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REIGN OF TECHNOLOGY

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LEBANON DO NOT
EXIST WITHOUT
SOCIAL MEDIA

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OF FACEBOOK
PROMOTIONS, A
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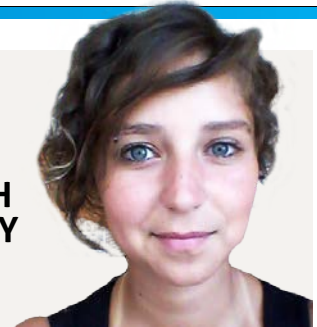
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SOCIAL MEDIA & FOOD



3 YEARS OF ONLINE COLLABORATIVE

Online Collaborative is an initiative that started as a student club at the American University of Beirut and has gained a strong reputation quite fast. Seeking to group social media enthusiasts and experienced individuals in the digital media world to promote proper digital citizenship through making the most of social media in the best ways possible, the Online Collaborative has been constantly active since the very beginning and expansion became very tempting... [P27](#)

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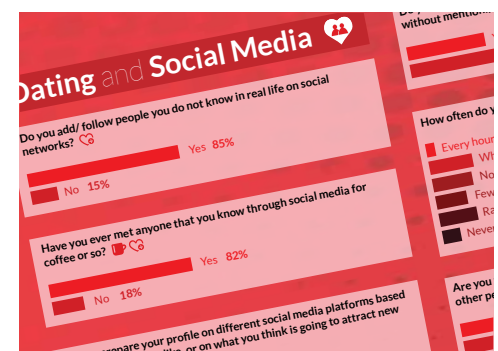
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DATING & SOCIAL MEDIA INFOGRAPHIC



Is social media the best tool to meet your significant other or a recipe for disaster that should be avoided at all costs? [P24](#)

BLOG OF THE MONTH: TECH-TICKER

www.tech-ticker.com



Tech-Ticker is a technology, IT and gadget online magazine as well as a leading source for information, analysis and product reviews for the Lebanese Geek Community. Its mission is to 'offer in-depth reporting and long-form feature stories, news coverage, product information and community content in an efficient, seamlessly localized' manner... [P34](#)

FREEDOM OF SPEECH FLUSHED DOWN THE TOILET YET AGAIN



Pan Arab Web Awards Academy sues blogger Rita Kamel over blog post. [P18](#)

NEW DOUBLE CHEESEBURGERS

★ ★ MORE TASTE MORE VALUE ★ ★



JALAPENO

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CLASSIC

Double Cheeseburger Classic
Enjoy the original taste of Double Cheeseburger

MUSHROOM

Double Cheeseburger Mushroom
For delicious mushroom lovers



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Restaurants in Lebanon do Not Exist Without Social Media

by Ziad Kamel Co-founder & CEO of Couqley & The Alleyway Group

@ziadkamel

It was the summer of 2006, an unforgettable summer when I launched my first business just 3 days before Lebanon was bombarded from air, sea and land by Israel. Thousands of miles away in Palo Alto, California, Mark Zuckerberg worked hard to launch his first business. As the devastating war in Lebanon came to an end in September, Facebook officially launched to anyone in the world with internet, a computer and a valid email address. After the destructive summer war ended, I was eager to relaunch my business and succeeded in doing so in late August of that year.

Despite Lebanon and California being worlds apart, my businesses and Facebook were destined to meet. By late 2007, Facebook had 100,000 group pages and one of those groups was Gauche Caviar, the bar I had launched as war broke out. The only problem was that I wasn't the one responsible for the group, in fact, I wasn't even on Facebook yet! It took a few minutes from the time I found out that my business was on Facebook to create my account. It was at that time that I realized that the business world and Facebook would build relationships for life.

Today it is difficult to imagine a successful restaurant or any other business without social media (SM) presence. The inclusion of SM in the marketing mix is the new norm for most organizations. Business schools around the world are scrambling to keep up by adding mandatory SM classes for business degrees. My own experience has taught me that successful social media activities by brands must create value for everyone in the value chain: the customers, the brands, and the fans/followers. SM campaigns have to be engaging, interesting, clear, honest, and must have an objective for the brand.

Downside of Facebook Promotions, a Slippery Slope

By Mark Dfouni, CEO & Managing Partner of Eastline Marketing

@eastline

Hello Facebook changes, hello competition disasters and newsfeed spamming!

We all got the news last month that Facebook decided to loosen up regarding its promotion guidelines allowing brands to conduct competitions based on votes and likes without going through a third-party application.

But before rejoicing, have you considered the downside of not conducting Facebook competitions via a tailored third-party application?

Imagine creating a contest on the page acquiring fans to comment below the post with the correct answer. Have you taken into consideration the edit option which allows participants to edit/change their answers based on others' responses?

How about launching a photo contest and receiving hundreds of entries,

The objective of the latest SM campaign conducted by my French Bistro Couqley was to merge the online world with the real world. The challenge was to create an online campaign that would increase the number of customers per day eating at Couqley. Thanks to a company we work with called ReserveOut, customers were given a platform to reserve online at Couqley. As a result, it was clear that we had to find a way to convert virtual online clicks into real customers eating at the restaurants.

Incentivizing online reservations was the catalyst needed to achieve our objectives and the idea was born: Couqley rewarded every single guest who reserved online by offering complimentary desserts to everyone on his or her table and also entered the reserving guest into a draw for a trip to Paris - 2 tickets and a 4 night stay in a four star hotel presented by Wild Discovery Travel & Tourism. The campaign was communicated both online and offline using Facebook, Twitter, blogs, websites and in each branch via posters and on the phone to calling guests.

The campaign proved successful for both Couqley branches: in 2 months 1,695 online reservations were made for 6,195 customers. 4,732 complimentary desserts were offered and 85% of all reservations were made online (up from just 5%). Value was added in the value chain: (1) guests received free desserts and entered the Paris draw, (2) Couqley engaged its customers and increased the brand's top of mind awareness, (3) ReserveOut proved to be the leading online restaurant reservation platform in the Middle East, and (4) Wild Discovery increased its brand reach.

Less than two years ago I used to have conversations with many respectable restaurant owners where I would try to convince them to embrace social media. Today, a restaurant in Lebanon almost does not exist if it is not visible on social media. The rate of change in online innovation is not going to slow down anytime soon so business owners better keep up or be left out to dry.

how would the community manager log all these entries? How would he also check the legitimacy of each participant votes? Can he manually flag each fake profile voting? Now that's too much information for anyone to oversee! And what if after the end of the contest participants deleted their photos?

What about the terms & conditions of each competition. Are you going to risk posting them as a post on the page? Facebook's renewed policy clearly states that businesses must communicate the terms and conditions of participation and release Facebook of any liabilities.

Now let's talk about the valuable purpose behind the Facebook contests: Isn't it to engage with fans and log useful data of the targeted audience to be reused in advertising and retargeting them in the following activations? How can you achieve that without the use of third-party applications?

We are not saying we are against instant rewards for engaged fans, but we are still adamant that any successful campaign for any brand needs a tailored application to maximize the reach, leverage the data and guarantee a successful promotion.



Publisher:
Cornerstone Public Relations SAL

Chairman
Bassam Karam / bassam@cloud961.com

Managing Director
Hagop Manisajian / Hagop@cloud961.com

Content Chief Editor
Mohammad Hijazi / mhijazi@cloud961.com

News Editor:
Joelle Hajji / joelle@cloud961.com

Staff Writers:
Lynn Bizri / lynn.bizri@cloud961.com
Paul Gadalla / paul@cloud961.com

Contributors:
Anthony Rahayel, Armen Bakkalian
Chadi Abou Nohra, Darine Sabbagh
Cynthia Bu Jawdeh, Dr. Cloud
Leen Tabbara, Loulwa Kalache
Malek Teffaha, Maria Frangieh
Mark Dfouni, Mohamad Hijazi, Nour Rifai
Sarah Sabbagh, Tech Ticker Team
Ziad Kamel

Marketing & PR Relations
Michelle Nabhane / michelle@cloud961.com

Outreach Manager
Vicky Ghanem / outreach@cloud961.com

Community Events Manager
Mia Saab / events@cloud961.com

Web & Application Development
Mindfield Solutions

Branding & Layout
Behold The Agency

Financial Administration
Backstage Management Group

Consultant
The Online Collaborative

Printing
Byblos Printing

Cornerstone Holding Building,
2nd Floor, Main Street, Beit Mery

T + 961 4 401 870
F + 961 4 531 499
M + 961 71 008 645

www.cloud961.com

Management:
info@cloud961.com

Advertising & PR:
sales@cloud961.com

Subscriptions:
subscribe@cloud961.com

Editorial:
editor@cloud961.com

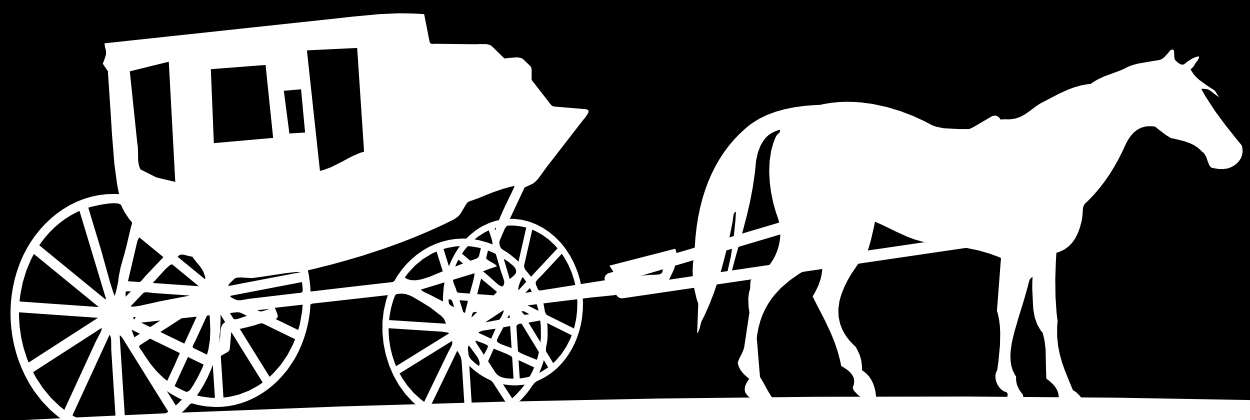
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Lebanon Gets First Mobile TV App. (www.commsmea.com)

The app, which is free of charge and available for Windows Phone 7 users worldwide, will allow people to watch a mobile version of MTV on their smartphones.

Lebanon's two state-owned mobile operators, MTC Touch and Alfa, are expected to launch 3G services later this month.

The app allows live TV streaming of 'MTV Al Lubnaniya', news alerts with photos and videos, video-on-demand of current and archived news bulletins and shows, and live updates on MTV programs. It will feature daily and weekly program grids, including airing times and short promotional videos on each program. The video-on-demand service will draw on an archive of MTV programs such as "S. L. Chi", as well as archived news bulletins. It will also provide a "social journalism" service called 'You Report', through which users can contribute pictures and videos to a special program on MTV and receive prizes for the most impressive content. It is free to all Windows Phone 7 users worldwide, through the Windows Phone Marketplace.

The Launch of the First Online Shopping Mall in Lebanon

Mrs. Bariaa Alahmar, Director of Scenes Productions International announced the development of a website in Lebanon which offers the consumer a commercial hub containing a supermarket, shops and commercial markets. This website shows the products in a three-dimensional 3D way.

Expected to be released the end of the current year, large international companies started signing agreements for the purchase of commercial space and advertising with the company "Sainz International" to market their products on ChronoShop Mall website.

LBC Special News Bulletin For Social Media Platforms

LBC is preparing new special news bulletin for social networking sites like Facebook, Twitter, Instagram and other. The news will be broadcasted during the midnight news, and it will cover everything from political to economic and entertainment news.

The news anchors will not be the same as the ones who make the normal news at 8:00 p.m., a new set of crew are being chosen, and once all the preparations are over, LBC will launch the news on the platforms.

Now You Can Apply For Your Next Job From Your Mobile Phone

LinkedIn is making it easier to apply for jobs on its site using your Android or iOS devices with the introduction of several new features to its mobile app. The Apply button and a Save Job button are added where after tapping Apply, the app offers the option to edit your LinkedIn profile and update your contact information.

Goodbye to Passwords With This New Wristband Heartbeat Identification.

Bionym unveiled a wristband that can identify you from your heartbeat alone. The Nymi, as the company calls it, will retail for less than \$100, Bionym said. While users can preorder it via the Web site, it won't be delivered until 2014, the company said.

Like other biometric sensors, Bionym is pitching the Nymi as an alternative to passwords or PIN codes, allowing users to merely touch the sensor with a fingertip and "log in".

It is worn on the wrist, with an embedded sensor at the top. When the user touches the sensor, the device detects and identifies the user. The band authenticates the user to the app via Bluetooth. Once authenticated, the user will remain so until he or she physically moves out of range.

Facebook launches internet.org.

Facebook announced a partnership with Samsung, Ericsson, MediaTek, Nokia, Opera and Qualcomm to launch Internet.org, a project aimed at bringing affordable Internet access to the 5 billion people without it.

Facebook-Flavored Ice Cream finally exists.

Who's ready to head to Croatia to try the new Facebook flavored ice cream? The Valentino ice cream shop in Tisno, Croatia, where the ones who created the flavor in which the ice cream looks somewhat Facebook-ish in color and tastes like gum and candy. The idea came when the owner of the shop apparently noticed his 15-year-old daughter behaving like a normal 15-year-old. She was always on Facebook.

Facebook's Cover Feed Coming as an Option to Home-Supported Android Devices.

Facebook released an update to its Android app bringing with it one of the most popular features of Facebook Home: Cover Feed. Now Android users can take advantage of the lock screen from Facebook Home without having to download and install the Android launcher. This way, Android users can still have cover feed without going full in and downloading Facebook Home. Facebook also added Home support for three additional devices: HTC One, Nexus 4 and Samsung Galaxy S4.

Twitter's Exclusive Feature For Verified Users.

The feature helps verified users, the ones who have a blue tick next to their names, view their mentions in three separate categories: all, filtered, and verified. The idea is to help those users identify the conversations that may be most important to them.

Twitter Updates Apps With Photo Galleries

Twitter updated its iOS and Android apps, adding photo galleries and social context into search results, in addition to several improvements to login verification.

Photo galleries also now appear in search. When viewing photos in the results, a "view more photos" option lets you see a gallery of all of the photos related to your search.

Also, login verification no longer requires a phone number. The feature now uses push messaging and in-application approvals to verify accounts.

Google+ Updates Android App With New Location, Photo Features.

Google+ launched new features to the platform's Android mobile app, most notably updates to the site's geo-location feature that allows Google+ users to share their locations with those in their circles. The update lets users share their locations in details depending on which circles they choose to share with. Google+ also replaced Messenger with Google Hangouts and added a new photo collaboration feature with Google Drive. Finally, Google+ fully integrated Google Apps for business, which means content can now be shared directly to those in a user's circles.

SoundCloud And Google+ Team Up For Embedded Posts

SoundCloud, a music sharing service that lets users upload and distribute their original sounds, has integrated with Google+ to embed sounds directly into Google+ posts. According to the SoundCloud blog post, when you share a SoundCloud URL to your Google+ circles, the widget will appear automatically in the post.

Sony Debuts New Vaio Flip Convertible Line of Notebooks.

Sony has decided to introduce a new Sony Vaio Flip PC. The Vaio Flip is available in 13-inch, 14-inch and 15-inch variations and packs Intel's 4th generation Haswell CPUs (Core i7) and SSD storage as standard on the 13-inch model (up to 512 GB). The 14-inch comes with optional hybrid storage (up to 1TB Hybrid HDD or Up to 512GB SSD) and the hybrid storage is standard on the 15-inch model. There's also optional Nvidia GeForce GT 735M (2GB) on the 15-inch model. All models feature 1,920 x 1,080 IPS displays but the 15-inch model can be bumped to 2880x1620. As the name suggests, there's a little something different going on with the screen.

Canon Debuts Its First 'Facebook Ready' Camera.

The camera enables one-click sharing to Facebook via a button with the social network's logo, via built-in Wi-Fi, which also allows users to upload images to PCs, iOS devices, and Android devices.

Other features of the Facebook-ready PowerShotN include:

- A 2.8-inch tilt-type touch screen.
- The ability to shoot diagonally, horizontally, and from low or high angles.
- Creative Shot mode for artistic image capture, automatically creating five additional unique images every time users take shots.
- A 12.1-megapixel high-sensitivity CMOS sensor.
- A DIGIC 5 image processor.
- Eight times optical zoom with a 28-millimeter wide-angle lens.



ZWZ LEB

Socializing. It's in our blood.



Google+



Pinterest



Youtube



Linkedin



Foursquare



Twitter



Facebook



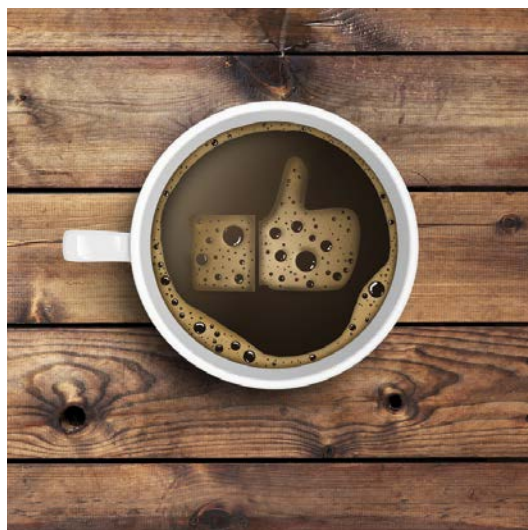
Instagram



www.zwzonline.com

www.zaatarwzeit.net

zaatar w zeit



Get Social & They Will Come

Why Social Media is Important in the Food Industry

By Darine Sabbagh [@sdarine](#)

We are what we eat: not in the sense of health, but in the social sense. Our newsfeeds are an aggregation of our check-ins into coffee shops, Instagrams of our dinners, and photos of parties and raves. The lense has slowly shifted from photos of us to photos of the world around us. And this visual gastronomical opus in our social feeds, as strange as it sounds, drives likes and comments. Yes, people do like to comment on the burger that I just had. As I write it, I am as much surprised as you and yet it's true. So what role can brands play in our love affair with food and narcissistic proclamations to the world?

Unlike fashion or sports, food brings people together. Food is something people universally like (in the real full meaning of that world). That is why when a restaurant posts any average food-shot it gets hundreds of likes, while a share of some bit of news or any other content will get ten times less. There is no question as to whether food brands should be on social media, even if it is just for the mere top of mind awareness aspect. But beyond any other industry, social media for food brands is the final missing link after the in-branch engagement is done. It is also the ultimate magnifying glass for your or any of your customers.

Any of your customers can know within seconds how good your food is and if it look as good as you well-orchestrated photo-shoots. More often than not, you would know about any negative incident that has happened in a restaurant, because if offline an

unhappy customer tells seven friends, online he tells all of his three hundred plus friends. The gold mine here is in converting these negative comments over time into positive ones. The jackpot is learning all these insights about you and your competitors and internalizing it into a new brand positioning. Because, businesses do not see their brands the way their clients do.

Looking through your customers' world is the most fascinating thing that can ever happen. You can see without any sales report what the most popular dishes on your menu are. You can easily see a pattern in their visits. Eventually as you monitor their daily interactions with your brand you may also uncover who they are dating and other very personal facts. And all of this, without ever having to meet or ask them a single question in the real world.

Now, to the ultimate question: does posting seductive food shots make them order said diet smashers? The answer is a definite yes. Every restaurant community manager has stories to tell of how someone liked a photo, asked about the address on Facebook and then was discovered to post an Instagram with friends or a special date at said venue.

Regardless if you are a falafel shack or a very high-end restaurant, social media builds the top of the mind awareness. In Beirut alone, I am sure there are hundreds of restaurants I will never visit or hear off. And yet there are restaurants on Facebook that I "like" but have never seen. There are restaurants whose photos I have been "liking" for years, but have never stepped into or delivered from. So what is the definitive transition from like to cash? It is the barrier between my screen, my memory of the other brands that I genuinely love, how compelling the content of the page is and the buzz around it, coupled with the last and most important factor, my friends. If all of my friends have suddenly started checking in and Instagramming a place, then it must be great and with each new check-in and photo I get more convinced to try it.

So the bottom line is: instead of generating more likes and like competitions, businesses should build Instagrammable places, and encourage repeated and excessive content generation, across all platforms. What that means is that your customers' social interactions are a million times more valid to your prospective customers than your social activity. Sad, but true. Amateurish as these photos may look to business owners, or sometimes even meaningless or plain disgusting, these are the deciding factor in getting more people to part with their precious dollars. Then again, a subject to a different article would be how businesses should target people who do not have the "like" culture to "share".

Does Social Media affect our Food Choices?

By Cynthia Bu Jawdeh [@strawberryblu](#)

Social Media has a large impact on the food we eat. With the revolution of social media, our food choices are influenced with just a click.

When we talk "Food" we mean food brands, restaurants, coffee shops, bakeries, pastries, food seller, retailers and much more. If we want to try a new dish, visit a new restaurant, know about the latest food trends, innovations, recipes, cooking tips or food reviews; we'll definitely check what our friends recommended, read, shared or uploaded on their social media platforms. We will also log in to food websites, food blogs, Facebook pages or Instagram accounts and check the new ideas and items they've shared.

Few examples that we encounter daily, if we're having friends over for dinner, we no longer rely on a cook book or on our mother's recipes; YouTube is now the trendiest cooking school. Food pictures on Facebook, Instagram or Pinterest shared by friends, food brands, restaurants or shops will make us crave. Even more, with the trends of hashtags we don't just rely on what our own community has to say. People that we don't know will have an influence on us as well.

On the other hand, if we had a bad experience with a restaurant or a certain food item we will most probably tweet it or share a bad review on our Foursquare check-in. Social Media will not only influence our choices, it will not just influence what we desire, it will also alter our thinking towards it. As a result, we will most probably not try that restaurant/brand or share our own recommendations around it.

Social Media definitely affects our food choices! Food is one of the trendiest topics discussed and shared on all online social platforms especially with the arising use of pictures. With social media, food is easily available and accessible at our own convenience. It's just a click away that even our eating habits are altered. With the revolutionary trends of social media our feedback about experiences with companies, products and brands are instant!

So, do you remember the last time you craved for a food that was on Pinterest, Facebook or Instagram? Well who doesn't!



Delivering Lebanese Products to Homesick Lebanese People Around The World

By Lynn Bizri [@lnlne](#)

All of us have that one friend abroad, if not all of them, that after being away from home for too long will start craving *manakeesh*, *maamoul*, *khebez abyad*, or *labneh* (which no matter what people say can never truly be replaced by Greek yoghurt).

Luckily, websites such as BuyLebanese.com exist, a Lebanese online shopping website that boasts delivery of Lebanese food and products 'from Lebanon to the world', and offers a range of Lebanese goods for sale from small manakeesh to Lebanese herbs and spices to books, CDs and DVDs.

You can find all goods categorized in the header, making

it easy to find what you are looking for, and in case you don't, you can always use the search bar. The categories of goods that the website offers are Conventional Food, Drinks, Desserts, Gifts, Music CDs and DVDs.

Customers abroad can even buy gifts to send to Lebanon such as flowers and wine. The homepage of the website displays the daily and monthly special offers, where you can find specific products at discounted prices and the sidebar hosts the newest products and latest news.

BuyLebanese.com states that clients in 128 countries have used their service, which celebrates its 13th anniversary this November.

In a country where online shopping has yet to become mainstream, this website is one of its kind. In 2008, it was even featured on The Washington Post in an article titled 'Shop to it: Buying International'.

Don't wait any longer! Share this great website with all your homesick friends and relatives out there, they'll love you for it!

Facebook.com/BuyLebanese
Twitter.com/BuyLebanese

Top Online Food Delivery Sites in Lebanon

By Lynn Bizri @lnlne

Ordering online is a concept that is still in its early stages in Lebanon, so when I decided to scour the web for Online Food Ordering services, I was pretty surprised to come out with a handful.

The following websites and restaurants give you the option to order that meal you've been craving for without even having to pick up your telephone!



Burger King order.bklebanon.com

Burger King is one of few individual restaurants that offer an online delivery service and it even has a mobile application that you can order from as well. The website is simple, well laid out, and every item comes equipped with BK's signature mouth-watering images. Make your choice of Beef Meals/Sandwiches, Chicken & Fish Meals/Sandwiches, Kids Meal or the King Deals, and if you're craving just their fries or hot apple pie, you can order those individually as well. Every item can be customized and upsized, true to BK spirit. The checkout process is smooth, clear and divided into four steps: Delivery Method, Delivery Address, Payment Method and Final Confirmation. So now whenever you have the urge for a Chicken Whopper, you don't need to go visit one of the noisy, busy branches or spend countless minutes making sure they got your order right on the telephone; with just a few clicks of a button, your meal can be ordered and on its way to you.



Lebanon Online Delivery www.lod.com.lb

Lebanon Online Delivery is a notable online delivery service that features interactive menus for a variety of registered restaurants and claims to be the first to cover all Lebanese cities. You can search for the venue of your choice within your region, or simply choose a category from the header bar such as 'Healthy Food' or 'Burger'. Having chosen the venue, you are redirected to a page where you can view its star rating, location, opening hours, delivery charge, minimum charge, and average delivery time. Ordering is then quite straightforward; every venue has an interactive and categorized menu, all you have to do is click on the items you want and they are immediately added to your cart. One cool feature is that you can save your favorite order(s) and not have to search for them every time. However, the best part is being able to order from more than one restaurant using just one platform, which works perfectly when you and your friends are all craving different things.



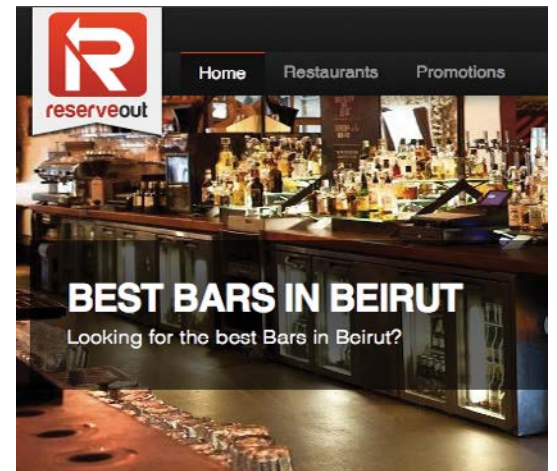
Zaatar w Zeit www.zwzonline.com

When I first found out that Zaatar w Zeit were starting an online delivery service, I was over the moon. My ultimate comfort food whether during overnights in the studio, or after a long night of partying was finally just a few clicks away from being in my stomach. Like the other online delivery services, ordering is straightforward, and you can easily find all your favorite items and customize them as you wish. One thing that differentiates ZwZ's online delivery service from others, though, is that once you have submitted your order, you receive two emails. The first email includes all your order details and assures you that it has been received, whereas the second email confirms the order and lets you know the approximate time it will take to be delivered. Zaatar w Zeit also have a beautifully designed mobile application that you can use to order food from, even when you're on the go!



Spinneys www.spinneysdelivery.com

Spinneys, one of the leading retailers in the region, recently launched the first online shopping service platform in Lebanon. Yes, you can finally order your groceries online, and have them delivered for free! Built by Born Interactive, the website is legible, well designed, and very user-friendly. The interactive header bar, which features the different categories of goods, makes it easy to find what you need, and once you've found the item you want you simply add it to your basket. You can even have gift cards delivered to your parents, friends or family. Once you've chosen your items, you are asked to enter your preferred delivery date and time, choose your payment method (cash on delivery or card on delivery), choose your personal shopper, enter your delivery address, and you're set to go! (Note: the order must total up to at least 100,000 L.L).



Reserveout – Online and Mobile Reservation

By Lynn Bizri @lnlne

Reserveout is both a web and mobile application that makes it easy for you to reserve with specific restaurants and bars that it has partnered with and are part of its network. Based out of Amman and owned by a technology startup named '16th Street Ventures', the platform and its services are currently offered in Amman, Dubai and Lebanon.

Upon accessing their website, I was surprised to find several well-known and popular restaurants such as Couqley, St. Elmo's, La Estancia and Tamashii featured on the list, with many of them offering appealing promotions such as Lobster Mania and Happy Hour at St. Elmo's, or free dessert and a chance to win a trip to Paris for two at Couqley. These promotions are common, and you can find the featured ones on the website's homepage alongside the featured restaurants.

Once you've chosen your venue, it's as simple as pressing the bright red 'Reserve' button. Otherwise, you can use the handy reservation tool to search for a specific venue by name, cuisine or location. At the bottom of the website's homepage, you can also browse the restaurants by feature such as 'After-work drinks' or 'Good for families'.

For every venue you select, you are provided with the following details: type of cuisine, price range, address (with map) and the operating hours. Reservation is simple; you fill in the date of your reservation, time and the number of people and proceed to find a table. If a table is available, you will be asked to submit your full name, email address, phone number and you can even add any special requests you have in the 'Reservation Note' box. Once you've reserved, you can expect a call from the venue to reconfirm your reservation and you're all set!

www.reserveout.com/beirut-en



Which Social Media Platforms Serve Your Food-Related Business?

by Maria Frangieh, DBA in Knowledge Management and Web 2.0 [@MariaFrangieh](#)

Running a food-related business nowadays is made easier with many social media platforms available at very low costs. If you are not yet on social media platforms, it's about time to start. Check it out for yourself, what would be your

reaction to a photo exposing a well prepared meal? Your customers will be for sure tempted by the sight of such a photo.

Every marketing campaign should begin with defining its goals. In other terms, what would you like to achieve using the different social media tools?

Would you like to drive more traffic to your already popular website or any page online?

Would you like to increase the awareness about a new brand or product you are launching?

Would you like to forge relationships with your customers? It's all about your customers!

A website or a blog (Blogger or Wordpress) are crucial tools to any business. These platforms represent an official reference to any business online, owned completely by the business owner, unlike any other social media platform. You control all the information shared on this platform and can monitor it closely.

The choice of social media platforms is highly related to your target audience. If you want to drive further engagement with your customers, Facebook pages and Twitter are the tools you are looking for. Make sure to use the proper language for each platform, lots of photos and no hashtags on Facebook, hashtags and photos on twitter. Try asking some questions to engage your audience.

Use explicit photos of the meals to engage and reach your customers. Presentation in food is everything; therefore, photos represent an important tool to market for your business, of course, attractive ones. Platforms that expose your visuals, such as Instagram, Pinterest, and Flickr are

highly recommended. Again the appropriate language is fundamental to reach a larger audience. You can always refer to other users in the same industry. Don't forget these tools are international; therefore, some keywords are too general for your business and will not reach your local market.

You can always market for the Location of your business using Foursquare, you can claim the location for \$20 and update the information of your business. Foursquare now offers a new application for businesses where you can interact with your customers and post daily photos, attracting more customers.

Keep an eye on your analytics on all your social media platforms. There is no best practice in social media, it all depends on your target audience. Tools such as Socialbakers (has a free trial, pro services are paid), Statigram (free), Klout (free), or the analytics offered by the different platforms themselves will be of great help. Constantly check these analytics to learn more about your current audience and with which posts they interact the most. Review your strategy based on these insights.

There exists an endless list of social media platforms that you can use to market for your food-related business online. However, make sure to use the platforms that are adopted by your target audience.

Being a busy person; managing all the social media platforms is not an easy task. Download the applications for the above mentioned social media platforms to your mobile phone, sharing your business news will become much easier and faster.

Social Media for Restaurants 101 Marky's and Roadster Diner tell you How They do it Online

By Paul Gadalla [@paulinbeirut](#)

With food being such an integral part of our lives, it was only a matter of time until it transferred into the social media field. With restaurants opening and closing on a daily basis, they are increasingly relying on social media to target their audience and increase sales. Marky's in Sin El Fil, a small independent brand, and Roadsters Diner, a household name, have managed to interact with their clients in a major way thanks to their successful social media campaigns. I got a chance to sit down with both brands' community managers to see how they managed to climb to the top of online food advertising in Lebanon.

Marky's



Did you think you would be as successful without social media?

George Ghazal: Yes, I believe in the chef and the product, that's why I knew we would be successful in advertising. The idea was to open a Philly cheesesteak and Poutine place because it is non-existent in Lebanon. Here, you just have a cheese and steak sandwich, not an authentic Philly cheesesteak sandwich. The owner went to NY, Boston and Philadelphia to formulate the best Philly cheesesteak sandwich and even makes his own cheese for the Poutine.

What got you into using social media?

George Ghazal: I've been into online marketing since 2001 while living in Canada. Back then, there were no Facebook or Google ads. In our university days in Canada, we actually used Yahoo groups to sell products, and we managed to make some profit. Also it didn't require a big budget. Marky's was supposed to open last October, but due to the typical obstacles in Lebanon and bureaucratic red tape, it opened several months later than expected. Due to our budget constraints, we went with social media, it's the cheapest method of advertising and you can specifically target people.

What social media tools did you find most helped your brand?

George Ghazal: Facebook and Instagram have been our strongest. Instagram is very recent and we can post our latest specialty burgers (watch out for this month!). With Facebook we can do viral campaigns, use analytical tools, and online delivery. We really had a small budget; so we created specific ads targeting Lebanese people who have lived in the US or Canada and listed interests related to those countries. It really performed well: 7 out of 10 customers were from Facebook so we have a high conversion rate. We also allow customers to order through Facebook, we've been almost overwhelmed with the amount of orders.

Do you encourage other small brands to get on the social media bandwagon?

George Ghazal: Definitely. People are getting to know the Marky's brand through word of mouth and with little advertising money just from using Facebook and Instagram. It really is exceeding expectation both in terms of sales and engagement.

What do you think some small brands are doing wrong on social media?

George Ghazal: Everyone has their own way of doing things. I think a lot of small places are overspending on the wrong things. With a minimal amount of money and the right campaign we were very successful since we knew how to target the right audience for our product. Your campaign has to be relevant to the audience and product. You look at a lot of pages, maybe one for a spa as an example, and they put articles up of something completed unrelated just to fill up the page. Posts have to be relevant to the audience and product. Also it's how you answer people and how you handle any negative feedback.

What advice do you have for the big brands out there?

George Ghazal: I advise them to invest in something outside of the box, don't over use the same things. We're fed up honestly of just asking customers to upload pictures of what they're eating, it's been done.

Roadster Diner



What made Roadster Diner jump on the social media bandwagon and when?

Hady Chehlaoui: Around four years ago when things slowly started to go digital. The next step for us was to be online, all the companies abroad were already doing it and we decided to follow in their footsteps. At that time no one, company wise, in Lebanon was online, so we took the opportunity to get online before the competition did.

Roadster has a huge social media presence, how did you guys manage to pull it off?

Hady Chehlaoui: We started with baby steps, social medium by social medium. We began with monitoring blogs for any kind of feedback. We were very keen to reply to everything: negative or positive. A customer might have had a pleasant time or a bad time, it's how you follow up that makes the difference.

Were there any social media campaigns that were not successful?

Hady Chehlaoui: All our campaigns have done well; we always try to make them fun and different. We never did a huge 360 campaign. We do small things to keep it lively, like sponsoring an event. The more steps, the more complications and the less people will be engaged.

Do you change up the strategy monthly?

Hady Chehlaoui: From the beginning of the year we start with a marketing strategy and then I adapt online campaigns to what they're doing. We always try to squeeze in different campaigns when we can, depending on events and the season of the year.

What advice do you have for small brands?

Hady Chehlaoui: Be very active on social media. It only costs you time. You can be very creative, uploading pictures and talking to your customers. We rely a lot on customer service online. There are great things they can do with a very small budget: Facebook ads, Google ads. On social media you can target whom you want.

Social Media: Cooked with Delicious and Good Intentions

By Loulwa Kalache, Food Technologist
@pearlowa

We, the millennials, the tech-savvy and social media addicts, are a nation of aspiring cooks. At least that's what most of us write on our Twitter bios, share on Pinterest boards, and post as Instagram photos. Yet, honestly we barely have time for daily cooking. Nevertheless, most of us rely on social media to choose food, whether through restaurant reviews, recipe blogs, or friends' comments about products. But our social media profiles can go beyond just sharing individual food photos, recipes and reviews. Social media has been rising as a crucial aspect in the communication between consumers and the food brands on one hand and between consumers and health care practitioners on the other...

When food brands – whether restaurants or food & beverage companies – have to cater for a rising demand for the healthy living, culinary, convenience, and "entertainment" needs of consumers, social media can help achieve these new objectives despite the fact that social media had been previously viewed as a solely advertising platform. Numerous food companies might typically share through their social media platforms, merely recipes and product information, but the trend is that they are becoming more transparent in regards of their processing and ingredients, and sharing more about their social activities, sustainability initiatives, partnerships, financial results and the workplace

environment. There are other companies who differentiate themselves as well through activities on YouTube, Flickr and SlideShare, etc..

Reports show that 80% of consumers read other consumer reviews and feedback about food and beverage brands online (according to StarCom MediaVest Group/CNET Networks). 46% of consumers collect information via online word of mouth recommendations about food and beverages in order to make purchase decisions (according to Lumin Collaborative). Consumers are agents of change and they can induce firms to produce more sustainable and healthy food products. The unlimited flow of information through social media like Twitter, cloud-based applications, and QR codes can provide a more detailed picture on the buying behavior of consumers. They don't follow food companies' social media platforms because they just want to see their products (well, if they want the product, they would go the supermarket). Consumers want to make companies feel that they are actually being "watched" and "followed". They are much aware nowadays than they were decades ago, and thus any fault related to their health, will be reported globally and this is made easier by social media.

As it had always been an issue of trust between food companies and consumers, social media seems to provide a healthy and vibrant media to strengthen bonds, increase mutual trust and promote visions rather than products... As most social media strategists claim: "Content is KING"! Food companies have to provide highly relevant, real-time conversations with customers who have access to unlimited and sufficient information.

Nutrition and health trends are not just market or product trends, but also social media trends that are greatly adopted across social media platforms, especially in the west. Some of the companies have created special blogs regarding nutrition and food safety, even McDonald's. Can you believe a fast food burger chain promoting healthy eating options? And how about Coca Cola promoting happy and active living through their social media tools, via Tumblr and Instagram?

Moreover, a number of F&B companies, such as brewer SABMiller, Unilever, Pepsico, and Nestlé have announced awareness raising projects concerned with freshwater. Chili's Grill & Bar has campaigns for kids at St. Jude Cancer Center, Mondelez international/former Kraft foods promote women's rights, Danone advises moms on their Babies' nutrition, and Mars highlights (by a special hashtag) the difficulties faced by cocoa producers. Many others provide content and perspective on topics such as animal welfare, food safety/poisoning, artificial ingredients, allergens information, and organic and free trade products... Though, we can't deny, companies that don't adopt these health conscious perspectives in their products, don't share the topics online. It is reciprocal.

On the other side, social media has become a vital tool, especially for us, those working in the food field, food scientists, nutritionists & dieticians, who are faced with the difficult task of ensuring that the public receives accurate, up-to-date information to counteract the often misleading or over-simplified reports found in mainstream media... Surely, social media, nutrition and consumer awareness do have a backlash effect if not

used properly. Not all nutrition blogs or nutrition claims over our Facebook walls, can be 100% correct. Sometimes nutrition statements are based on false claims or on sole studies, and sometimes on a single report done in a country that differs from the demographics and environment of the reader! Food experts find that statements like this "reduce your fat intake to lose weight", as simple as it may be, very far from reality and truth as it seems. Nutrition is made of complex facts because food is a complex structure that can't be just simplified by simplifying ingredients... Many factors affect weight and health, beyond food, such as environmental factors, physiological factors (stress, happiness) and even daily habits (sleeping, exercising, type of work, etc...). In this regard, it is important for consumers to keep people updated of the latest nutrition research, follow several experts, even ask offline experts, and attend seminars... Social media luckily offers a much more immediate and interactive avenue to for a balanced perspective of all point of views.

Social media has proven itself as a great tool that can leverage the field of food science and nutrition to shape our world and our future. Social media is not here just to promote food brands and products, and neither to share kitchen recipes, or merely review restaurants or menus, it is being used as an advocating power for consumers to let them share their opinions and stories, reach other communities, and eventually pressure policy makers. Maybe, I am an optimist, but social media is surely being cooked with delicious and good intentions!

Mars posting about its sustainability strategy in sourcing black tea

MARS Mars, Incorporated
Liked · 29 August

We're continually developing new strategies to achieve our sustainability targets such as sourcing 100% of our black tea from certified sources. Find out more here: <http://pia.fh-mars.com/>

Like · Comment · Share

Mars commitment to recyclable packaging

MARS Mars, Incorporated
Liked · 31 August

Improving our packaging is part of our commitment toward minimizing waste. #sustainability

Like · Comment · Share

Starbucks helping coffee farmers

Starbucks
Liked · 28 August

Extremely proud to be partnering with USAID in support of Colombian coffee farmers. This unique partnership will allow us to significantly expand ethical sourcing efforts to help those who grow the coffee we love. <http://sbux.co/1dLWpwo>

Like · Comment · Share

Davidoff Cafe: benefits of coffee as Benjamin Franklin states it

DAVIDOFF Davidoff Café
Like This Page · 15 July

Benjamin Franklin, one of the founding fathers of the United States, often met up with his contemporaries at Café Procope in Paris to enjoy a cup of liquid delight. He once said "Among the numerous luxuries of the table...coffee may be considered as one of the most valuable. It excites cheerfulness without intoxication; and the pleasing flow of spirits which it occasions... is never followed by sadness, languor or debility."

Like · Comment · Share

Mondelez International (Kraft Foods) announcing its collaboration with Twitter

Mondelez International
Liked · 12 September

"We believe real-time engagement can drive business growth," said Bonin Bough, Vice President of Global Media and Consumer Engagement. Today we announced a global partnership with Twitter to power our real-time marketing capabilities. We will have dedicated Twitter teams working with our marketing teams in Brazil, India, UK and the US. What do YOU like to #tweet about?

Like · Comment · Share

Davidoff Cafe sharing an Indonesian coffee drink recipe

DAVIDOFF Davidoff Café
Like This Page · 12 August

"Es alpukat" is an incomparable coffee drink from Indonesia. Try its individual flavour by scooping half an avocado into a blender and adding 80 ml Davidoff Café Espresso 57, 120 ml sweetened condensed milk, several ice cubes and a dash of vanilla. Blend until it has a thick milkshaky texture. The result is not only refreshing but nourishing as well, thanks to the avocado's potassium content. Enjoy and be healthy!

Like · Comment · Share

Mondelez International (Kraft Foods) in helping countries that are facing floods

Mondelez International
Liked · 4 September

Our Support: China, Philippines and Russia have experienced extensive damage due to devastating flooding and typhoons. The quickest way for us to help was with our Foundation's pledge of US\$100,000 to International Red Cross and Red Crescent Movement (IFRC). We'll continue to monitor the situation and send positive thoughts to those affected.

Image: IFRC Website.

Like · Comment · Share

Live Posts on Cocoa Producers by one of Mars Ambassadors

MARS Mars, Incorporated
Liked · Yesterday

The Mars Ambassador assignment in Vietnam focused on overcoming challenges faced by cocoa producers.

While on assignment, Associate Matt Z. snapped this shot of cocoa drying in the sun. #MarsAmbassador

Like · Comment · Share

Romano's Macaroni Grill fighting childhood hunger

Romano's Macaroni Grill
Liked · 10 September

Hunger prevents kids from reaching their full potential. It's an epidemic that's threatening America's future. Help us end childhood hunger in America. Visit Romano's Macaroni Grill and make a difference by donating. Every \$1 makes a difference!

Like · Comment · Share

Twinnings Tea UK sharing about tea benefits

Twinnings Twinnings Tea UK
Liked · 24 August

According to the #DailyMail #TeaHealth reporter Jenny Hope - 3 Cups of Tea a Day Keeps the Dentist Away 😊

Perhaps we should do a straw poll.

<http://www.dailymail.co.uk/health/article-2401287/Why-cuppas-day-keeps-dentist-away-Black-tea-combats-bacteria-linked-tooth-decay-gum-disease.html>

Like · Comment · Share



How to Take Mouthwatering Food Shots With Your Phone

by Anthony Rahayel
@nogarlicnoonions

Taking food photos has been a trend lately especially since Instagram has seen the light. From 1 megapixel up to 12 megapixels phone cameras have become highly effective photography equipment. This little gadget everyone has is interesting to capture your favorite meals. **It is simpler than you might imagine, just follow those easy steps:**

- The best shots are taken in daylight.
- Never ever use the camera flash. It will change the food original colors, give you a black background and make the shot look unappetizing.
- Make sure you have a good light source; the simpler is working next to a window.
- Get any white reflective surface and use it to remove shadows and create more artificial lighting in the spots you choose.
Create a nice setup, simple and natural, with backgrounds that will give some texture to your shots.
- Keep it cool, too many adjustments will spoil the natural feel.
- Activate the grid in your camera settings for better framing.
- Grab your phone with two hands, position them on the table and make sure you do not move a single millimeter while shooting. It's crucial to have a support for your shoulders.
- Give your image a depth of field by shooting in the lowest possible position. Images are way better with a first object showing in front and the rest a bit out of focus in the back
- Use any software you like to slightly fine tune the colors.
- Try Instagram, it has very nice easy features that improve the look of your images.
- Enjoy your creative work.

More food shot tips from the editor:

- Do not be afraid to get uncomfortably close and personal to your food. It's not like you're invading its personal space. This will show all the juicy details of your plate.
- To make your food shots more appealing, try to find shapes and patterns in your food. Lines and circles of things make your shots tempting.
- Do not use fake blur in apps like Instagram. It will make your image look fake. Try to adjust the focus on your camera when taking the picture instead.
- Do not use frames from Instagram or other applications. It will make your food shots look amateurish.
- On Instagram, choose your filters wisely. Some, like Kelvin, will make your food look horrible, unless you are trying to achieve the Mars Rover effect. Also, food shots in black and white are not very appealing as well. Recommended filters include Amaro, Hudson, X-pro II, Sierra, Hefa and Valencia.
- When taking the photo or editing, try to get more contrast. Your food will look better if dark colors are made darker and bright colors are brighter.



Campaigns From The Cloud...



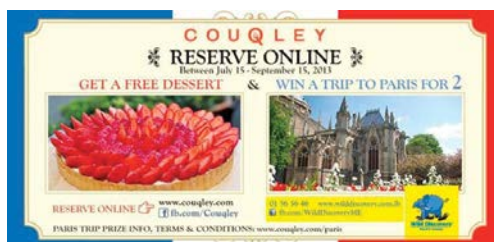
Crepaway Hashtag

This is an interesting campaign by Crepaway where they pick a hashtag every week and people should send a funny tweet with that hashtag. The winners get a dinner for two at Crepaway Beirut City Center.



Roadster's 15th Anniversary Trip to Thailand with Nestea.

Take a picture with your Nestea® Ice Tea, Upload it to Roadster's Facebook tab Get the most likes and win the trip for two.



Couqley's Trip to Paris with Reserveout and Wild Discovery.

Reserve online and get a free dessert with a chance to get in the draw and win a trip for two to Paris.



151 likes

virginradiolebanon Michelle's teta is doing #the4 for her! We wonder if teta will join her at #blvd44 this Sunday for 90s night.

Virgin Radio and BLVD 44 Do The 4

This is a cool campaign by Virgin Radio and BLVD 44: Do the 4 campaign where fans can "do the number 4" in any way they want and post it on social networks while tagging BLV44 and Virgin Radio Lebanon. Participants automatically win an invite to 80's and 90's night at BLVD 44.

NEW DOUBLE CHEESEBURGERS

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The Culinary Blogosphere

By Paul Gadalla [@paulinbeirut](#)

Let's face it; if there is one thing that binds this country together, it's food. From births to birthdays to family gatherings, even just someone stopping by requires food. The restaurant industry in Lebanon is huge and nearly everyone knows someone who's an owner or partner in a snack or restaurant. And we all have our favorite place to eat, from the new French bistro to the old saj place around the corner. Every day we hear about the latest food trend or best restaurant in town. It was only a matter of time until this crossed over into Lebanon's ever expanding blogosphere. Food blogs in Lebanon range from bloggers scoping out the freshest fruit in remote villages to which restaurant holds the title for best burger in town to what foods can reduce that waistline. This month I got a chance to ask three of Lebanon's most popular food blogs, Pearl's Powder (Loulwa Kalache), No Garlic No Onions (Anthony Rahayel), and Strawberry Blu (Cynthia Abu Jawde) on why they started a food blog, how blogging about food can make an impact, and everything in between.



Pearl's powder
[pearlspowder.blogspot.com](#)

What got you blogging about food in the first place?

I started my blog, Pearl's Powder, in 2008 when I went on my first travel/work journey to USA in Food research and I wanted to document and share what I saw and felt there to my friends and family back in Lebanon. So I blogged just random writings about love, nature, science, famine, peace, war, and music and very little about food... Yet, it was later, in 2010, that I decided – after my friends' encouragement – to focus my blog mainly on food, especially that I come from a food background, as I studied it thoroughly from all its aspects (science, marketing, management, production, quality, tasting, etc...) for 6 years!

So as a food expert, I definitely wanted to share my knowledge with the online community!

Do you think blogging about food can make an impact?

My decision to actually blog about food was not just to share recipes or review restaurants like the usual food blogs do, but to eventually change the mentality towards food products and habits of eating in a new way by promoting the "culture of food".

Food blogs have the ability to harness the power of social media to increase people's awareness about food and its processing inside factories, its safety and quality when eating out, as well through raising nutrition and health awareness. Moreover, via food blogs, bloggers are able to promote a food culture that simply loves food, preparing/cooking it or just tasting it in restaurants/cafes, is a great tool to increase this awareness.

To have an actual impact, food blogs shouldn't just dictate recipes or educate people strict nutrition rules of what to eat or not to eat, food blogs should motivate people to appreciate and value food & eating, not just as a necessity, but as a beautiful and enjoyable blessing we often disregard and take for granted.

And as for food reviews on blogs and their impact on improving eateries, it is a good way to express customers' thoughts and feelings towards a food brand. However, it shouldn't be the sole way to deliver their opinion. Personally, I think if I do want to change a service or a food item in a restaurant, I'd ask either for the chef or manager and talk to them face to face. And if they weren't ready to hear me on the spot, I doubt sometimes that they would hear me online. Nevertheless, blogging will continue to be a way to express gratitude or dissatisfaction.

Your favorite social media campaign done by a restaurant?

The factor I followed when choosing the answer below, is how much a restaurant translates its content, enthusiasm, and online branding on the ground and vice-verse! If there is no coherence between the on-

the-ground strategy (management, operation, customer service) and the social media campaign, and If there is a restaurant that is promoting itself via social media campaign only and paying huge amounts, yet the food doesn't taste good, the waiters treat customers bad and the management doesn't listen, then I doubt that statistics and fan numbers are the sole indication of its success.

In Lebanon, I choose Couqley French Bistro. Their simplicity and delicacy online is actually reflected once you step into their restaurant.

As for outside Lebanon, I choose Outback Steakhouse. They are fun, hip, boastful and quick... just like their meals and service!

What's your favorite dish?

My favorite dish comes from the vivid Italian cuisine and it is Lasagna; it combines all the flavors coming from cheese, wheat in the pasta, the hot sauce and the chewy meat!

How could restaurants and eateries in Lebanon better utilize social media?

Well social media is a free marketing tool for those restaurants/eateries but that doesn't mean they should overuse it. They should not spam their fans' timeline with constant/useless posts; follow them like stalkers on twitter. Restaurants and cafes can use social media as a necessity to be on the online scene, to present their image and brand online. After all, these social media tools are the voice for both the customers and restaurant managers. Listening is a vital aspect to keep improving both your online and offline service. Therefore, creating a valuable conversation with their customers/future customers online is a great way of utilizing social media.



Strawberry Blu
strawberryblu.com

What got you blogging about food in the first place?

I am passionate about food and love working with food in all its aspects, as you may know from my educational and professional background. Starting from my university days I was continuously flushed by thousands of questions related to food such as the specific benefits, health problems, related diseases, recipes, cooking tips, advice etc. Most questions were related to our own ethnic foods, cultures and traditions and in most of the time people's conception was wrong.

I started compiling a list of all those misconceptions related to food, and I was continuously encountered by "we can't find any information about our own cultural food" so I decided to start my personal blog to share my own food experiences about this matter. Then, with time, I transformed it into a socially interactive one where anyone can ask anything about food and I answer the questions in a blog post or via the social networks and email and so it became...

Blogging was a great way to shout out my experiences and views to like minded individuals but above all to make a difference in people's lives if it was minimal.

Do you think blogging about food can make an impact?

As mentioned earlier, definitely blogging about food can make a huge impact on several levels. It's educational, informative, easily accessible and fun.

As you can see, food blogs have gained more and more credibility and visibility in our community. If you want try a new dish, visit a new restaurant, know about GMO's, the latest food allergy, food innovation, food festival or know about the latest recipe book released, you'll definitely log in to your favorite food blog to check what they have written in words and in pictures. People trust blogs because they are actually done by individuals that are simply stating their opinions and that what we all search for. Instant, fast and real!

What's your favorite dish?

My mom's Mloukhieh

Your favorite social media campaign done by a restaurant/food brand?

There are several campaigns done by food brands/ restaurants on the local and international level that were successful. I quite love what 'Oreo' has done on social media. The campaigns that focus on the community; they ask the community to participate and make a change. I loved their 'Daily Twist' campaign where they asked individuals to share their creative ideas and those ideas were brought to life, also their '100 years' campaign that involved each and every one of us all over the globe no matter from which culture we came from; Oreo was the uniting moment. This campaign was touching & emotional, focusing on user-generating content with a huge impact worldwide.

How could restaurants/food brands and eateries in Lebanon better utilize social media?

For Brands, they can better utilize social media to grasp user-generated content, feedback, positive/negative sentiments to improve and excel rather than just focusing on social media as a marketing/promotional tool. And vice versa for the customers, giving truthful feedback is very powerful and important. The beauty of social media is that it's a two-way communication tool. Focusing on building relationships is key.



No Garlic No Onions
nogarlicnoonions.com

What got you blogging about food in the first place?

It's a long story – one thing led to another and here I am. I can tell you the story and tell you about the things I have enjoyed eating and wanted to share with others and I can also tell you about the rude waiter who simply got on my nerves while at a restaurant and just wanted to vent. But honestly, it's a combination of things.

I love life, love food and love photography. I am passionate about the details that surround me: wondrous moments I encounter, capture and enjoy sharing. Food is more than something to eat; food is a combination of passionate and colorful ingredients perfectly mixed

together to create something unique. Food joins people together, gathers families and reveals a lot about countries and civilizations.

An internal love for food made me want to write about the hundreds of experiences I live every day, creating my own encyclopedia of discoveries as well as enjoy sharing them with other people who share the same passion like me.

Do you think blogging about food can make an impact?

Absolutely, especially in a country like ours! Dozens of places open monthly with no proper control, with no proper know-how and most of the time for all the wrong reasons. Lebanese love going out to enjoy some good food with good company. Unfortunately this is not a given. Some places are good, while others are absolutely not. I believe sharing my opinion about places – the good, the bad and the ugly as they say; I am able to shed light on what's happening, while highlighting the good things that we have.

I get hate mail – if I can use that term here, but I choose to publish it so others can see. I decided to share my positive and negative experiences that can make a difference. People need guarantees that I'm trying to provide...

Your favorite social media campaign done by a restaurant?

I liked the latest 7elou campaigns between Abdul Rahman Al Hallab and Doueihy followed by a reply by Rafaat EL Hallab. Abdel Rahman Hallab recently opened its doors with an ad plastered on the streets "Sar bi Jounieh, 7elou..." (Sweets are now available in Jounieh),

while one of it's competitors, Doueihy, answers back with another ad saying, "Wsolot m2akhar 3a Jounieh ya 7elou..." (You reached Jounieh late, sweet guy). Rafaat el Hallab then replied saying: "7allayneha 7oubiyan bi Jounieh, Choukran Atir" (It was solved peacefully in Jounieh, thank you sugar syrup).

What's your favorite dish?

I love all kinds of food. I like different things in different places and different times of the day and actually crave for them and make it a point to go enjoy them – burgers, sushi, pasta, eggs benedict... But mainly, I can't deny my infatuation for good Lebanese home made preparations (yakhnet in Arabic) – Haricot beans, Green peas or mouloukheh all combined with rice.

How could restaurants and eateries in Lebanon better utilize social media?

Be truthful, be authentic and be reasonable. Market yourself decently without flooding, be creative and avoid copy pastes.



don't know me, I am UBER shy – so the stuttering, the blushing, and the laughter that happened made it unforgettably hilarious!

How did working in social media affect your personal social media presence!?

I maintained my identity as it always has been on my social media channels but with sprinkles of Silk wisdom which I thought I must share as myself and not as the brand's manager.

What was the biggest/most memorable social media crisis you had? How did you deal with it?

It is not the work that scares me it is just PUBLIC SPEAKING!

Glossophobia- fear of public speaking; I have had this foster in

my loins since university. Then I came to Silk and had to be a speaker in Social Media Week Beirut. I had to expose the strategic thinking of Silk's content scheme, give live examples and so on. What did the trick was that my friends and boss were there and provided pep-talk and a bit of champagne (shh).

Share one tip you would give to other brands on social media!

Embody the brand, diversify your content, listen to your fans, convey a feeling!

What is your favorite social media network at the moment and why?

Call me old school but I was one of the first batch of people who used Facebook- back when it was limited to ".edu" emails back in 2004 in Iowa, USA. I usually fall back on this because it is a plethora upon which brands, people, groups, games interact. I am not saying that it is in its best forms – of course bugs infest everything – but I still prefer to work with it. Don't get me wrong, I am active on almost all, but Facebook is like that old jeans jacket that you love no matter how old it gets!

What do you think makes a community manager successful?

It is not an easy task as most think. A community manager has to have nerves of steel, keen wit, and the ability to embody the brand. Once the community manager becomes the voice of the brand, it becomes easier to speak like it and hence communicate smoothly with the fans.

At the end, it is the fans who interact with the brand and not the community manager.

Content creation is probably the hardest thing in social media, how do you approach this? How do you deal with not getting repetitive?

Like most of us, we never wake up with the same mood and being Silk's community manager, I treat the page like it is "one" with our fans, and they actually relate to that! Content generation for me is basically channeling a certain mood on a certain day! Manic Mondays, Facial FRIDAYS... a common feeling amongst all. That is why I think our brand is so successful, we feel, we relate and we love!

Now, content block, not my favorite thing, staring at a blinking cursor, but there is the internet – my playground – and scavenging it is my pleasure!!

If you could work with any brand in Lebanon what would it be?

It wouldn't be limited to one! I love to engage in creative thinking. It is the drive, besides music, that gets me through the day! I would love to embody Silk as the beautiful woman who knows what she wants and spoils herself. On the other hand, I love music. This is where I would wear the "music brand hat" embodying people's mood and speak to them in music notes!

Can you name 3 "AHA!" moments you have had lately in relation to community management?

- Social media in parallel with offline marketing generates miracles! I accumulated this from the experience I have with Silk's offline and online marketing campaigns. They are just BRILLIANT and their ROI's are off the hook!
- Social media is the best form of customer

service if you master it correctly and control your temper.

- Diversifying and interacting with the fans triggers more "love" for the brand rather than just selling!

What do you say when your bosses/clients ask you "Is social media getting us customers? Prove it!"?

Silk is a very sensitive brand, not everyone is open about being a client or exposing their beauty secrets. It is still a taboo! Yet, our inboxes are full of requests, appointment scheduling, compliments and testimonials and we consider that enough proof that our social media strategy is successful. In addition to that, Silk's strategy is based on a long term relationship with social media. A wise person told me brands that get to the top at a fast pace usually fall fast as well, so strategic and proportional growth is the way to go.

We feel with the fans and their confidentiality is our highest priority!

The way people use social media is always changing. What are the latest trends that you have spotted?

I think I speak for the active masses: Instagram is sweeping over the social media nation! The easily utilized platform has become a hit due to 2 points:

- Pictures vs words: Everyone loves pictures: be it selfies, foodporn, shoes, your pet, your nails, etc.. to top it off less content is needed, just put a word next to the hashtag and you're done.
- The effects: SIONARA PHOTOSHOP! With a click of a button you can have the desired effect to accentuate your eyes, play with the light, and/or highlight any angle of your picture!

5 Minutes with the Community Manager – Silk's Maria Etre

I work with skull candy headphones at all times and my playground is the internet.

by Darine Sabagh @sdarine
sdarine@cloud961.com

Community Managers are the super heroes in the shade who shadow brand pages and twitter accounts, embodying those brands and speaking to us with their voices. They are the ones who create amazing content that makes us like and share and ultimately welcome the brand to our daily offline lives. If you have been curious to know who those superheroes are, you are in luck! Every month we will be interviewing a Community Manager, to not only showcase their talents and wits, but also let you know the real people behind the brands.

This time around we are interviewing Maria Etre, who is the voice behind Silk. The ladies who have interacted with Silk online would directly recognize her optimistic upbeat attitude that shines through the brand's online interactions. But there is definitely much more to Maria than the beauty tips and the wealth of health knowledge that she shares on Silk's channels. Our conversation has yielded many interesting stories that you would have never known about otherwise. Maria is journalist and communication studies graduate with a minor in psychology from the University of Iowa! She is a nut for nice words, beatnik books, and blogging and she goes crazy for Facebook interactions for Silk.

Let us start with the funniest thing that happened while you were on social media watch!

Remember in 2012, Silk launched a 3D episode for Cannes? Well, we had to create and personify characters – the role of the epilator a.k.a Mrs. Plucks fell on me! We had to do some recordings – and for people who



Can You Put Borders on Social Media Interactions

Israeli tweep gets invited by mistake to McDonald's Lebanon

By Mohammad Hijazi @mhijazi

In January 2012, Former Prime Minister Saad Hariri unknowingly responded to a "Good Morning" tweet by Israel Defense Forces Spokesman Avichay Adraee and Hezbollah affiliated media such as Al-Manar Television and Al-Akhbar newspaper had a field day with it, dubbing it as "tweeting with the enemy."

Soon after, Hariri publicized a formal apology that reads: "When I answered today's good morning greetings, I answered one some of you say belongs to an Israeli official's Twitter account. If that's true I would like to clarify that I did not know it when I answered him, since I consider Israel to be an enemy state."

In January 2013, blogger Elie Fares from Separate State of Mind received a supportive email from an Israeli and wrote about his dilemma of answering him back. "I recently received an email from an Israeli [...] and the email was touching. People advised me not to reply. So I didn't. But I really, really wanted to. Not because I 'approve' of

the state of Israel. Not because I want to leak out information which I don't have. Not because I want to feel a rebel in doing so. But because the email really does warrant a reply as decent as the email itself," he wrote. He ended up publically answering the email on his blog.

Late last month, McDonald's Lebanon unknowingly invited an Israeli tweep (Jeremie Berrebi) to have a cup of coffee at McCafe. Considering the situation, McDonald's community manager has probably automated the task of inviting people for coffee when they mention some keywords (possibly morning, tired, sleepy, coffee, etc...) without actually checking who the users are. I do not blame the community manager since he/she is probably managing several accounts. At the end, the agency probably got a lot of heat from the client (and will possibly get more due to this article). Yet, for me, even though it is technically a social media fail, it is not the end of the world.

Due to the sensitivity of the situation, community managers have to be extra cautious about this issue but everyone makes mistakes. I am not saying that we should be heavily engaging with Lebanon's "mortal enemy" on social media, but when incidents like this happen, it should not be considered as a great betrayal.

On the other hand, community

managers should learn from McDonald's mishap and always take the extra step to see who they are communicating with. Since online laws in Lebanon are primitive at best (if they exist), and this whole matter is in a grey legal area, investigations might find McDonald's guilty of something they did not commit. We all know very well how our legal system works.

Moral of the story: Cyberspace is a

public space with no borders. People will inevitably interact with Israelis without knowing and that's not the apocalypse. However, brands and public figures should be more careful when it comes to this issue because they are in the spotlight. As for agencies, pay your community managers more so that they would pay attention to detail.



INSOMNIA, SOCIAL MEDIA & I

By Armen Bakkalian @ArmenBakkalian

You're not able to sleep well at night? You most probably have a smartphone! Back in the days when my phone was still not smart, I knew that when I shut down the laptop and go to bed, I will sleep. However, since the day I got a smartphone, going to bed at night didn't mean sleeping anymore; it meant continuing what I was already doing on the laptop, but on mobile. Social media networks alone are so addictive that people spend most of their day on it. Smartphones took this addiction to a higher level, since with it you can use any social network anywhere whether you're in the car, bus, on the road, toilet, or bed... You have access to internet anywhere!

There are too many social apps that people use, but mostly used are Whatsapp, Facebook, Twitter, Instagram, Pinterest, Google+, and LinkedIn. Each has its special role, and each one alone takes much of your time. Now imagine if you want to check them all after you go to bed, and of course engage with people. You'll



realize that 2-3 hours have passed without noticing, and you have to wake up after a few hours! Other than the time factor, the light from your phone may reduce your body's melatonin level and disturb your sleeping patterns (melatonin aids in sleeping).

The problem is worse if you work online, especially in the digital marketing field. Beside your personal account, you will be checking your clients' accounts. It even gets worse when you have to engage in some stuff that are happening on the other side of the world where time zones are different, or if the peak hours are at a time when you should be sleeping.

What can you do to overcome this insomnia problem?

Well, the solution for each person may vary, but below are some advices which may help.

- Put your phone to silent and away from your bed at least half an hour before you go to sleep.
- Put a fixed sleep time and stick to it.
- Read a book if you love reading. If you don't, train yourself to love. (Book, not an eBook)

Social media networks and smartphones are very useful tools that have become an inevitable need in our lives. Everything has its limits, and if the limits are not obeyed, it may harm you.

I'm still from the minority that prefers to use a laptop when available more than a smartphone.



FREEDOM OF SPEECH FLUSHED DOWN THE TOILET YET AGAIN

**Pan Arab Web Awards Academy Sues
Blogger Rita Kamel Over Blog Post**

By Mohammad Hijazi [@mhijazi](#)

I am no stranger to being threatened for my outspoken opinions about social issues in Lebanon. In 2010, I was "let go" from a staff writer position at one of AUB's publications because I wrote a blog post on my personal blog that someone in AUB's higher management did not like. In 2011, I got a call from a so-called-lawyer of a burger joint (which has went bankrupt since) threatening me with a lawsuit over negative tweets about their food quality. I laughed in her face at the time since she did not even know the difference between Facebook and Twitter and I had documented proof that the owner of the place had created an account for the purpose of bashing me. I was not the first or last victim of corporate bullying in Lebanon or around the world. In 2010, Octavia Nasr, a renounced Lebanese journalist, was fired from her position as Senior Editor of Mideast Affairs from CNN because she made a condolence tweet about late Sheikh Mohammed Hussein Fadlallah. Blogger Gino Raidy from Gino's blog has seen his share

of potential lawsuits due to his outspoken nature as well. Most recently, Raidy was sued by TV personality Joe Maalouf (I cannot really call him a journalist). "I am an extremist when it comes to Freedom of Speech and Freedom of Expression. Maalouf can say what he wants, about who he wants. He can lie, make up stuff, practically anything he feels like. I am all for that, because I believe people have the ability to discern for themselves if this is rubbish or legit reporting (it's rubbish of course) and believe no one should be forcibly censored or quieted (like Maalouf tried to do to me)," says Raidy on his blog. Raidy had previously called Maalouf a 'closeted gay man' after he outed people on his now-cancelled show on MTV. The lawsuit was later dropped.

Yet, the most classic example of corporate bullying goes to Benihana in Kuwait when they decided to sue a Lebanese blogger, Mark Makhoul, in 2011, over a restaurant review on his blog 248am. He ended up losing the lawsuit after Benihana appealed (he originally won). But the franchise took a massive PR hit worth millions of dollars in negative publicity. Hundreds of bloggers and tweeps supported Mark in exposing and boycotting the restaurant over the region. It has become the reference case for any company that thinks about suing a blogger for their opinion.

But it seems that the Pan Arab Web Awards Academy did not get the memo. They still have the mentality that great "wasta" can get you anywhere in Lebanon, regardless of what horrible PR might result about your organization. What is even more ironic here is that this is supposed to be a web award academy that knows how to behave online, since, you know, it's giving away awards about this very issue.

Lebanese blogger Rita Kamel exposed the scam behind these web awards in which they are basically selling the awards to website owners and denying the award if an owner does not pay for participation/price of the award. Kamel wrote a blog post entitled: 'Congrats! You are an idiot! Pan Arab Web Awards Academy Scam' where she writes all the related information in detail.

"Following a phone call by the Cybercrime and Intellectual Property Bureau, I was summoned for interrogation on August 26th. Over the phone, I had no idea what it was about. I showed up on the said date only to discover that it was because of my blog post that a libel and slander case was raised against me," she says.

"Long story made short, the issue was mainly about the tone of the article and the couple of adjectives that I used knowing that I did not apply for the above

mentioned award. I was describing and critiquing a process but it sounded like I was judging and being disrespectful – especially in the Arabic translation – which was not my intention at all," she continues. Ladies and gentlemen, the tone of the article!!! The tone of the article upset the owners of the web awards and they thought they had enough wasta to take out a blogger. It is as if Kamel is the only person who expresses her opinions sarcastically in Lebanon. Where are the authorities when TV personalities on Al Manar, for example, use inappropriate and demeaning adjectives to describe presidents and ministers for the world to see? Or is it that they only apply to 'weak' bloggers because some organization got butthurt by a tone?

The problem here is that there are no explicit laws in Lebanon to determine who is right in cases related to online and social media. They are just playing it by ear. "The Bureau investigates any case that has to do with cases over the internet but as far as legal grounds are concerned, the laws are incomplete and blurry," says Kamel. "Personally, I think that it all goes down to the lack of laws and how people are using the gaps in the current ones. The parliament needs to pick up speed." The question remains: who is going to defend the rights of bloggers and tweeps when they keep getting bullied by corporations for voicing their opinions? Restaurants owners have a syndicate, journalists have a syndicate, why not create a syndicate for bloggers and online activists to protect and lobby for their rights? Think about it!



BENIHANA.
Who did you sue last night?

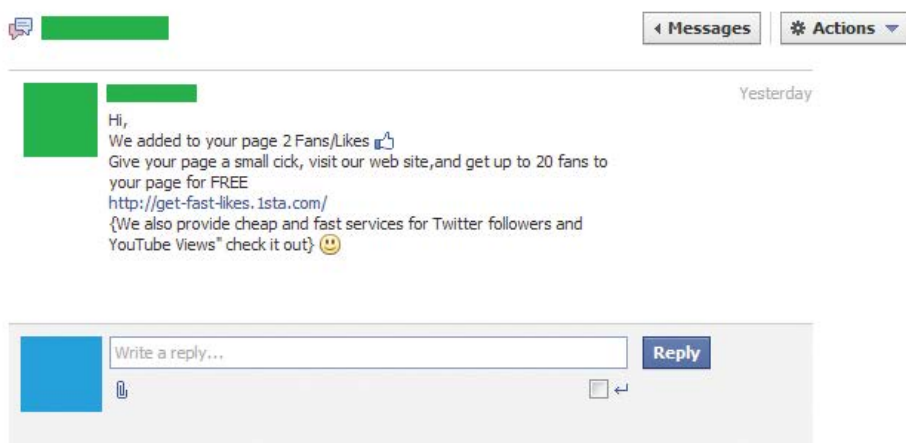
BENIHANA.
A lawsuit for every visit. We deliver.

I SEE FAKE MARKETERS

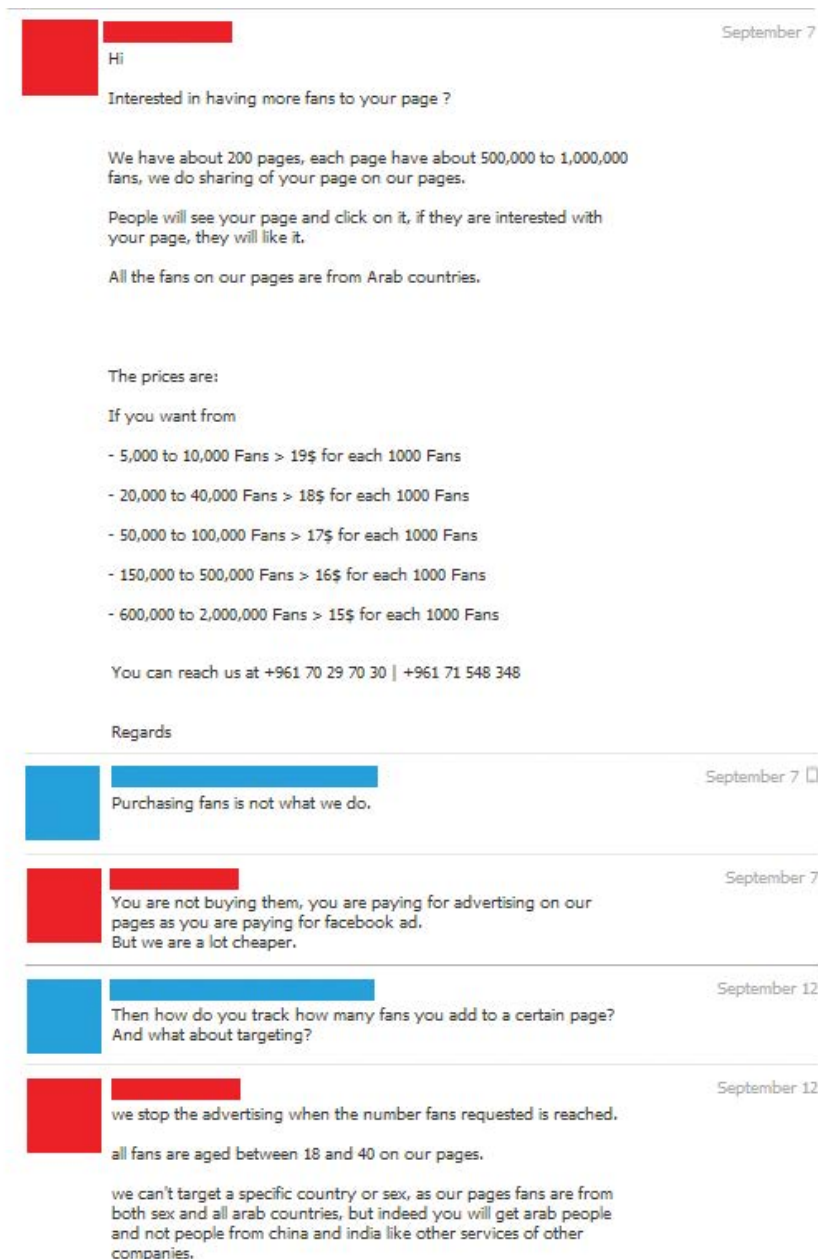
Why buying bulk followers/likes will get you nowhere

by Mohammad Hijazi @mhijazi

If you own or manage a Facebook page for a brand, cause or personal reason, you are bound to get spam messages from people claiming to get you more Facebook likes for cheap or free, something like the below:



What is more annoying is how they try to convince you that their services are legit. Check out the below conversation that occurred on one of my client's pages.



To begin with, I do not allow any of my clients to purchase fans or likes on any platforms. If you know anything about marketing, you would realize that purchasing bulk followers does not get you anywhere, for the following reasons:

- These users approach uniformed or uneducated page owners to take advantage of them.
 - These "companies" work by hiring a bunch of underpaid people in China, India or Egypt and stuff them in an overcrowded room to create fake Facebook accounts with randomized named and their only job is to like "client" pages.
 - Even if it is as this advertiser claims (that you pay advertising on their other pages), there are many flaws with this method:
 - Ever heard of targeting? The "advertiser" admits herself that their fans come from all Arab countries and a wide range of. This is the equivalent of advertising your product in Sudan when it's only available in Kuala Lumpur or advertising for pregnancy boob cream in a children's magazine.
 - Ever heard of tracking? The "advertiser" admits herself that they stop the "campaign" when the number of requested likes is reached. What if the majority of the likes are due to actual fans liking the page or people searching for the page or a like box on an external website or any other source? Basically, you are paying for a lump sum of likes that may not even be due to their services.
 - Ever heard of common sense? People will know that you bought these followers. For one, they will not interact with your page whatsoever, will not build your online equity or even boost your sales.
 - Ever heard of future planning? Even if you decide later on to properly advertise using Facebook advertising, especially if you are using features such as sponsored stories, sponsored posts and promoted posts, it will be an extreme mess. You will be paying for fans that you don't want on your page.
 - Ever heard of unliking? If, as this "advertiser" claims, the fans are actual people, what would stop them from unliking your page after a while when they find out that your content is not relevant to them?
- And if that's not enough, this will make you appear as cheap and desperate to actual fans and to marketing critics (like me) and it will cause a negative impact on your brand equity and company image. BUT WAIT THERE'S MORE... If you bother to check the user's profile, you will find something of this sort:



How would you trust someone who posts the above with your pages? Would you hand your traditional marketing to someone like this? So why would you do this for social media? Why would you give the most important tool for your company's image to an intern? Why do you cave in to your financial department that tries to convince you that \$100 is enough for a social media ad budget per month? You should realize by now the importance of social media in marketing and how any slight screw up can cause your business to suffer. Be wise and do what's right for your company's sake.

Rawad Habib: My Therapist Told me to Break The Fear of People's Judgment so Now I Have a Web-Show!

Inspirational People from the Lebanese Online Community

by Mohammad Hijazi [@mhijazi](#)

In an attempt to promote inspiring stories about people from the Lebanese Online Community, we, at Cloud961, have decided to dedicate a monthly column to interview an inspiring figure that has left a mark in the Lebanese online sphere. For your suggestions for this column, feel free to email me on mhijazi@cloud961.com.

This month's inspirational member of the Lebanese Online Community is Rawad Habib, one of the few Lebanese Youtubers. He moved to Paris at 17 years old, alone, to study Medicine, and it was the "tournant" as the French put it, the turning point, that led him to ignite the fires of creativity within and begin snapping photos with his first own phone, took part of Lancôme's facial product as one of their faces in minimal coverage ads, partied with international designers and photographers and danced with Rihanna in Palais M one night. There, Rawad renounced to the planned safe life for him, and came back to Lebanon on a mission to develop himself and share as much as he could with the world, in hopes to be of inspiration. He received his BA in Broadcast Journalism from the Lebanese University, and quickly following it an MA in Film Making at IESAV USJ. During his studies in Lebanon, he began going to TVC shootings as an extra, taking notes of cameras and lighting techniques, participated in Studio El Fann in the TV Presenting Category at 19 years old, until landing a main role in a Pepsi commercial, and worked as creative director, freelancing for directors for TV and music videos, and worked with MBC on numerous TV Shows as background presenter, multimedia editor, and creative Director. He now runs his own independent web-series "Moch War" which is currently in its second season.

How did you get the idea to start your own web-series and how did you come up with the concept?

I have started posting videos on YouTube four years ago when a therapist asked me to break the fear of people's judgment, so I did what I feared the most: broadcasting myself. Terrifying! God, after that first video, I hid under the sheets and slept so early that day! Then until a couple of months ago, the idea grew larger, it became about broadcasting people with talents, knowledge and spectacular personalities on a moving platform in an urban environment. The concept came to me as I noted in most audiovisual works and in my daily life: as the people feel they going towards a certain place geographically, they go deeper psychologically. Plus,

What do you usually discuss in your videos and who is your audience? (Who are these videos intended for?)

The conversations with the guests are aimed at being the closest possible to a conversation away from the camera; ranging from relationships, to tips, to life experience, criticism of shows, music etc.... It's a chit-chat directed towards the Lebanese viewers worldwide, but I always get most feedback from non-Lebanese viewers appreciating the diversity and understanding through body language and voice intonation. I will let you in on my secret Google Analytics page where most of my viewers are from the Gulf, maybe my show offers "Arabic" speaking content with a different setting than their own. Now that TV has been "UAE Standardised", YouTube preserves identity and self-expression that viewers from the Gulf are thirsty for.

What is your relationship like with the Lebanese Online Community (mainly tweeps and bloggers)? I have noticed that you are not getting a lot of their attention. Why is that?

The Lebanese Online Community, if calling it a community is the correct word (maybe presence is better suited) is a reflection of the Lebanese Onstreet Community... which is chaos. Online, the different cultures and backgrounds are even more highlighted, I see the mainstream fans of Najwa Karam, and Haifa Wehbeh and

Elissa tweet and blog in a way that is very different than those of international or local/regional bands such as Adonis, Poly, Machrou3 Leila... I just don't know where to fit or how to tweet; I just don't fit anywhere in these two categories, I blend both. I don't advertise or monetize my web-show to put it more out there for a wider reach; I just let people discover it by themselves, which is a slow process on the getting-attention scale.

Do you get any help in producing your videos? How are you funded and who is supporting you?

Producing the video from planning to publishing is my own work. I'd like to believe, however, that all is a collaboration; without the guests that approve of taking that 15 minute ride (which turns into 3 minutes on YouTube), I wouldn't have been able to have content. I've also gotten help from Maajoun that designed the new logo for MochWar as well as my signature. I'd like one day to have sponsors that help me out in paying the gas or the food or the phone calls etc... but so far my work as an overdubbing artist, photographer/

editor and of course my parents mostly, are my funding sources to make an episode happen. Of course, more funding means subtitles, green screens in the car, better audio definitely, better quality cameras, lights, different interior, hey! If it's enough funding, I would do the Hummer Limo in Beirut Show!

Guide us through the process that you take to produce a web episode.

OMG! I have to upload a video this Sunday! What to do! Who who who....who....*opens a small notebook in which potential guests names are written* Facebook! Whatsapp! Twitter DM! Kik! *gets approval* I take a small notebook, draw the car from the top, plan the camera(s) I want to place, write down nothing more than 4 questions as I let answers create questions, pick a date, pick the guest up, start rolling, and make sure all is upbeat, fun and sparkling. I come home, empty the cards, creating folders, renaming files, syncing audio and video and start the editing, then coloring, then intro/outro, bam! Export! BAM! Upload! Write in the title and description! Done! Don't I make it seem so easy?!

What do you think is the biggest challenge that you are facing?

It gets exhausting when there is not much appreciation or at least financial revenue; one slowly slips into losing the oomph to pursue. Then I quickly remind myself that the "exhaustion challenge" is just a bunch of low-vibrational thoughts, and that I am producing for myself to express myself and participate in the flourishing Lebanese Online Presence.

You have previously applied to Studio El Fann for the TV presenting category. Do you think social media/Youtube has helped you bypass the hurdles of traditional media outlets? Did Youtube make you a star?

Studio El Fann, at 19 years old, is definitely a benchmark in my life. It was a declaration for myself that I want to be a medium to and for the people. It took a while for traditional media to see that change needs to happen as people no longer identify with the rigid format. Today, and thanks to the online space, I was able to do it on my own, on YouTube and elsewhere... Little scoop here: I will be part of that traditional media soon, to shake things up! I will definitely bypass the "being a star" part of the question... no one has taken a photo with me at the supermarket yet, so no....

How crazy are you? (People might understand this question once they have seen a few of your episodes)

Being crazy is like losing your virginity, there's no going back, it only goes downhill from there. I just don't see it anymore...well maybe when I watch GloZell.



I became aware of Lebanon as a car-driving society, and I wanted MochWar to look like today's Lebanon. [The location of the show takes place in Rawad's car where he drives around town with the guest who is being interviewed.]

What was the feedback like once you first launched? Share with us the best and worst feedback that you have encountered.

The feedback has been rather welcoming and supportive, especially from the Lebanese diaspora around the world; they connect with the candid attitude of the format. I got some negative feedback over the length of the episode, which I narrowed, over the lack of information in the content which I wanted to keep as is; it's the way of a natural flow of a conversation. Now that you asked me that, I got a homophobic comment saying "Nya2 gay" which reads "Ew gay" to which my hardcore viewers replied intensively to a point that it's now "hidden due to low ratings". *giggles*



What keeps you going? What's your mission and where are you in terms of achieving it?

My mind aches with the turmoil of ideas, I have an urge, and obligation to express myself. Being true to that is my mission, a mission that dies at birth only to be reborn again. Growth leads to more growth. As the pioneer Yehya Saadeh says: "It's not over, until it's all over again"

In your opinion, which topics can't you discuss online? What are the red lines?

There are some topics such as my private life that I don't share (dates, names, family, personal projects, health, sexuality and others) that I deliberately choose not to share: all the unhappy topics or the offensive; I wouldn't speak about death, suffering/illness, politics, gossip, etc...

Alas you will never find me discussing topics I am not well informed about such as economy, and economy and economy, hehe... and anything with numbers.

Do you think that if you are somewhere other than Lebanon (or the Arab World), you would've gotten more exposure?

It's very interesting, how between Season 1 and Season 2 of MochWar, I traveled to three European countries, and I was shocked by the appreciation and feedback of any group of friends of friends that I interacted with. They were very supportive and interested and excited; something I would rarely encounter in Lebanon. Maybe I would have gotten more exposure abroad, maybe I will get more exposure abroad, but I know, for sure, that Lebanon gives me so much that I wouldn't be able to produce myself outside of Lebanon today.

If you had to recommend one episode for our readers to check, which one would it be?

I really like the episode with my Grandma to a point where I went the extra mile and subtitled it in English. Check it out, it's a marshmallow episode; sweet and soft, makes your heart melt.

What are the plans for Mochwar after season 2?

Mochwar will grow with me, as a side project, always. Even if I venture into bigger opportunities elsewhere, I have created a format that is flexible, with a jingle that is unique. I see myself at 90 years old, shooting one last Mochwar driving and speaking with music and screaming, hopefully in a better car.



Knowledge Sharing Through Web 2.0 Tools? All You Need To Know. (Part 2)

Web 2.0 Tools and Technologies

Maria Frangieh / DBA in Knowledge Management and Web 2.0 in HR [@MariaFrangieh](#)

This article is the second of a series of three articles introducing the concept of knowledge sharing through Web 2.0 tools in organizations. The first article overviewed and defined key terms. The second article will discuss the relationship between the Human Resources department and Web 2.0 technologies, in addition to listing and describing the different Web 2.0 technologies. As for the last article the barriers to knowledge sharing through Web 2.0, the solutions and best practices will be elaborated.

Technology	Brief Description	Open Web Examples	Enterprise Use
Blog	Simple content publishing system that is easily updated, shows the most recent entry first, and can be subscribed to using RSS.	Blogs are used as an online publishing format by many established and new publishers, ranging from New York Times to Boing Boing. They are also a popular channel for self-expression and self-promotion.	Format is well suited to organizational tasks such as internal communication and project management. Can also be used as an informal external communication channel to customers and stakeholders.
Wiki	Documents that can be edited by multiple users, with full audit trail of changes.	The enormous success of Wikipedia, the user-created encyclopedia, has generated many other Wikis on specific subjects.	Wikis are used extensively in organizations for a wide range of applications including collaborative documents creation and project management.
Social Network	Online community in which people create personal profiles and share information with their friends and contacts.	While Facebook and MySpace are the most popular social networks, there are also many niche social networks on specific topics.	Social networks inside organizations can also be created from staff profiles, which give visibility across the firm to people and their expertise, and facilitate social interaction and trust-building among staff.
Podcast	Audio files that are made available for streaming or download. They are usually part of a regular series that listeners can subscribe to.	There are many regular (audio) podcasts available usually catering to targeted audiences.	Podcasts can provide learning content and internal communications in a format that can be listened to by staff at their convenience e.g. when driving or at the gym.
Video Sharing	Making videos available for download, either to anyone on the internet or a defined audience. Videos are usually short and expectations of production quality are limited.	YouTube and other video sites have become extremely popular ways of sharing videos.	Videos are being frequently used in organizations for internal communication to employees by senior executives. Other applications include content updates, learning programs and sharing of social activities.
RSS	Highly popular syndication format that allows users to subscribe to any updates of content or project activities.	Virtually ubiquitous on blogs and most mainstream media websites, used extensively to keep updated on news.	Fundamental enabler of shift of organizational information flows outside email. Can be used to provide updates on corporate information or team activities. Also useful for assisting clients to access thought leadership content.
Tagging	Adding descriptions to documents to enable easier categorization and retrieval by self and others.	Tags are used extensively on the open web by document creators and viewers. They significantly impact search results.	Tagging inside organizations can facilitate enhanced search and better information sharing within groups.
Social bookmarking	Notation of documents as favorites in a public or semi-public space.	Del.icio.us and other social bookmarking tools are highly popular, and can significantly impact the visibility of documents.	If broadly adopted, social bookmarking helps staff to find relevant information and reduce duplication of research.
Mashups	Integration of disparate data sources or applications into a single tool.	The most well-known mashups integrate maps with other data sources. Tools such as Yahoo! Pipes allow non-programmers to readily create their own custom applications.	Mashups are being used extensively in some organizations and hold significant promise for enabling end-users to access and manipulate information relevant to their work.
Virtual worlds	Online simulated environments in which people can move around and interact through 'avatars' that they control.	The most popular virtual world, Second Life, has received substantial attention.	Virtual worlds are beginning to be commonly used in training and education. They are likely to be used increasingly as an alternative to video-conferencing.
Micro-blogging	Short (usually maximum of 140 character) updates that people can subscribe and respond to, building broad-based conversations.	By far the most popular micro-blogging platform is Twitter, which has grown dramatically since its birth in 2006, however a variety of other systems are also used.	Several vendors are now providing micro-blogging systems for the enterprise. Currently a small number of organizations are experimenting with these tools.

Source: Dawson, 2009



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Dating and Social Media

Is social media the best tool to meet your significant other or a recipe for disaster that should be avoided at all costs?

By Leen Tabbara [@leentabbara](#)

Whether you are the type of social media enthusiast who prefers Twitter over Facebook or vice versa, you are probably going to identify yourself in this article. And if you don't, I hope you will someday in the future. Because this article will spice it up a little bit while tackling the notion of social media platforms. I focused on Twitter and Facebook because they are the most commonly used. I will not be talking about those dating sites but more on how two people click over different social media platforms and take it from there. My target here is to showcase the interesting transition that happens from online interactions to offline meetings. You could be interacting with your future significant other right now, who knows!

This is not your typical weak/strong bonds article regarding Social Media. When we talk about social media we usually refer to the fact that these networks encourage people to have more weak bonds and less strong bonds. I won't spend long on this idea (because I know you were bombarded by these stories), but for you who don't know, we call a virtual connection with someone a weak bond, since it is done on the Internet, like meeting someone over Facebook for instance. On the other hand, strong bonds are connections you make in real life, where you actually make a face-to-face conversation, like friends you make at school for example. A survey was conducted on a sample of 60 people from the online community. All statistics given to you in further paragraphs are taken from that form I have shared online.

This is not about people communicating online all the time. If you think that social media is good for you if you are a shy person that is comfortable saying what he/she thinks behind the screen, you got that wrong! It is amazing how people communicate with each other and they directly want to see you, they want to meet you. Trust me, they would send you private messages telling you they want to meet with you someday. They won't do that from the first interaction of course; they would take their time checking you out before they do. Actually, 82% of the people surveyed said that they have already met some of the people they interact with online for a coffee or so.

This is about taking it further from the online thrill to the offline beauty of face-to-face communication. As I said earlier, this is not your typical article regarding weak and strong bonds, nor about how awesome it is to express yourself online when you're shy. On the contrary, this article is about showing the interesting fact of how people meet online and lead an amazing relationship offline. I am not interested in showing you the negatives and positives of the tools the Internet offered us to meet people. I am also definitely not interested in encouraging you to stay behind your small screen. Actually, tweet-ups that are being organized every once in a while, which are events where people on Twitter meet offline, are very successful. They are a proof of how people on Twitter get to know each other and are willing to meet the others offline. You make good friends, and sometimes well, you end up having a healthy relationship!

Share your experience: The only difference between this article and any other dating site that is marketing itself is that this article was actually inspired by all of you (yeah you!). I've been active online for a while now and I can safely say I have witnessed few relationships

growing online. I am a victim myself! I met my boy online and I can safely say it is going well. I have asked a lot of you about this subject, unfortunately I can't publish everything you said; I have selected a few stories regarding the subject. A tweep I have met was interested in sharing his story with us, he says:

"I've always thought that social media would be just about what it's there for, socializing with people, creating, sharing and exchanging information and ideas. But one experience got me thinking again. Last summer, I followed one girl after being retweeted by a tweep I already follow. She followed me back and we had few tweets and interactions that same night. We were lucky to be living close to each other, so we met for a couple of minutes the next day and with time we got to be good friends. After almost 8 months, we accidentally bumped into each other in a pub and we had a good time. That same night, we shared a moment, an eye-to-eye contact, which led to a mutual feeling or interest; we somehow took things to the next level. We started dating, enjoying quiet nights and some other wild nights out. We are still dating till now and if it wasn't for that simple tweet, we would have never got to meet maybe. Social media can get a bit tricky, but if you get lucky, you could be a happy person around the one person you want to be happy with."

Another tweep had something different to say about the subject. She makes it clear that it's a "recipe for disaster" and that it should be "avoided at all costs". I respect that a lot and I made sure to select this tweep's point of view because this is more realistic than the first story. We all should agree at least that relationships could go right, or could go wrong. Sometimes one person gets attached more than they should when the other is still not serious. Sometimes someone might cheat, or something could happen that would intrigue a breakup. The point is that problems might occur, and we shouldn't neglect the fact that it might happen. However, I focus here in singling out the point that whatever happened between two people was significant.

Someone else came to me and said: "I want to help you with your research, because I met almost all my ex-girlfriends from Twitter". I think his stories were interesting because he said something crucial regarding social media platforms. Social networks, and more specifically Twitter are a place where people trust each other, where they tend to talk more openly regarding their personal opinion and thoughts than any other platform. I think this guy makes perfect sense in a way that I rarely see anyone posting an interrogative status which awaits different answers from friends (on Facebook),

rather more people posting their pictures in endless albums (I hope they feel my sarcasm). He also adds that the first meeting between the girl he likes on social media is always a meeting that lacks any shyness. "She doesn't mind inviting me to her place to our first meeting", he adds, this is how we trust each other. As for getting shocked or disappointed by meeting the other face to face, he adds that he never had this problem especially with Facebook, Instagram and all the other applications that people use to add pictures. In fact, 74% of the people surveyed said that they weren't disappointed by the person they met offline after a few interactions online.

How to pull it off: Here are some tips you could follow! If you already know them, you're doing the online community a great favor, if not, well... We are all here to learn right?

Do NOT poke anyone that interests you on Facebook. This would creep them out. I never heard anyone saying: "Well yeah, X poked me on Facebook and I poked him back." They actually do the opposite and go like: "Oh my god, X poked me on Facebook. Does he really think I will react to that?"

If you followed someone that interest you on Twitter and they did not follow you back, do NOT unfollow them and follow them again to grab their attention (too much following here right?). Don't you think this is too obvious? They will never, ever, ever follow you if you do that, unfortunately!


The proper thing is to interact with the targeted person; if they ask a question, answer properly if you have good knowledge regarding the topic. If they post a song, talk to them about music, (this always gets people together!) and so on.

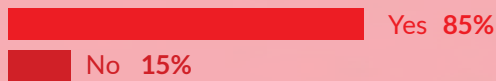
Check the person out before talking to them! You don't have to stalk people, although 70% said they do, just check their last tweets, their bio or their wall to have some knowledge about what they do, what they like etc.


Do I need to remind you regarding the excessive use of hashtags? No one is interested! So use hashtags wisely!

It could start with a direct message, it could start with a like or even just a retweet. As you can see, social media platforms are interesting networks to shed lights on from a fun perspective. If you had a similar experience, you have probably identified yourself with this piece. If not, then keep an eye on the timeline because you'd be surprised who would interest you online!


Dating and Social Media

Do you add/ follow people you do not know in real life on social networks? 




Have you ever met anyone that you know through social media for coffee or so? 




Do you prepare your profile on different social media platforms based on what you like/dislike, or on what you think is going to attract new followers/friends? 



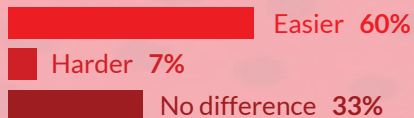
Are you/ were you dating anyone you met on social media? 



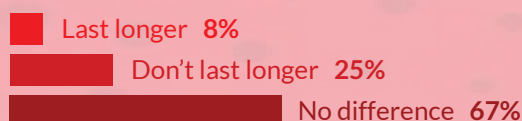
If yes, did the person meet your expectations offline? 




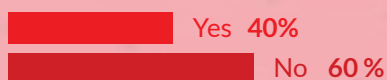
Do you think it's easier to get a date online rather than offline?



Do you think that relationships that are born online last longer than the ones born offline?




Have you ever had a Twitter crush? 



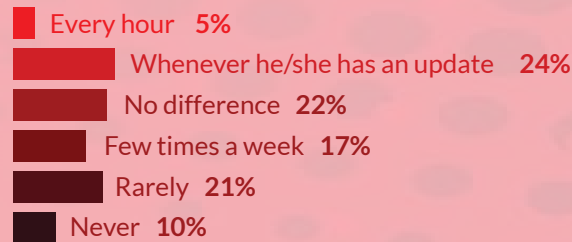
Have you ever had If yes, did you act upon it and do something to approach him/ her?



Do you use subtweets (to indirectly tweet something about someone without mentioning him or her) to address your crush? 



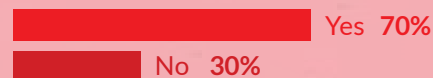
How often do you check a crush's profile?



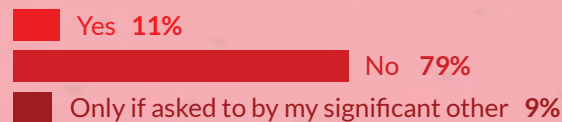
Are you more likely to retweet/like a crush's update in comparison to other people?




Do you "stalk" someone online before talking to them?




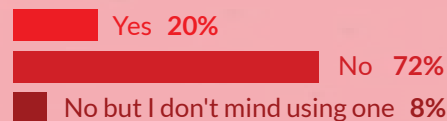
Do you change your relationship status on Facebook? 



Do you believe that a relationship becomes official once it is set on Facebook? 



Have you ever tried any online dating tools? 



Do you think that social media increases the chance of less attractive people getting a date?



Have you ever "sexted" or used social media (Skype, Facebook, etc..) for this purpose?



Thank you to all the support that we have received from the online community, our partners & sponsors and most importantly our members & volunteers who have worked hard for the last three years to achieve this success. **We couldn't have done it without you!**

Three Years of Online Collaborative, an Overview

By Nour Rifai @nourrifai

Online Collaborative is an initiative that started as a student club at the American University of Beirut and has gained a strong reputation quite fast. Seeking to group social media enthusiasts and experienced individuals in the digital media world to promote proper digital citizenship through making the most of social media in the best ways possible, the Online Collaborative has been constantly active since the very beginning and expansion became very tempting. This month, Online Collaborative will be celebrating its third anniversary; let's go back to the beginnings of this "success story" and see how this student club has become an influential initiative in Lebanon organizing major events and occupying a great spot on the Lebanese social media platforms.

Mohammad Hijazi knew it from the start; in 2010, social media was becoming the next big thing. He had a plan. He convinced some of his friends and classmates in AUB who were more or less into Social Media and he founded a student club, AUBOC (AUB's Online Collaborative). The journey began. Loulwa Kalache was one of the very first members and served as the second president of the club. She remembers it very well. "At first, I was reluctant to join. I didn't want to waste my time, knowing I was in graduate school. I joined merely to support [Mohammad], not knowing that 2 months later we were working really hard to make our first conference, Blogging Lebanon, a success". Indeed, two months after the creation of the club, the members of AUBOC led by Hijazi were preparing for what will become one of the first conferences in the region related to blogging and social media: Blogging Lebanon. The event attracted around 150 people that included guest speakers, Lebanese and Arab bloggers, students, professors, journalists and people who were interested in social media and blogging in general. The wide range of speakers including Her Excellency Frances Guy, British ambassador at that time, was without a doubt an indicator of the credibility of this newly born student club.

Soon, AUBOC became a major organization in the field of Social Media collaborating with many NGOs and working towards a better online environment. Among the activities organized by OC on campus, we cannot but mention Social Media 101 (a.k.a. #SM101). Indeed, Hijazi was not planning to rest on the success of Blogging Lebanon, he was at the opposite encouraged by it and was ready for the next challenge. And giving a course to students was on his list. But

how feasible was it to convince AUB about it? Dania Dbaiho, former AUB instructor and AUBOC's advisor at the time, contributed to the realization of this plan: "I remember being of back-up support only one time when the club wanted to offer courses at AUB and so many sticks were being put in the road. I was happy to partly interfere and enable the initiative to take place at AUB after all". Given every year since its launch and filled to full-capacity, SM101 is a workshop aiming to help students learn the basic concepts and technical skills of social media.

The Online Collaborative was then asked to be part of the University for Seniors program at AUB, giving courses on social media, computer literacy, and even the use of iPad to senior citizens (50-year-old and up). Those UfS courses were again a great success, giving more exposure to OC. Mashable even published an article about it, titled "Senior citizens in Beirut prove you're never too old for social media".

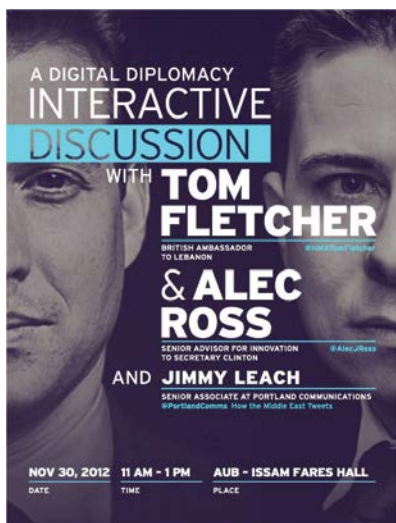
As time was passing by, the Online Collaborative members and friends were finally realizing the importance of social media and its impact on the several entities in the society. Whether we liked it or not, social media was strongly affecting us. In December 2011, the Online Collaborative was holding its second big-scale event: Social Media Changing Lives. But this time, the audience more than doubled: 400 people were there, and the majority of them weren't students! SMCL was probably the most complete conference on Social Media up to that date. Gathering fresh new yet experienced speakers, the Online Collaborative was able to tackle all the facets of Social Media in one day: from politics to fashion, passing by food, personal blogging, photography, businesses, education, art, science, humanitarian actions, entrepreneurship, journalism, and every other aspect you might think about!

But not all OC's events are that serious. Conferences have to be, but OC also organized lighter events such as several tweet ups on different occasions as well as summer's hottest geekiest event: Geekfest! Darine Sabbagh, Marketing Collaborator of Online Collaborative, has been involved in the organization of Geekfest ever since the existence of this event in Beirut. "During a meeting with Mohammad, the idea of Geekfest as an alternate fun thing for the community as opposed to conferences came out" says Sabbagh, "we pitched the idea of Music and Fashion themed event to Alexander Mc Nabb founder of Geekfest in Dubai, he loved it and we went on with it". Up until today, OC has been handling the organization of Geekfest since 2012. Geekfest 5.0 brought out all that is geeky in fashion and blend it into the urban tunes of modern Lebanese Bands and Performers. Over 400 people attended this event and listened to speakers talk about what's geeky about music and fashion, watched the fashion show,

listened to a variety of performers and enjoyed an art gallery. At the end of November 2012, the Online Collaborative hosted an interactive discussion on digital diplomacy featuring Alec Ross, Senior Adviser for Innovation to US Secretary of State Hillary Clinton and British Ambassador to Lebanon HMA Tom Fletcher. At the same time, the OC team were preparing something big. But it had to stay silent until the big reveal.

Around the end of December, it was out. The Online Collaborative was going to host The Social Media Awards, in Beirut. So what are the SMAs? Basically, it's an award competition that allows the Lebanese online community to nominate, vote for, and award their favorite accounts in the Lebanese social media scene. Aline Chirinian, an OC'er since the very beginning, was part of the organization of the event: "The SMA's were different from anything we had done at that point. It was the biggest project/event we had worked on together and it was exciting and nerve wrecking at the same time". She even confesses some sort of apprehension: "At first I honestly didn't know what to expect. It was such a fantasy like event that I thought we might not be able to pull off. Everyone came together though. I got to meet new people and got to know acquaintances much better. People I'm proud to call by friends". The SMAs were without a doubt a huge success. After a first nomination phase in which anyone was able to nominate himself, a friend, or even an organization, the nominees got shot short-listed by a jury of professionals. The finalists were then announced by the jury during a press conference. After that, the voting phase started. People had to vote for their favorite candidate in each of the 34 categories. At the end, the winners were awarded during the Social Media Awards Beirut ceremony held also at Phoenicia Hotel. Over 600 people attended this ceremony including politicians such as the former Minister of Interior Ziyad Baroud (awarded Most Engaging Politician on Twitter) and the singer Haifa Wehbe (awarded Most Engaging Celebrity on Twitter). The winners were then invited to an after-party at Momo's organized by RAGMAG Magazine. Least is to say that Online Collaborative did a great job with this whole SMA completion/ceremony, setting the standards pretty high for their next events.

Talking about next events, the Online Collaborative is currently mainly working on three things. The first one is Geekfest Beirut 6.0 which will be held on October 2nd at CityMall & CinemaCity. This Geekfest will have as theme Dinner & Movies. The other two events that OC is working on is their 3rd anniversary party, and The Social Media Awards 2014 which is guaranteed to be their biggest event yet!



Looking For a Job?**How to optimize your personal social media channels for job search**

By Mohammad Hijazi @mhijazi

When looking for a job online, most people tend to go directly to LinkedIn.com and create a profile while disregarding their existing social networks. What they don't realize is that most employers search for potential employees on personal social networks before professional ones. I am going to discuss a few measures that you should undertake

to survive an unexpected stalking from a potential employer.

Firstly, your email address should be professional. Try to create a professional email address using your first name and last name, or first initial and last name. Email addresses like sexybeast69@aol.com or puppy_loveXOXO@msn.com will deter an employer from considering your resume. In addition, your email provider says a lot about you. If you are using AOL for example, you would give off an internet newbie vibe: "Hi. I'm from 1996. What is this internet that you speak of?". If you use Hotmail, you are perceived as an amateur or a teenager: "Hi, I'm 16. Would you like to chat with me on Windows Live Messenger?". Gmail and Yahoo are generally more acceptable and professional. However, using an university email address is even better, but you have to make sure that you still have access to it when you graduate. If you want to go the extra mile, you can always opt in to creating your own domain and an email like me@yourname.com. It only costs you around \$10 per year and is guaranteed to impress an employer.

Second, you should always Google yourself and set a Google Alert for your name. Since this is the first thing recruiters do, you have to see what people are saying about you. Usually, your social media accounts (such as Facebook, Twitter and LinkedIn) show up at the top of the search results. If you see links that you do not like, you can take them down if you are

the owner of the content or ask the person who put them to remove them. However, if you do not find any information about you on Google, that is not a good sign either. Recruiters will either think it is fishy or that you are a lazy person. If that is the case, you have to create good content to appear in search results, starting a blog for instance.

Here comes the tricky part. You have to optimize your existing personal social networks to look more professional. Let's start with Facebook. This is where recruiters look first. If you are seeking a job, you have to fill in your about section as a mini-resume. Add your university, school, major, courses and graduation date as well as your previous and current employment including internships. You can even add volunteer work and important projects. You also have to make all of this information public so that you can catch their attention. In addition, you should always have a presentable profile and cover photos. This means no excessively drunken photos, photos that are too revealing or depicting illegal activities. If you do have any unprofessional content that you would like to keep, you can always make that information private.

On the other hand, Twitter is a more public social network and your tweets are indexed by Google or other sites so anything you say might show up in unexpected places. Try not to use excessively vulgar language in your

tweets or talk badly about companies that you have applied to. You should also have a professional bio to make it easier for employers to search for you. If you don't want recruiters to match your resume to your Twitter account, spell your name differently on Twitter or make it private (though it sort of beats the purpose of Twitter).

Finally, create a blog or optimize your existing one for job search. Starting a blog does not require a lot of time but greatly raises your search engine optimization (SEO). If you write posts that are relevant to your career and share opinions related to your industry, employers will be impressed by your knowledge and commitment to your field. Applicants with active blogs get \$200 more on average on their job offers. Even if you cannot blog continuously, older posts will still show in search results so that's a win-win situation.

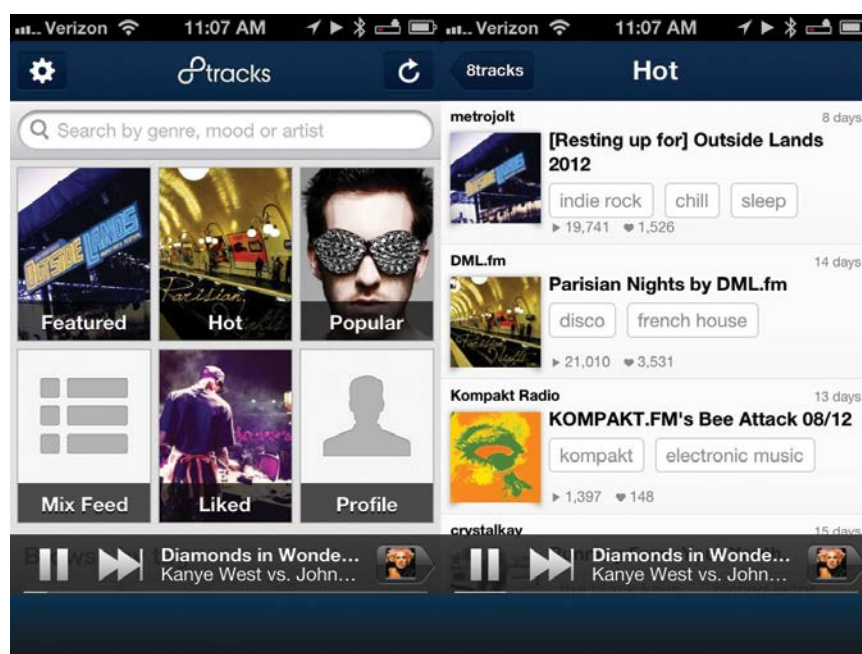
Using and optimizing social media channels for your job search will help you create a personal brand and achieve a wider reach. However, you have to be careful since personal and professional lines on social media are blurred. In addition, you have to monitor what you say on social networks and even be careful who you are friends with since you cannot control what your online connection do. In other words, you have to be private in a somewhat public place.

**8tracks app Review**

By Lynn Bizri @lnlne

There are a plethora of music applications out there, but only one that day cannot go without. The 8tracks Radio app is pretty unique in the world of iPhone and Android music applications. It features user-curated

playlists consisting of at least 8 tracks, hence the name. Users create free accounts and can either browse and listen to other user-created mixes or create their own. They can also search for mixes by individual artist, specific genre, or by utilizing the 'cloud' feature that sorts the mixes by descriptive mood tags, for example morning, Sunday, love, happy, covers, mashup, relax and much more... Individual songs within every playlist feature a direct link to iTunes, should a user wish to purchase a specific song and they can also 'star' these individual songs or 'heart' the mixes in order to have quick access to them in the future. Another feature of the app, the Mix Feed, gives users a stream of all their favorite users' tracks, and the History tab allows them to view all the playlists they've listened to recently. Mixes can also be shared directly from the app to Facebook and Twitter, or via Email or Text. If you already love Songza and Spotify, this is definitely the app for you.

**8tracks iOS 2.0****THE GOOD**

- FREE
- NO AUDIO ADS
- NO LISTENING LIMIT
- LESS REPETITION
- DEEP SELECTIONS
- UNMATCHED MUSIC DISCOVERY
- HOT COVER ART

THE BAD

- YOU CANNOT CREATE MIXES WITHIN THE APP ITSELF
- THERE ARE A LIMITED NUMBER OF TIMES YOU CAN SKIP A TRACK WITHIN A PLAYLIST

Nightmares of a Food Social Media Manager

By Joelle Hajji @joellehajji

One might think that being a social media manager is fun, especially when it comes to food and restaurants. While posting food-shots is very appetizing and fun, what happens when photos are unavailable? When the clients don't accept negative feedback? When updates are not being given on time? When designs are being rejected? And when Facebook is being used as the ONLY marketing tool?

Food Shots Unavailable

Asking your clients for food shots but getting no response is something really discouraging and troublesome. Repeating the same photos over and over again becomes boring after a while, but when your client has only one photo-shoot for his platters and refuses to put photos taken by a phone or Instagram (since he/she thinks are not good enough), then a social media manager has no other option than repeating the food shots over and over again.

Deleting Negative Comments

Even though this problem doesn't happen only in food pages, but it is common for people to give negative feedback of food or of an incident at a restaurant. One major problem is when the client doesn't accept negative comments and asks for the comment to be deleted. The absolute number one rule on social media is never ever delete a comment from a user, because the problem might become bigger when the

comment is deleted. So when a customer gets on the Facebook page and writes the food was not that good or the service was slow, the right thing to do is send him/her a reply to know more about the problem, investigate and solve it so the customer will be satisfied. But when the client doesn't accept the comment and forces the community manager to delete it, he essentially makes the problem bigger and this is when you have to convince him not to take this step.

Updates not given on time

This problem can also occur on any page, but what happens when major updates are happening at the venue and the community manager is not being informed, especially when you talk with your client every day and ask him about new things. For example, a restaurant is launching a new menu and you have no idea about it and you're still posting about the old menu, even though you just hung up the phone with your client and he doesn't even tell you about the change. Your page will be outdated and ultimately your fans will correct your information.

Designs along with competitions/offers being rejected

Cutting costs could lead to rejecting anything including designs and offers on the page. When the client refuses to adapt a design to be posted as a cover photo because of cutting costs and also to engage in competitions, you might understand the client in a way but this can lead to stagnation on the page and fans might start leaving the page and become uninterested in the venue.

Facebook as the ONLY marketing tool

Nowadays with the importance of social media, clients depend on it a lot, but when Facebook becomes the only marketing tool for their offers and events, this can lead to a problem. Even though it helps a lot, other means of advertising should also be adapted to reach the highest number of audience.

Hence, one might think that you enjoy being a social media manager and it's the best job ever, and it is. But there are some problems and headaches that you can also face. Yet, everything has a solution, and with a client like that you either teach him or drop him!




Who Needs E-commerce and Dating Sites?

By Darine Sabbagh @sdarine

Social Media and tech gizmos have seeped into every aspect of our lives. In this column Darine curates the curious and funny anecdotes on how these new media have transformed day to day interactions. Share your own stories with her on twitter on @sdarine #SMLaugh or email sdarine@cloud961.com

nice meeting you

 Saad Khoury - senior manager

Email: saadkhoury1@hotmail.com

Phone: 03 126283

To: Darine Sabbagh

Category: Get back in touch

Status: Pending

Date: July 30, 2013

soooo sweet & elegant & mahdoumi.....

i am a lebanese gent single living between beirut and dubai,now in beirut zalka ,senior manager in computer business.

we can be a friend on msn (saadkhoury1@hotmail.com) or on skype (saad.khoury3) or on the phone more easy.....if you are looking for a polite and honest person. by the way you look so nice and elegant ,maybe lucky who will be in your heart and mind .

i have a chance to be your friend ?? maybe i am a nice person on net & in life too...

have a nice time.

By now I have heard a lot of stories of small stores selling to clients through Whatsapp. A boutique owner in Lebanon that's barely present on social media has shared with me that she Whatsapps her clients in the Gulf photos of new arrivals to her stores and they just buy it all! Here's more proof that Whatsapp is eliminating the need for an e-commerce site.

The fact that I have a photo of my baby and me as my profile photo on Facebook does not keep away "baddi et3arraf" [I want to meet you] requests on Faacebook" does not surprise me anymore. But getting such requests on LinkedIn is really something.

11:13 AM

< >

daoukjewelry 2d



48 likes

daoukjewelry #bracelet #gold #diamonds

راس_الم3زا بكم سعرها عجيبة

daoukjewelry @ras_alma3za تبتعلي على واتس اب

٠٠٩٦١٧٠٩٤٤٣٩٣

11:12 AM


DAOUKJEWELRY

470 posts 2794 followers 6452 following

Following

To order on whatsapp # 0096170944393- location gold souk -barbir- Beirut Lebanon. 009611631162

www.facebook/page/Daouk-jewelry-diamonds-for-life





We finally found out the reason why don't have any electricity. Our dear Minister of Energy Gebran Bassil has been spending his precious time (and our precious tax Liras) playing dress-up and Smurf Village. No wonder he is always delusional about our real world.

We are all proud of our Lebanese beauty and intelligence, especially when our gorgeous Miss Lebanon represents us world-wise [at this point I'm just ecstatic that the scarecrow runner-up did not win]. A few hours after crowned #MissHabalon, she struck us all with her impressive command of Londonese. Round of applause everyone!



Speaking of #MissHabalon, enjoy the best tweets from the night of the ceremony:

There is one ka2ano her mom mkhaytelta el birdeyeh.

— Joelle Ghanem (@Chef_JOJO)

My question to #MissLebanon2013: do you prefer botox or full on plastic surgery and why?

— Mohammad Hijazi (@mhijazi)

Lebnen houwe jabal el zbeleh taba3 el dawra wou saida, Lebnen houweh 3aj2et Dbayeh wou el Forum kamen...

— Ray Kazan (@raykazan)

World peace is coming.

— Mazen KC (@MazenKC)

#MissHabalon top 10 enno n2ta3 l spray emit shakit ida b prise l kahraba?

— Cee (@Crouhana)

Finally Nayla Tueini got to do something for Lebanon since she got elected 5 years ago.. She's part of #MissLebanon2013 jury!

— Sara Assaf (@SaraAssaf)

كيف بتعرف إنو كارن طلعت ملكة جمال بالواسطة؟
لأن جوزيه ريتا جاوبت أحلى منها بكثير على آخر سؤال وهي جاوبت مثل الهبة وطلعت الملكة

— Marie-José Azzi (@MJAZZI)

Virgin Ticketing are so gullible that they not only posted that Fadel Shaker has an upcoming concert, they also posted a photo of a fake Psy without checking if both sources were credible. Turns out that Fadel Shaker did not return from his militia to his singing career and "The Official Gangnam Tour" turned out to be a scam after it was discovered that it was a fake Psy and Cheb Khaled chickened out from coming to Lebanon.



Mobi has mastered the technique of social media customer service. First, ignore your customers when they try to use your chat customer support on your website. Then ignore them when they call you on your 24h hotline. But if that is not enough, block them on social network accounts so that they can't say bad things about you anymore. Oh wait... I don't think you know how social media works.

And now, I present to you the number one construction company on social media: SAYFCO! (Please sense my sarcasm). They are so heavily invested in their social media strategy that their Facebook ads represent their goals and products very well, not to mention their outstanding targeting.



Do you want to know how to become an award winning social media agency and excel at what you do? That's easy:

- Beg for social media interns.
- Give them your accounts.
- Don't pay them anything.
- Accumulate your wealth from the clients.
- Watch your company's reputation go down the drain as an intern screws up.
- Blame The Social Media Awards for your mediocre performance.

McDonald's Lebanon has been amazing this month too. Not only did they breach national security by inviting an Israeli to coffee, they also mistakenly tweeted an offer by Tramway Beirut. It seems that their community manager could really use some of their McCafes.



Speaking of how social media works, it seems that one tweep @wajdis got fed up with @touchLebanon's customer service that he used twitter ads (promoted tweets) to get their attention and expose their flaws in 3G MB consumption. Thumbs up valued citizen, here's an honorary Dr. Cloud badge for you!

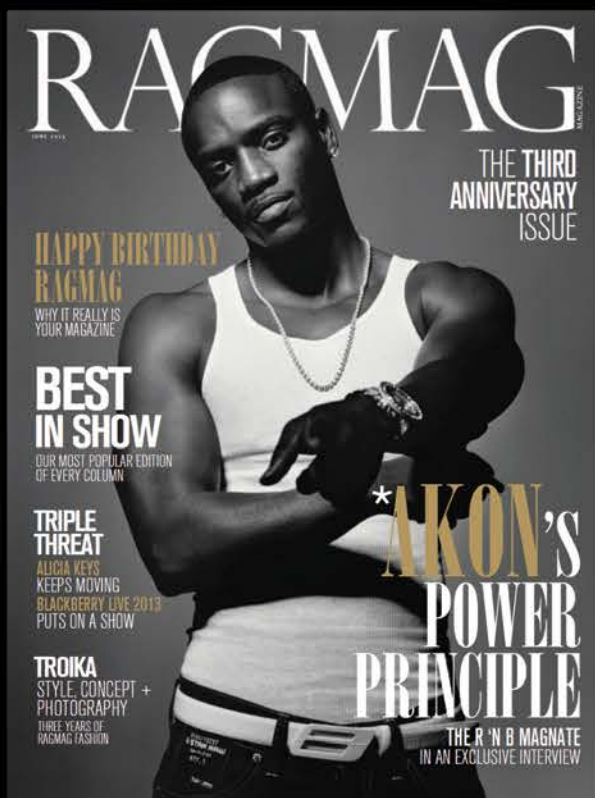


Not sure if Slim Oil knows the difference between finger-licking good and porn. I'll let you decide what they are trying to sell you.



I'm in a cheerful mood today so here's another Dr. Cloud badge. The pope has appeared in his first ever selfie! Though he looks puzzled as what the youngsters are doing, I do encourage public religious and political figures to be this relaxed with technology to connect with the younger audience. Can you imagine if Michel Aoun and Gebran Bassil take a selfie together?





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Samer Karam: Taking Business Acceleration From The Physical to The Virtual

By Paul Gadalla @paulinbeirut

If there is one name that pops up in Lebanon's startup and entrepreneurial world it's Samer Karam. From having a startup of his own to accelerating startups to helping shape the entrepreneurial ecosystem, he's championed the cause of the Lebanese startup. Now he's on his latest endeavor, Alice, that has taken Lebanon's business accelerator, Seeqnce, from the physical to the virtual.

You could have had the easy life living in the US, why did you decide to stay here?

Because I've lived abroad for many years in the US, Europe and Canada. Each country had its own time and timing, and it helped me develop the identity that I have. In the past 8 years I've spent them in Lebanon consistently and in these 8 years I carved out a place for myself in the country. In light of that, I am now comfortable allocating more of my time outside of Lebanon. I've grounded myself sufficiently to not lose my identity.

You've have had a failed startup, can you tell me more about it?

I think the outcome is not determined by grieving past failures but how you build on them towards the present and future. My first startup, Wunbox, taught me one of the greatest startup lessons when it failed: choose your partners carefully and always build the company to stand on its own two feet. From day one, a strong entrepreneur can take that experience and apply it to their pivot or their next startup. After Wunbox, it was always building MVPs and testing them in the market to see what works and whether I'd do this or that for a living. It wasn't until I founded Seeqnce, which has been growing strong for 3.5 years now, that I've put my all into something again (since Wunbox) and what a journey it's been. The success of Seeqnce has made up for my failure with Wunbox, but it's still a while off from the next Facebook, Google or Instagram. You need to decide what your calling is. If you want to get married and live a comfortable life then you shouldn't be an entrepreneur. It's a mindset. It's a way of life.

What made you start Seeqnce in the first place?

Realizing that there is a lot of shit to go through as an entrepreneur, Seeqnce was a place for entrepreneurs to get together, share their strengths to compound them, and their weaknesses to overcome them. I reached out to some people who had



startups to join Seeqnce in order to create a community where they could de-risk their endeavors.

Now for the big question, why did Seeqnce go from a physical space to a virtual space?

Because you can't scale a physical space. Even after we invested a good amount in a physical space we couldn't accelerate more than 20 startups a year and even then you're pushing the limit. You would have to expand the space and your resources. So if the ambition was to accelerate more than 100 startups you could only go online.

What happened with the Seeqnce Accelerator Program (SAP), will there be another?

There might be. The emphasis is now on the platform. Over the last 3.5 years we went from a collective to advisory to an accelerator to an accelerator program. The next step is building on a platform. Should the environment be come more accommodating for another SAP then it could happen but at the moment it's not on the table.

So what exactly is ALICE?

ALICE is a platform for startup acceleration. Startups, investors, funds, and incubators, can all together interact and move quicker together. Think of it as everything you need to accelerate without an accelerator program. It helps startups accelerate from an idea to an investment ready company.

Can you explain more about the recent decision by the Central Bank to de-risk startups?

It means that the Central Bank de-risks Lebanese banks from investing in Lebanese startups. It has transformed them into risk accommodating investors by guaranteeing %75 of the investment. So if they invest \$100 in a startup the Central Bank guarantees \$75 of that investment.



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TECH-TICKER

THE TECHNOLOGY SYNDICATE

ALL TOPICS / TECH / GAMING / MOVIES / FEATURES / NEWS CROP / EVENTS

WELCOME TO TECH-TICKER

Blog/Blogger of The Month: Tech-Ticker

By Lynn Bizri [@lnlne](#)

Tech-Ticker is a Technology, IT and gadget online magazine as well as a leading source for information, analysis and produce reviews for the Lebanese Geek Community. Its mission is to 'offer in-depth reporting and long-form feature stories, news coverage, product information and community content in an efficient, 'seamlessly localized' manner.' I decided to find out more about Tech-Ticker by interviewing Chadi Abou Nohra, Founding Partner and Editor-in-Chief of Tech-Ticker.

What's the story behind the name 'Tech-Ticker'?

The name Tech-Ticker came after long concerting and discussions between the team back then (in 2011). We were searching for a name to replace our old GIGAlb brand, since we wanted to do something different this time, a bit more focused. Many names were proposed, and we settled finally for Tech-Ticker, which was initially proposed by our dear friend Antoine Naaman. We were to establish a Tech news mag, and Tech-Ticker did ring well in our ears. Just imagine a scrolling digital news ticker (like the

ones you find on your TV news station screen), with only Tech news!

How did Tech-Ticker start and why?

In 2012, Tech-Ticker took over GIGAlb, which was the only Lebanese online Tech magazine. GIGAlb was established in 2009 as a collaborative blog of 8-9 writers/bloggers, and grew into a news provider/event organizer hub. Its main aim was to serve the Lebanese online community in a true tangible effort, rather than just tweets and status updates. We've always worked on a volunteering basis and remain this way to date.

What topics does Tech-Ticker cover? On what basis are they chosen?

Obviously Tech news, tech devices and gadgets reviews (based on what is offered on the Lebanese markets and Lebanese stores), opinion pieces about the industry in general, and more specific pieces about trends too. We try and focus on what is hot right now.

What is your favorite topic to write about? Least favorite?

Personally, the mobile industry is my preferred playground. I've bathed in it since my youngest years and mobile phones remain the target of my deepest pas-

sion (aside from my wife and baby boy). There's no least favorite topic as far as Tech is concerned!

How important is social media to the blog and its success?

Social networks and media are our only marketing channels so far. We do not do adverts. But they're not only a marketing mean for us, we also do communicate a lot with our audience and reader base through our Facebook, Twitter and Google+ pages. People prefer to engage with us on our social pages rather than on our site, this is why it is absolutely vital for us to maintain them in a proper and efficient manner.

Are there any future plans for Tech Ticker?

Plans... plans. These never cease to exist. Our future plans include a video channel for devices reviews, a discussion forum for device troubleshooting and local Tech discussions, and most of all, we will try to open an Arabic version too. Nchallah kheir!

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You Can't Sit with Us
Fashion Bloggers on the Front Rows
New York Fashion Weekby Sarah Sabbagh [@sxs05](#)

For the fashion-obsessed, September is like an early Christmas. It is the beginning of the fashion season and all that is new and exciting is waiting to be unwrapped and revealed to the world.

Besides the highly anticipated September issue of Vogue, one of the main highlights of the month is the start of New York Fashion Week. But before we get into the latest creations by Lagerfeld, Tisci or Wang, who are those people sitting across of Anna Wintour taking selfies? Fashion week's front row seats once reserved for most elite of clients, high ranking fashion editors and fashion connoisseurs are now being taken over by a wave of young, twenty-something fashion bloggers.

Fashion bloggers have evolved over the past few years from sharing styling tips online to high fashion brand ambassadors giving the rest of the world VIP access into their glamorous lives through social media platforms. Today they are scoring six-figure brand sponsorships, modeling contracts, editorial gigs at the most elite of fashion magazines and, if that makes you feel like life is unfair, they are receiving truckloads of free clothes straight off the runway as well. In a way, they have become the physical embodiment of every girls' dream and are making lots of money doing it, thanks to a devoted fan base that come in the form of millions of Instagram/Twitter/Facebook/blog followers hanging on to every recommendation.

"Are bloggers important? Yeah they f-king are.

They're super important," Kelly Cutrone, a judge on "America's Next Top Model" and owner of fashion PR firm People's Revolution, tells The Post. "Bloggers are being paid to sit in the front row, and editors aren't. They're talent along with reality-TV people and actors."

So what is the secret behind this craze? Star fashion blogger Danielle Bernstein of [weworewhat.com](#) explains, "My followers love seeing the real life of someone who is in this glamorous fashion world but is a real person. Even, like, a picture of my shoes for the day will get a ton of likes on Instagram." And these "tons of likes" translates to "tons of sales" for the featured brands.

Fashion bloggers have really changed the way fashion and trends are portrayed and I must add that they have really changed the way the industry as whole communicates and advertises. From their wi-fi connected camera phones, we are able to get live streams of the most exclusive runway shows, get behind the scenes scoops, crazy styling inspirations and hopes and dreams. My favorite fashion bloggers include Chiara Ferragni from The Blonde Salad and Aimee Song from Song of Style. Which fashion bloggers are you crazy about?



THEY HAVE AN APPETITE FOR ADVENTURE



CLOUDY with a chance of MEATBALLS 2

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NEIL PATRICK HARRIS TERRY CREWS KRISTEN SCHAL IMAGERY AND SONY PICTURES IMAGEWORKS INC. MUSIC BY MARK MOTHERSBAUGH EXECUTIVE PRODUCERS PHIL LORD CHRISTOPHER MILLER INSPIRED BY THE BOOK "CLOUDY WITH A CHANCE OF MEATBALLS" WRITTEN BY JUDI BARRETT AND RON BARRETT
PRODUCED BY PAM MARSDEN KIRK BODYFELT STORY BY PHIL LORD & CHRISTOPHER MILLER AND ERICA RIVINOJA SCREENPLAY BY ERICA RIVINOJA AND JOHN FRANCIS DALEY & JONATHAN GOLDSTEIN DIRECTED BY CODY CAMERON KRIS PEARN

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CHAMPAGNE FOR THE BRAIN

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Cloud961 And Tech-Ticker: Joining Efforts in Serving The Lebanese Online Community

By Chadi Abou Nohra, Tech Ticker [@CABN](#)

This is the kind of occasion when I sit back, look at my computer screen and ponder, with a smile on my face.

I've been personally working on trying to serve, shake, bake, and improve the Lebanese online community for quite a while now. Trying, just trying.

And I did not try alone. I was always accompanied and surrounded by dynamic, ambitious and extremely tech-savvy people I'd like to call my companions. What is now Tech-Ticker would never have been if not for the dedication and belief of the team behind it. These editors who successfully reached out to the local tech community, corporate and media partners in order to try and give the best of things back to their community. It's been a sweet struggle of almost four years now, establishing an online tech magazine, building a reader base through interesting topics and news reporting. We're still in this process of constructing something consistent, fun to read, nice to look at. Every day. But I smile now. We're not alone in that spirit and effort

anymore. Cloud961 came in to embody and consolidate everything I've been talking about above. In a bolder move: they went for printed media all the way (something I always apprehended, since this would imply a totally different business model and marketing approach and efforts). And they are doing it extremely well: covering local and regional social media topics, encompassing technology, F&B, social networking, and miscellaneous interests, in a unified streamed effort to better serve the Lebanese community, my all-time obsession.

It was only natural to reach out to them and try to synergize our offerings. Tech-Ticker will assist Cloud961's editorial team by supplying exclusive Tech content and opinion pieces. But this only the start of it, as more is definitely yet to come.

I pull my hat off to the Cloud961 team, and thank them for the opportunities they are creating, like the one that allowed us to work together.

I take this present opportunity to tell my companions at Tech-Ticker how proud they make me feel, and thank them for continuing to walk along.

And most of all, I thank you, our readers, for fueling the whole process; without you, everything is lost.

To a successful partnership.

Cheers!

Introducing SONY's Vita TV

By Malek Teffaha, Tech Ticker [@malekawt](#)

Sony has been in quite a topsy-turvy state lately. They are no longer the big electronics giant they were considered to be ten years ago. However, under the leadership of their new CEO, Kazuo Hirai, Sony has been mainly focusing on the three pillars of what is most profitable to them, cameras, smart-phones and the PlayStation brand. And if 2013 has shown us anything, it is that the PlayStation brand is leading the push to a brand new and bright start for Sony. Back in February, they kicked off the year with a brilliant start with the announcement of the PS4, their newest addition to the console family. The PR road to the impending November release date has been wonderful. Showcasing why it would be the gamers' choice, with the right selection of games and features, and what is considered to be the most powerful set of specs in any console released thus far. However, many do proclaim that the coming generation will be the last. As with the success of the mobile industry, people are seeing a dwindling future in terms of gaming dedicated hardware. Although the PS4 is showing that gamers haven't given up on consoles just yet, the PS Vita, Sony's latest handheld system has been suffering as of late. Revealed in 2011, and released in 2012, the Vita promised to be the greatest handheld system, with both front and rear touch controls, 3G, dual analogue sticks and a full control scheme, it was ushered the true pocket console experience. Although many love it, and deem it to be a wonderful piece of tech, its battle with the iOS and Android dominance hasn't been easy. The Vita's games pricing range from 0.99-49\$ and doesn't quite offer a complete experience as opposed to the iPhone's mobile capabilities.

The Vita's rescue plan was put into motion with the announcement of the PS4, and the showcasing of the Vita being the ultimate companion device capable of streaming all the PS4 games (bar those that require the Move or Camera) over WiFi to the Vita. Moreover, Sony showcased a barrage of both indie and AAA game announcements last month alongside the

announcement of a 100\$ price cut off the original 299\$ price tag. However, Sony's true plans weren't yet properly revealed. That came in the form of the PS Vita TV announced just at the beginning of September.

A 6x10 cm white slab, the PS Vita TV has all the internals of the Vita, even a game cartridge slot, an Ethernet port, an HDMI port and a memory card slot, bar the actual inputs and front touch screen and back touch panel. It is being marketed as the perfect media TV companion, running apps like Netflix and YouTube, alongside Twitter, Skype and Facebook and capable of playing all PS One and PSP games, and non-touch reliant Vita games. How do you control the machine? Well, through any DualShock 3 controller. However, what enticed me the most on the actual hardware was the fact that it also encompassed the capability of streaming PS4 games just as the main Vita can, and promise of also having cloud powered streaming capabilities, powered through Gaikai, Sony's latest acquisition, that will serve as the solution to offering PS1-PS3 games catalogues on the PS4 and PS Vita.

At that moment, it dawned to me. The Vita TV is not only the rebirth of the Vita but the future of consoles. Now you will be able to put a small white box into your bag, along with a DualShock 3 controller left over from my PS3 and play your PS4 and Vita games on the big screen. Imagine taking it to your friend's house for a quick round of the latest FIFA or Battlefield or Call of Duty without having to actually take the PS4 with you around. How cool is that?

And, on top of that, imagine leaving the PS4 in your living room and having Vita TV in any other room in your house, and playing PS4 games with one click of a button. The Ouya proved that people are prone to and do want a cheap and portable substitute game console. That is all of course if you have a Vita or PS4, but even if you don't, the Vita TV on its own is a wonderful media machine. With Sony's own media catalogue ranging across both the Music and Movie/TV industry, alongside all the other App's offerings the Vita TV can be considered to be a serious Apple TV and Chromecast contender.

Many will also be quick to say that this spells the

end for the Vita itself, however take this scenario. If the Vita TV does manage to sell enough, doesn't that mean that the Vita will get much more support in terms of games development? And the Vita by itself will still be the sole device that is capable of offering on-the-go PS4 gaming experiences, not to mention the unique games that won't be playable on the Vita TV (although a Dual Shock 4 patch has been talked about). Can't you see yourself playing the wonderful games such as Killzone: Mercenary and WipEout 2048 on the big screen rather than the Vita most of the time.

There is still a lot that needs to be clarified and thought of. How fast will the Internet connections need to be to stream games over at 720p? Will it even stream in 1080p or be capped at 720p? Will the system ever see the release outside of Japan?

But still, these problems compared to the merits of the entire system aren't deal breakers. For a price of approximately 100\$ and a teaser of actually being released in Japan first, indicating that release in the west is surely imminent, the Vita TV is proving to be one of Sony's greatest hardware releases of the recent years.

The Ouya kickstarted (no pun intended) a new realm in games consoles, and Sony seems to have found the perfect balance between what we want from a gaming platform and what we need from a media device. The coming years are proving to be extremely exciting, and I can't wait to see what is in store.



Apple New iPhones: A Shift in Strategy Towards (Even) Better Margins

By Chadi Abou Nohra, Tech Ticker [@CABn](#)

On the 10th of September, Apple broke the tradition by unveiling to the world not one single new iPhone model, but two: the 5S, the expected update to 2012's model the iPhone 5, and one curious new device (which isn't as new as you'd expect), the iPhone 5C.

This doesn't come as a full surprise, since many

sources were leaking information about Apple releasing 2 new devices this year, the other one being called the "budget iPhone", hinting at a new groundbreaking device aimed at pushing iPhone sales into the realm of lower-end devices and budget-aware smartphones, especially in developing and emerging markets.

This was indeed what everyone expected, and rumors were confirmed with each passing week, with leaked pictures and specs accumulating to constitute a body of expectations that some received as a genius move by the Cupertino company, while others saw this as an embarrassing move into Android Land, in an effort to try and compete in the lower segment. But what was unveiled on the 10th blew every other consideration away.

Of course, the iPhone 5S was indeed the expected iPhone 5 upgrade model, with an improved chipset and processor, a better camera sensor and LED flash, and the all-star fingerprint sensor feature. Alongside the new iOS 7, this should be enough to kick-off a new year of record sales for the iPhone.

The iPhone 5C, however, wasn't at all what everyone was expecting: it is not the "low-end" iPhone that the leaked information was hinting at. The 5C is exactly the same device as the iPhone 5, but with a poly-

carbonate body (instead of aluminum and glass) that comes in many colors that might appeal to hip youngsters rather than others. With this launch, Apple also discontinued the production of the iPhone 5 model.

So what do we have here? A new model, the 5S, and another "not-so-new" model, the 5C. What the latter is meant to achieve is definitely not emerging markets penetration, since its pricing sits a notch higher than what the iPhone 5 would have been if not discontinued. Traditionally, upon release of a new model, the older iPhone gets a price cut of at least USD 100. The iPhone 5 which was selling at USD 600 would have seen its price tag set at USD 500 upon release of the 5s. What happened this time is that the iPhone 5c stepped in with a price tag of USD 550, hence improving Apple's margins by a huge notch, especially that costs of production of the 5C are lower than those of the previous iPhone 5, mainly due to its polycarbonate shell. With this price tag, Apple is far from being able to compete in emerging markets without strong carrier partnerships, which are not strongly established models yet in these parts of the world.

It's not a race for innovation anymore, but a race for profit margins.

#CLOUD961'S

ANNUAL BOAT TWEET-UP PARTY

August 31st, 2013



Cloud961 Magazine, Beirut's first social media and digital marketing magazine celebrated the closing of the Summer 2013 season in style.

More than 150 bloggers, tweeps and social media activists and professionals gathered on Yacht42 at La Marina Joseph Khoury, Debayeh and enjoyed a full-day sail across Lebanon's shores.

The Hawaiian-themed tweet-up party was organized in partnership with Virgin Radio and Beiruting.com and sponsored by La Estancia, Mobi, Maze Solutions, Stoli Vodka, Glenfiddich, Ksara, Sony, Beer961 and Class Sport.

What will be up in next year's edition? See you in August 2014!





#ONLINEDATINGCRE AT CREPAWAY

by Cloud 961 staff

In celebration of launching its new burger, Crepaway, in partnership with Online Collaborative and Cloud 961, invited a few bloggers and tweeps to try the Hole Good Burger at their newly designed Beirut City Centre branch on Wednesday September 25, 2013. The topic of the night was online dating, as part of Crepaway's hashtag campaign. Attendees got to discuss their experience with online dating from meeting people online to long distance relationships. Each attendee also got a Crepaway Eco Cup and a ticket to enter a draw to win 2 tickets to attend Rihanna's concert in Abu Dhabi this month. The night ended in delightful desserts and it was ALL GOOD!



MEET THE EXPERTS

By Paul Gadalla @paulinbeirut

Ever needed help in your field and don't want to pay for some overpriced consultant? Well, thanks to the guys at AltCity, you no longer have to worry about that. Held at the brand new Mezzanine Café, over the span of two weeks, a range of experts were brought-in to give the entrepreneur community the advice they seek. Each day a different expert covered a different field. Evening events were held over two hours. The first hour was an open round table discussion. The second hour was conducted as private one on one consultations with an expert.

Who were the speakers?

Samer Karam covered Startup Strategy, Marta Bielik Event Management, George ElKhabbaz Social Media, Jade Dagher Business Strategy, Afif Tabsh Strategic

Management, and Tarek Naaman covering Branding and Marketing. Every night, attendees would order food and lined up to talk to each expert in hopes of gaining some of their precious entrepreneurial wisdom. From the young Lebanese expat coming back to his land of origin, to the new entrepreneur, to the aging businessman in need of new skills, people came to get feedback and to hear about potential new projects. Samer Karam who advised two young Lebanese expats looking to start businesses in Lebanon, also explained how the Central Bank would be de-risking startups with a new \$400 million fund.

As the final speaker, Tarek Naaman concluded the sessions on a high note. He had some valuable advice. His expertise on strategy, the tips he imparted, left the audience a new understanding of the meaning of social media. All in all it was a great way for professionals to give back to the community that is in desperate need of honest, true advice.



Samer Karam

Marta Bielik

George
ElKhabbaz

Jade Dagher

Afif Tabsh

Tarek Naaman

Tues, Aug 27
5-7 PM

Wed, Aug 28
5-7 PM

Fri, Aug 30
6-8 PM

Mon, Sep 2
4-6 PM

Tues, Sep 3
5-7 PM

Fri, Sep 6
5-7 PM

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Communication

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UX

Cash flow
Financial Mgmt.

Nonprofits
Project Mgmt.

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TEDxLAU: THE CROSS ROAD

by Lynn El Bizri @lne

On the morning of Saturday September 7th, I made my way to the LAU Campus in Beirut for the long awaited TEDxLAU #TheCrossRoad event. Having been a volunteer with the TEDxLAU team in the past, and having attended several of their events, I was super excited to see what they had cooked up this time. Since I arrived a little early, I breezed through registration, picked out one of the awesomely designed goody bags by @halahhh, and made my way to the Social Space. The Social Space was divided into 12 different areas each with its own engaging activity. They were as follows:

- Living your dream for a day (Joe Fish)
- Family Feud Game (Samsung)
- Sharing your message of peace (Hady Sy)
- Take control of your own career (Achieve)
- Fighting against PCOs (Student Medical Association)
- Looking farther than you can imagine (Astronomy Club)
- Networking of a different kind (IT Club)
- Writing your ultimate status update (Dala Ghandour)
- Fighting for Leb2020 (Tom Fletcher)
- Expressing yourself on the Naked Wagon
- Donating Blood (Donner Sang Compter)
- TEDxLAU Creative Photo Booth

Although all the activities were fun and interesting, my favorites had to be those of Joe Fish and the Student Medical Association. In the Joe Fish space, participants were asked to choose the cardboard fish head that best depicted their dream job, and pose with it for a photo and a chance to spend a day doing that particular job. As for the space managed by the Student Medical Association, upon arriving, attendees were informed about the medical condition PCO and then asked to 'fight' the condition by basically hitting down candy-filled piñatas in the shapes of P, C and O.

By 11 am, the Social Space had filled up with people and it was time to enter Gulbenkian Theatre for Session One of the Ted Talks that consisted of the following speakers:

- Jade Saab on Reflection
- Hilda Abla on Embracing Imperfection
- TED Talk: Talk Nerdy to Me
- George Nasr on Resource Curse
- Ghassan Nassar on Creativity
- Sarah Khazem on Capturing Neverland
- Tom Fletcher on Citizen Diplomacy and Leb 2020
- Mohamad Hodeib on The Three Choices We Face (spoken word poetry)

As for Session Two, the speakers were:

- Sabine Jizi on Laughter Yoga
- Elie Kesrouani on The Things Books Teach You
- George Saade on Asking
- TED Talk: How to make stress your friend
- Saeed Baayoun on Revolution Through Dance
- Christine Arzoumanian on Servanthood
- Hady Sy on One Blood

I will not go into detail about each talk (as they will all be online soon), but will speak of my favorites, which were those of Hilda Abla, Sarah Khazem, Sabine Jizi, and Hady Sy. Although all the talks were beautiful and informative in their own way, these four talks were those that I personally found most inspiring.

Hilda Alba (aka Hildos) is a painter, illustrator, communications specialist, and actor that struggled with weight issues her entire life, from childhood through adulthood. After going through consecutive periods of weight loss and weight gain, she turned to art as her savior. Thanks to her witty sense of humor, she learned to artistically tackle taboos by illustrating the beauty of her own body with all its imperfections in a series of beautiful self-portraits. Through her light-hearted and touching talk, Hilda showed us exactly why we shouldn't obsess over



our body image and how art can allow us to embrace our flaws and accept them.

Sarah Khazem used her passion for Photography and skills as a means of providing underprivileged communities, in particular children, with the power to express themselves. Through her moving talk, Sara showed us how we can share our skills with the less fortunate around us and provide them with a voice. She did this through her project 'Capturing Neverland', where she conducted a photography workshop with street children and orphans, helped them develop their artistic abilities, taught them the basic techniques of photography, provided them with disposable and digital cameras, took them on field trips, and then finally got their work exhibited.

Sabine Jizi is the founder of Laughter Yoga in Lebanon, and her talk was hands down my favorite in the entire event, simply because of the amazing mood it had everyone in once it was over. Sabine didn't just talk to us about Laughter Yoga and how important it is to always laugh (even if for no reason at all), she decided to show us but making the audience go through a series of different Laughter Yoga exercises. These exercises allowed people in the audience to interact with those sitting next to and around them, and were really fun. Perhaps my favorite was the one where we had to argue in gibberish with the person sitting next to us; by the end of it, everyone was in tears from laughter!

Hady Sy is an ambitious artist that created the 'International Festival of Fashion Photography' and collaborated with the world's most glamorous names including Kate Moss, Naomi Campbell, and Karl Lagerfeld among many others. However, after witnessing first-hand the horrific tragedy of September 11 in 2001, Hady sought out to express a message of humanity through several exhibitions, the latest of which is called 'One Blood', where Hady displayed photos he took of blood donated combined with photographic portraits of the donors. The meaning of 'One Blood' is that no matter how different we are, we are all alike on the inside and the same blood runs through our veins. After Hady's talk (which was also the last) the event ended fittingly with a special blood drive by Donner Sang Compter, where donors helped save the lives of around 80 people!

All in all, TEDxLAU's #TheCrossRoad was a huge success and a pleasure to attend. From the fun picnic style lunch where I got to meet and network with people and made new friends, to the Social Space that hosted so many fun and interactive activities, to each and every talk that taught me something new, the event was crafted to perfection and it is all thanks to the amazing team, volunteers, sponsors and collaborators that helped make it happen. Can't wait to attend the next one!

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MESHEWE WL ... FREELANCERS

by Paul Gadalla
paul@cloud961.com
@paulinbeirut

What's the most important thing a freelancer can do? Network network network! And network they did at Coworking 961's gardens at the Nabbesh freelancer's barbeque.

In a region where having a steady job is highly valued, being a freelancer is no walk in the park and that's where Nabbesh comes in. Calling themselves a skills marketplace, Dubai based Lebanese startup Nabbesh, aims to connect freelancers in the region with potential jobs.

Freelancers can easily create a profile on their website and list their skills, past work, hobbies and location. They can as well use the website to meet other freelancers to collaborate on projects and to find potential employers. Clients, on the other hand, can browse through the site in order to find a potential match to fill vacant jobs or hire a freelancer on a project by project basis.

The aim of the barbeque was to "ignite the Lebanese freelance community" as the Nabbesh team put it. Freelancers streamed into the garden and networked at first. Attendees were provided with name tags to fill, each could write the field they specialize in such as graphic design or copywriting.

With the grill fired up freelancers lined up for some barbecued meat. The conviviality of the event was a chance to meet one another. Once attendees had a full

stomach, Nabbesh's cofounders Loulou Khazen Baz and Rima Al-Sheikh took to the stage to present their business model and the history of the company. They explained how fellow freelancers and employers can make use of their website as well as the challenges freelancers can face in our part of the world and tips that can help them. Following the presentation, attendees lingered for few more hours, the event took a laid-up feel and turned into a social happening. And by the time I headed home, my wallet had accumulated 10 new business cards so I think it was definitely a good night to be a freelancer.

Start-Up Weekend Saida

By Paul Gadalla @paulinbeirut

Following the Beirut, Tripoli, and Byblos (Jbeil) start-up weekends, it was Saida's turn to showcase its local tech talent. "We figured since Startup Weekend had been held in other areas it was time Saida (Sidon) had its chance," said Hussam El Oueni, one of the event's organizers.

Startup Weekend Saida surpassed a number of odds, showing a truly courageous entrepreneurial spirit. Despite a two-month delay due to the security situation, followed by the tragic car bombing in Tripoli, Startup Weekend Saida still managed to draw 8 teams to compete for a grand prize of \$3,000. "Nearly half the participants dropped out after news of the car bombing in Tripoli, despite that two teams from Tripoli still managed to make it," said SW Saida judge and organizer Andraous Bacha.

The Sidon event was held at the South Business Innovation Center, teams made up of a developer, a designer and an entrepreneur had just 54 hours to create a tech startup that was either a mobile app or web platform.

Who were the contesting teams?

Manshoor – A web platform that would offer Lebanese companies specialized in event organization a solution. Instead of passing out flyers to people at venues, companies can pass the flyer for distribution virtually.

E-as-y Library – An online library for university students. Students can buy e-books, share notes, get their transcripts and chat. Furthermore, professors can host virtual office hours.

CloudApps Builder – An online platform, to create mobile apps for a low price.

Pin Property – A website for selling and buying any type of property in Lebanon and the region.

Used Car Directory – A mobile app for used car sales in Lebanon. Cars are rated and inspected by a specialist. The rating is from 1 to 10, 1-4 bad, 4-7 good, 8-10 excellent.

My Garage – A social network app for garage sales. People add each other and post items that they are selling. The added value is that every weekend, they will team up with a charity that will benefit from donations.

The Handwriters – A website where users

scan their own handwriting in Arabic and have it turned into their own personalized font.

Smart Mouse – A mouse that is a wireless router and at the same time a built-in USB port.

Who were the judges?

- Richard Azouri, Solidere (Cloud 5)
- Fadi Bizri, Bader Young Entrepreneurs Program
- Souhair Al Assi, Al Baraka Bank
- Andraous Bacha, South BIC

Teams had a five minutes presentation to sell their start-up idea to the judges and a two minutes Q&A. Following the judges' deliberations, runner-ups were The Handwriters in third place and Manshoor took the second place. The winners were My Garage! And it was well deserved. From their idea to the pitch, the team was well put together, well spoken, and their app was already up and running.

Although half of the original participants did not show up due to the deteriorating security situation, this was not the main obstacle. As winner Jihad Kawas put it, the biggest obstacle in Saida is the mentality and the lacking infrastructure. "We always have to commute to Beirut for things like

this. Here people don't have the resources. You tell people you want to have a tech start-up and they laugh at you. They still don't have the mindset for it," he added. But with South BIC planning to open offices in Tynd and Nabatieh and a strong entrepreneurial spirit despite the odds shown by Saida's youth hopefully, these hindrances won't be an issue in the future.





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ARIES (March 21 – April 19)

You've been dreaming about that vacation for a while now, so it's time to make it happen. Choose your destination and start planning the trip as soon as possible. Apps like Tripomatic will help you by allowing you to enter a destination, the period of your stay and will then plot out all the attractions and things you can do on a map. Pretty nifty, eh?



TAURUS (April 20 – May 20)

It's time to take a break from the online world and return to reality for a while. Not only is your addiction putting you at risk of alienating your friends and loved ones, but it may cause you problems at work too. If you can't control yourself, you can find several add-ons for your Internet browser that will allow you to control the amount of time you spend on social media websites and even temporarily block them.



GEMINI (MAY 21 – JUNE 21)

It's going to be a very busy week ahead and you might have some trouble keeping track of all the tasks and events at hand. Now would be the perfect time to invest in a handy to-do app (like Any.do), otherwise you may just end up forgetting about that important meeting or worse, the big Tweetup coming up that EVERYONE is going to.



CANCER (JUNE 22 – JULY 22)

In situations involving work or money, be diplomatic when asking questions. This is a good time for you to connect with people to move forward in business, but subtly find out relevant information. LinkedIn is an ideal place to start especially since you should tread lightly when delving in other's business.



LEO (JULY 23 – AUGUST 22)

Try not to be too controlling today. Let go of some of your responsibilities and give yourself some breathing room. Let someone else from your circle's Whatsapp group decide where you're all going for dinner. Let another team member take control of the social media accounts for the day. Let your sibling take charge of teaching Mom how to use Facebook, Pinterest and everything in between. You'll be surprised at how relieved you'll feel!



VIRGO (August 23 – September 22)

You will meet a new person online and shall find their powerful and magnetic charisma quite captivating. Be careful however that he/she doesn't distract you from what you need to get done and prioritize your responsibilities ahead of making connections with this person. You may be ready for this new friendship and to share your time and ideas with others, however your priority is to fulfill your goals and commitments.



LIBRA (September 23- October 22)

Your concentration isn't the best these days, and you find yourself working on one specific task for a few minutes, and then switching to another. In order to avoid wasting your time and energy, do yourself a favor and get organized! Evernote is just one example of an organizational app that can help you become more productive and keep track of those tasks!



SCORPIO (October 23- November 21)

Your recent Klout score is really something to be proud of, so why are you being so modest about it? Your social media influence has been soaring lately and can only go higher. As for those who recognized you for your influence, make sure to go give them some +Ks in return. Don't forget to grab your perks on the way!



SAGITTARIUS (November 22 – December 21)

You may be feeling a little overwhelmed lately by your obligations that you're just about ready to march away in frustration. However, this kind of impulsive behavior isn't helpful and won't get you anywhere. If to-do lists are not your kind of thing, try downloading an app like Any.do that will not only help you keep track of your tasks but will also enable you to establish your priorities and maximize your potential.



CAPRICORN (December 22 – January 19)

Romance requires some serious effort once in a while, and your romantic life needs quite a bit of work right now. If you're in a relationship, take a break from the texting and call up your significant other or have a face-to-face discussion instead of using FaceTime. If you're not in a relationship, take that online flirting offline and make the connection with that person you've been talking to a lot lately.



AQUARIUS (January 20 – February 18)

You might have some juicy news to disclose, but watch out where you share it and whom you share it with. Think twice before revealing that personal news on Facebook or Twitter, as you never know who may read it and use it against you. You would be surprised how very little control you have over who sees and uses that information once it is on the Internet.



PISCES (February 19 – March 20)

Usually you're an extremely tolerant person, but today your highly sensitive – and your temper is short. To keep from blowing your top, avoid all people who get on your nerves. Since your Twitter timeline and Facebook newsfeed are full of them, now would be the ideal time to make use of the 'mute' and 'unfollow' features.

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