAVE AN ROI.

14. EVERYONE'S AN INFLUENCER.

15. If fans distribute your content without your permission,

OFFER TO HELP.

19. LAST YEAR: Pump out content. THIS YEAR: Optimize content.

20. BECOME BFFS with your FACEBOOK REPS.

24. PEOPLE FIGHT FOR THEIR PRIVACY.

25. THE ONLY WAY TO

27. DON'T USE LOGO TO BE...



YOU WOULD RATHER TALK TO

*"Comcast Melissa"*

THAN

~~"COMCAST"~~

11. SOLVE PROBLEMS FOR PEOPLE WHO TALK ABOUT YOU, EVEN IF THEY DON'T ADDRESS YOU.

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17. UPDATE YOUR PAGE OR DELETE IT.

18. Don't make people do X, Y, then Z.

STICK WITH X.

19. LAST YEAR: Pump out content. THIS YEAR: Optimize content.

20. BECOME BFFS with your FACEBOOK REPS.

21. SOCIAL MEDIA DOESN'T EXIST IN A VACUUM. MAKE TRADITIONAL MEDIA AND SOCIAL WORK TOGETHER.

22. Desktop is conquered territory.

MOBILE IS THE BATTLEFIELD.

23. IF YOU DON'T SEE FINANCIAL RESULTS, YOU WASTED YOUR MONEY.

24. PEOPLE FIGHT FOR THEIR PRIVACY.

25. THE ONLY WAY TO SCALE WORD OF MOUTH:

PAID ADVERTISING.

26. HAVE A CRISIS PLAN.

27. DON'T USE ADS TO PROP UP BORING CONTENT. USE ADS TO ACCELERATE SUCCESSFUL CONTENT.

28. FORGET INDIVIDUALS. YOU'RE CREATING CONTENT THAT ENCOURAGES GROUPS TO FORM.

29. People don't want to shop where they socialize.

30. CONTESTS AND SWEEPSTAKES ARE FINE. IF YOU WANT TO ENCOURAGE SHORT RELATIONSHIPS.

31. People care what you had for breakfast—if you're a food brand.

32. PINTEREST WORKS.

33. YOUR FANS OWN YOUR BRAND

34. IF YOU'RE BORED BY SOCIAL MEDIA, IT'S BECAUSE YOU'RE TRYING TO GET MORE VALUE THAN YOU CREATE.

35. Think past vanity metrics like FOLLOWERS.

36. IT'S AN ORGANISM, NOT A PROCESS.



# THE LEADERSHIP SUCCESS GUIDE

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# TECH KNOWLOGY 2.0



- SlideShare
- Pinterest
- Twitter
- LinkedIn
- Yammer
- GoogleVoice
- YouTube
- Docstoc
- DropBox
- HootSuite
- Instagram
- Facebook
- Quora



Connect the social media logo to its proper title by drawing a line.  
Write the correct social media title in the blanks below to match their definitions!

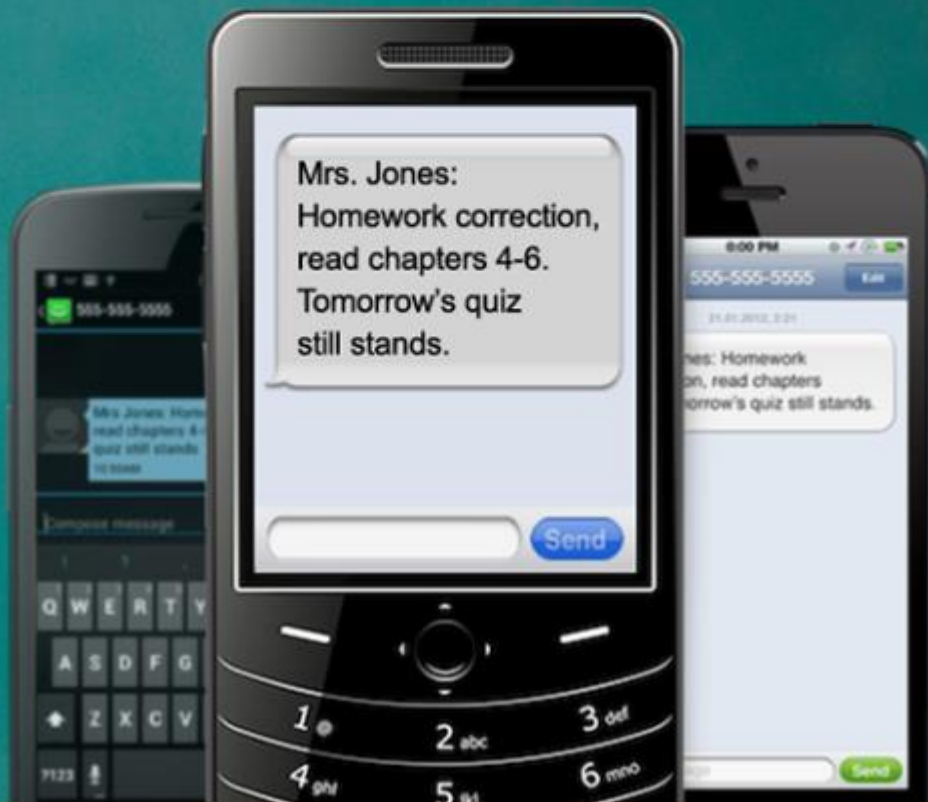


- \_\_\_\_\_ people you actually know
- \_\_\_\_\_ presentations
- \_\_\_\_\_ information and informers
- \_\_\_\_\_ professional connections
- \_\_\_\_\_ resources you share
- \_\_\_\_\_ videos
- \_\_\_\_\_ your team and activity
- \_\_\_\_\_ things you like
- \_\_\_\_\_ your customers via phone
- \_\_\_\_\_ share and grow knowledge
- \_\_\_\_\_ document/resource storage
- \_\_\_\_\_ social media management
- \_\_\_\_\_ photos and short videos





A safe way for teachers to  
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**Free.**



Title



First name

Last name

Email address

Choose password

By signing up, you agree to our [Terms of Service](#).

**Sign up**

**I'm a student or parent**

All phone numbers are kept private

Schedule texts to be sent at a later date

Messages are one-way, so students & parents cannot reply



# Pinterest

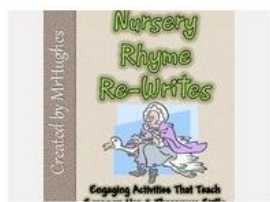
## Relationship with Stuff You Like

Search

Pinterest

Add + About ▾  Ryan ▾

Following · Education ▾ · Everything · Popular · Gifts ▾



Nursery Rhymes are NOT just for the young ones anymore! This twist on those old rhymes that most students haven't heard anymore is a sure winner. Your students get practice in using a thesaurus and using synonyms. (S)

3 repins

 Bloomabilities via John Hughes onto TpT Language Arts Lessons



Good videos on worry and busting bad moods

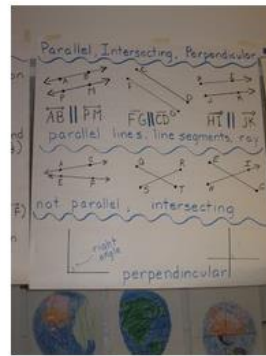
 Laura Thetford via Nicole Hall onto School Counseling



nouns


1 repin

 Michelle Flett Martinez via Robyn Anderson onto Teacher Stuff



Lots of Math Anchor Chart Ideas


1 like 10 repins

 Tamara Presnell via Renee' Stickley onto Education



Area people.

7 repins

 Amy Liberta via Patti Wilson onto math stuff/daily5

Character Traits			
ambitious	caring	selfish	disrespectful
brave	advice	intelligent	lazy
kind	mean	polite	hard
friendly	helpful	egoistic	greedy
generous	strong	modest	hateful
shaming	stubborn	clever	devious
imaginative	greedy	naughty	obnoxious
emotional	hardcore	generous	selfish
shy	stupid	friendly	brave
quiet	dependent	bossy	calm
shut	heartful	effortless	shut
happily	shocked	adventurous	imagined
ready	fun	friendly	children
disheveled	energetic	loved	daring
kind	strong	gentle	brave
calm	mean	ego	ambitious
calm	strong	warm	old
social	city	week	lady
ambitious	happy	easy	effort
calm	strong	strong	dependent
positive	great	real	calm
independent	dependent	thoughtful	naughty

This list of 88 Character Traits will come in handy when you are teaching about character!

1 repin

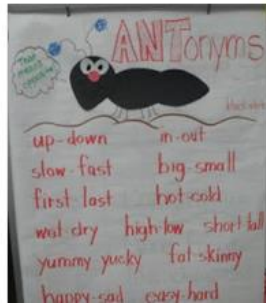
 Kim Clark via Kristen Bowers @ Secondary Solutions onto Literacy Ideas



pumpkin math for the fall - pumpkin study/unit

1 like 5 repins

 Erika Moore onto For the



# yammer

## Sample CTSO Local Chapter Yammer

Yammer



Search for people, groups and conversations



+ Add

People

Files

Apps



Ryan Underwood

Home

Private Messages

GROUPS

All Network

20+

Groups Directory

Create Group

Share an Update   Add a Doc/Image   Post a Poll   More

What are you working on?

Top Conversations



Roshan Rama

email sent to @Tejas Konduru & @Brittani Parker about a chapter visit

Like · Reply · Share · More · 13 hours ago

Liked by Tejas Konduru.

Write a reply...



Roshan Rama

5th of month submitted!

Like · Reply · Share · More · 17 hours ago

Liked by Tejas Konduru.

Write a reply...



Belinda Zeng

Great call with Brittani just now! REMINDER FOR Y'ALL: please turn in your 5th of the month reports no late than tomorrow night! Props to Michaela who got hers in on time!

### ACTIVITY STREAM



Roshan Rama uploaded photo-1.



Roshan Rama uploaded Screen Shot 2012-09-17 at 10.24.02 PM.



Victor Hernandez-Vega uploaded DSCN2021 and DSCN2020.



Michaela Kastelman uploaded photo-1.



Michaela Kastelman installed the iPhone application.

Add

### TRENDING FILES



photo-1

Posted by Ryan Underwood



photo-1

Posted by Ryan Underwood



photo-1

Posted by Tejas Konduru





# Free online lessons

### Why Europe is worried about Greece

*STELL*

- Bailed out
- Austerity
- Drachma
- Leave the Eurozone
  - Savings drain
  - Bank Failures
  - Hyper Inf

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# Khan Academy

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This app is designed for both iPhone and iPad

### Free

Category: [Education](#)  
Updated: Feb 11, 2014  
Version: 1.4  
Size: 6.5 MB  
Languages: English, Dutch, Finnish, French, German, Hungarian, Italian, Japanese, Portuguese, Russian, Simplified Chinese, Spanish, Traditional Chinese, Vietnamese  
Seller: Khan Academy  
© 2012 Khan Academy  
[Rated 4+](#)

**Compatibility:** Requires iOS 6.0 or later. Compatible with iPhone, iPad, and iPod touch.

## Description

Khan Academy allows you to learn almost anything for free.

Our iOS app is the best way to view Khan Academy's complete library of over 4,200 videos and articles.

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## What's New in Version 1.4

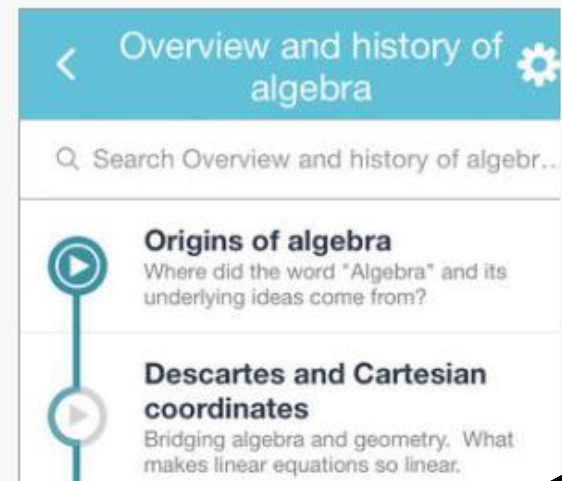
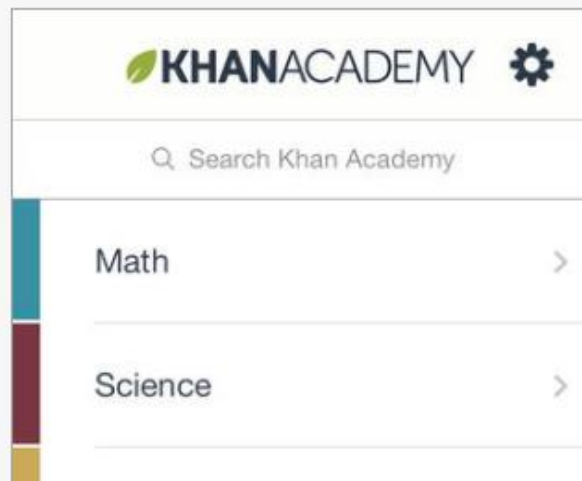
\*\*

Hey guys--we broke something on our servers yesterday, so videos stopped playing :( Luckily, we fixed it pretty fast, but if you notice problems with videos playing, please quit + restart the app (with an internet connection!), wait

[...More](#)

## Screenshots

[iPhone](#) | [iPad](#)





# slideshare

SlideShare: "YouTube" for PowerPoints



teaching



Upload

Browse

PRO



## TOP PRESENTATIONS OF THE DAY



Friday, 13 August 13

Share



1/52



How to do presentations that don't induce suicide

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Themes	TED Prize	TED-Ed <b>NEW</b>	TED Initiatives
Translations	TED Fellows	<input type="text" value="Search"/>	

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### Resize by:

- Newest releases
- Date filmed
- Most viewed
- Most emailed this week
- Most comments this week
- Most popular this month
- Rated jaw-dropping
- ... persuasive
- ... courageous
- ... ingenious
- ... fascinating
- ... inspiring
- ... beautiful
- ... funny
- ... informative

### Show talks related to:

- all
- technology
- entertainment
- design
- business
- science
- global issues

**Mark Forsyth: What's a snollygoster? A short lesson in political speak**

**A sense of humor about Afghanistan? Artist Aman Mojadidi shows how**

**Margaret Heffernan: Dare to disagree**

**Lisa Kristine: Photos that bear witness to modern slavery**

**Max Little: A test for Parkinson's with a phone call**

**Scilla Elworthy: Fighting with non-violence**

**Hannah Fry: Is life really that complex?**

**Kirby Ferguson: Embrace the remix**

**Pam Warhurst: How we can eat our landscapes**

**Mark Applebaum: The mad scientist of music**




# www.zinch.com/ffyl

- Find College. Help College Find You.
- PS: \$1 per signup goes to your chapter!



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I am  
more than  
a test  
score.®

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Fancy Hands

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1,021

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4.6k

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