

WHAT'S NEW

IT EXECS WEIGH IN ON SOCIAL MEDIA TRENDS IN ONLINE COMMUNITIES

PJA AND TOOLBOX.COM ISSUE FOURTH WAVE OF SOCIAL MEDIA MARKET RESEARCH



This past July marked the release of the fourth wave of research into the IT decision-maker that we have completed with our friends at Toolbox. Nearly 3,000 people from developers to the most senior-level

IT executives participated from across the globe. And guess what? The more senior level the executive, the more they Tweet. In fact, executive IT decision-makers tend to be more active Twitter users and tend to tweet more often than their IT counterparts by a wide margin.

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NOVELL 'HASHES' OUT NEW CAMPAIGN

A reprint from BtoB Magazine's Inside Technology Newsletter by Rich Karpinski

One of the challenges of social media marketing is that it really shouldn't look like marketing at all.

So what should it look like?

One example is technology vendor Novell's new Twitter campaign. Created by PJA Advertising+Marketing, Cambridge, Mass., the effort includes a Twitter-driven microsite and application for Novell called Hash-It-Out (www.hash-it-out.com). On Twitter, the hash or # symbol, is used as a category marker, making it easy for

users to designate and find posts and conversations by topic.



PJA LAUNCHES INTERNET RADIO SHOW: THIS WEEK IN SOCIAL MEDIA



Launching the first of what will be a weekly Internet radio show, "This Week in Social Media," PJA reviews and debates hot social media topics taking place during the past week. In its first show, PJA discussed the institutionalization of social media. Organizations like ESPN are restricting staff usage of social media platforms while the UK Ministry of Defence encourages

British troops to engage in it. What is the correct level of transparency for these organizations? Who's doing it right, and who is making the mistakes? If you missed it and would like to hear it [check it out here](#).



WHO'S WHO IN B2B 2009

FOUR STRAIGHT YEARS FOR PJA'S PRESIDENT

- **MIKE O'TOOLE.** This year's Who's Who in B-to-B Special Report features key thought leaders and movers and shakers across a broad spectrum of the marketing industry. For this year's report, B-to-B Magazine focused on nine categories: marketers, agencies, direct, e-mail, search marketing, business media, services, events and associations. Nominations were submitted by readers, marketing organizations, industry experts and editorial staff.



Mike O'Toole

What: President

Where: PJA advertising + marketing, Cambridge, Massachusetts

Why: O'Toole, who was promoted to president of PJA in December, oversaw the agency's expansion as it added new clients such as AGA Medical, Infor, Juniper Networks; Luminus Technologies and Ness Technologies. The agency developed campaigns last year including "Making IT Work as One," for Novell; "Think Again," for Trend Micro; and "Proven Software. Improved." for Infor.

DEATH BY A THOUSAND TWEETS

MAKE TWITTER A STREAM OF INFORMATION, NOT A SEWER OF USELESS NOISE



The irrational exuberance that people felt about the stock market several years ago has been replaced by near hysteria for Twitter. I once heard an investor say that the time to get out of the market was when your cab driver started giving you stock tips. You might say the same about the state of Twitter today. It's supposed to be about conversation. Be careful. Sometimes it feels like thousands of people are talking you to death in 140 characters or less.

JOHNSON TO BOARD OF BMA NEW YORK CITY

PJA is proud to announce Phil Johnson, CEO being added to the Board of Directors of the BMA of New York City. In addition to BMA/NYC Phil also serves on the boards of several organizations including the Boston Museum of Science and Partners in Health.

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