

EDITOR'S NOTE

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New year, new resolutions (or: Why I'm reviving my Twitter account)

It's official: Social media has hit the corporate mainstream. PR firm Burson Marsteller studied the 100 largest companies in the Fortune 500® list and found that 79 percent of them use Twitter, 54 percent have a Facebook page, 50 percent manage a corporate YouTube channel and 33 percent have company blogs¹.

Why? Because two-thirds of the global Internet population visit social networks². If you're not active in social media, don't panic: It's a new year. Find out how to take social media from talk to action with Jim Davis' article on Page 17. His advice is based on new research from *Harvard Business Review*; check out the full report at: www.sas.com/sascom-hbrsm.

Of course, your efforts in social media should be part of a larger customer intelligence and customer support strategy.

For more on that, turn to Page 14 for our special customer intelligence section. You'll find out how Staples achieved a "slam dunk" with marketing automation and why Tom Davenport says it's a great time to be in marketing.

As for my new year's resolution: I've been shy about joining the conversation, but am jumping into the Twitter pool to let you know what's hot in high-tech, what we're working on for the magazine and – most important – to get your input.

If you're a Twitter novice like me, check out Twitter 101 at www.mashable.com/guidebook/twitter. If you're more experienced, I'd love to know your Twitter successes and tips – contact me at: twitter.com/annelindsayb.

Happy New Year,

ANNE-LINDSAY BEALL
Editor-in-Chief

¹ www.burson-marsteller.com/innovation_and_insights/blogs_and_podcasts/BM_Blog/Lists/Posts/Post.aspx?ID=180

² Nielsen, *Global Faces & Networked Places*, 2009.

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