

A New Marketing Commentator

Written by copywriter, creative director and social media marketer, Bob Cargill, A New Marketing Commentator is an eclectic series of insightful, candid commentaries on the trends, developments, topics and issues that are on the minds of marketers today.

The 30 Best Blog Posts on Social Media I've Read in 2009

Bob Cargill

December 15, 2009

The screenshot shows a blog post on the website 'A New Marketing Commentator'. The page header includes the site logo and a navigation menu with links: Home, About Bob, Bob's Work History, Bob's Speaking History, What Bob Can Do for You, Bob's Guarantee, and Contact Bob Now. The main content area features the article title 'The 30 Best Blog Posts on Social Media I've Read in 2009' dated December 15th, 2009. A quote from @briansolis is highlighted: 'The Social Media (R) evolution: Your Time is Now' with a link to a bit.ly URL. The author's bio identifies Bob Cargill as a copywriter and direct marketer. The article text discusses the state of social media in 2009, mentioning platforms like Twitter, Facebook, LinkedIn, and YouTube. A quote from the article states: 'The cold, hard facts say that customers are simply not where they were as recently as the turn of this century. They're not waiting for the mail, reading the newspaper, listening to the radio or watching TV. At least not very often.' The right sidebar contains an RSS feed link, a Facebook widget for 'Cargill Creative' with a 'Become a Fan' button, and a promotional post for an OPEN Forum titled 'Five Tips for Promoting Your SMB with Twitter and Facebook: Technology :: American Express OPEN For'. Below this is a group photo of 167 fans of Cargill Creative on Facebook, with names like Justin, Margie, Matthew, Diane, Tom, Ronda, Michael, Woodrow, Ben, and Gina listed. The footer of the page includes the text 'Coverage secured by Kel & Partners' and the website 'www.kelandpartners.com'.

“Your customers have moved (in more ways than one) and it’s up to you to find them, listen to them, converse with them and serve them.

And where they’ve moved, of course, is to the Internet, where marketers, advertisers and anyone else whose livelihoods depend on customer engagement have been moving, too (though, in my opinion, not nearly quickly enough).

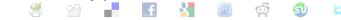
With all that said, let’s get back to the matter at hand, the notion of looking in the rearview mirror and – in this case – listing the 30 best blog posts on social media out of the hundreds I’ve read in 2009, the ones I think were especially outstanding.

The 30 Best Blog Posts on Social Media I’ve Read in 2009*

1. [What It Takes to Be a Social Media Agency \(Part One\)](#) by Edward Boches on the Creativity Unbound Blog
2. [What It Takes to Be a Social Media Agency \(Part Two\)](#) by Edward Boches on the Creativity Unbound Blog
3. [Five Digital Trends to Watch for 2009](#) by Steve Rubel on the Micro Persuasion Blog
4. [Facebook & Twitter: If Everyone is Doing It, Should You Be Too?](#) by Paul Chaney on the Social Media Handyman Blog
5. [Direct Marketers Know More About Social Media Than You Think](#) by Susan Hanshaw on the Inner Architect Blog
6. [The Future of Marketing](#) by Todd Defren on the PR-Squared Blog
7. [Getting Social Media Approved by Your Boss](#) by Geoff Livingston on The Buzz Bin Blog
8. [Ghosts in the Blogosphere](#) by Kel Kelly on the Kel Kelly Blog
9. [The One Question to Ask Your Prospective Social Media Agency](#) by David Meerman Scott on the Web Ink Now Blog
10. [The 7 Harsh Realities of Social Media Marketing](#) by Sonia Simone (Guest Post) on the Copyblogger Blog
11. [Measuring Social Media Marketing](#) by Chris Brogan on the Chris Brogan Blog
12. [Social Media Philosophy](#) by Gini Dietrich on the The Fight Against Destructive Spin Blog
13. [10 Things Social Media Can’t Do](#) by B.L. Ochman on the What’s Next Blog
14. [Creating Your Organization’s Social Media Strategy Map](#) by Beth Kanter on Beth’s Blog: How Organizations Can Use Social Media To Achieve Mission
15. [Do You Make These 10 Mistakes When You Blog?](#) By Michael Hyatt on the Michael Hyatt Blog
16. [The Social Media \(R\)evolution: Your Time is Now](#) by Brian Solis on the PR2.0 Blog
17. [The Who, What, Where, When, Why, and How of the 100 Ways to Measure Social Media](#) by David Berkowitz on The Inside the Marketers Studio Blog
18. [Advertising Will Change Forever](#) by Josh Bernoff on the Groundswell Blog
19. [Top Ten Reasons Why Your Content Marketing Strategy Fails](#) by Valeria Maltoni on the Conversation Agent Blog
20. [The Über-Connected Organization: A Mandate for 2010](#) by Jeanne C. Meister and Karie Willyerd on the Conversation Starter Blog
21. [Six Social Media Trends for 2010](#) by David Armano on the Conversation Starter Blog
22. [20 Reasons Why You Should Blog Before You Twitter](#) by Jeff Bullas on the Jeffbullas’s Blog
23. [Social Media Needs Fewer Rockstars, and More Rockstar Ideas](#) by Mack Collier on The Viral Garden Blog
24. [Why Social Media Purists Won’t Last](#) by Jason Falls on the Social Media Explorer Blog
25. [The NEW American Dream: An Ongoing Conversation](#) by John Cass and Aaron Strout on the PR Communications Blog
26. [The Social Media Tug of War](#) by Michelle Tripp on The BrandForward Blog
27. [5 Qualities of a Good Social Media Manager](#) by Chris Nerney on the WebNewser Blog
28. [Why Corporate Silos Are Strangling Social Media](#) by Debbie Weil on the Debbie Weil Blog
29. [The Microphone is Always On](#) by Scott Monty on the Social Media Marketing Blog
30. [It’s Time To Clobber Social Media](#) by David Armano on the Logic + Emotion Blog

**These posts are listed in no particular order, by the way. And even though I feel strongly about my choices, I realize there are countless other posts that could be added to this list. These are just some of the best blog posts on social media I’ve read over the course of the last 12 months. What about you? If you were to put together such a list, which posts would be included on it? Please let me know by leaving a comment – with a link to the post – below. Thanks.*

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Bob Cargill
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December 15th, 2009 at 04:57 | #1 Reply | Quote
Thank you so much for including my post on this list of posts by such stellar bloggers. I am honored!



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Recent Posts

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- From Direct Mail to Social Media, My 13-Year Evolution
- The Cornerstone of Some of the Best Social Media Programs

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- Amy Gahrn: The Right Conversation
- B.L. Ochman
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