



New & Social Media Blogs

With the ever-changing media landscape, it is more important than ever to implement a communications and news distribution strategy that incorporates both traditional and new media. To learn more about how new, social media can enhance your search engine optimization (SEO) and help to improve the pick-up of your news on the web, we recommend reading blog posts by some of these communications and social media experts:

Web Ink Now

By David Meerman Scott, marketing strategist, keynote speaker, seminar leader, and author
<http://www.webinknow.com>

Chris Brogan

By Chris Brogan, president of New Marketing Labs, a new media marketing agency
<http://www.chrisbrogan.com/>

The Viral Garden

By Mack Collier, Social Media consultant, trainer and speaker
<http://moblogsmoproblems.blogspot.com/>

Marketing with Mike

By Mike Volpe, VP of Inbound Marketing at HubSpot, an Internet Marketing software startup
<http://www.mikevolpe.com/>

PR Sarah Evans

By Sarah Evans, Social Media speaker and trainer
<http://prsarahevens.com/>

Peter Shankman

By Peter Shankman, founder of Help A Reporter Out (HARO), Social Media CEO
<http://shankman.com/>

Communications Catalyst

By David Mullen, advertising, PR, social media and integrated communications analyst
<http://www.davidwmullen.com/>

Communikaytrix

By Rachel A. Kay, award-winning founder and president of Rachel Kay Public Relations
<http://communikaytrix.com/>

PR 2.0

By Brian Solis, co-founder of the Social Media Club and is an original member of the Media 2.0 Workgroup; Principal of [FutureWorks](#), an award-winning PR and New Media agency in Silicon Valley
<http://www.briansolis.com/>