



NATIONAL BASKETBALL ASSOCIATION

The Vitrue 100:Top Social Brands of 2009
Presentation by Herbert Lowe
September 22, 2010

Emerging Media | Professor Linda Menck Diederich College of Communication Marquette University Graduate School



TOP VIRTUE 100 - 2008

The second of the second

- I. iPhone
- 2.CNN
- 3. Apple
- 4. Disney
- 5. Xbox



TOP VIRTUE 100 - 2008

The NBA ranked 29th ...



TOP VIRTUE 100 - 2009

- I. iPhone
- 2. Disney
- 3.CNN
- 4. MTV

5.NBA









Countdown to Kia NBA Tip ★Off 2010

















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Season's best swats

- Ten rejections stand out most from last season, but which one was tops to you? Cast your vote!
- Last season's top 10 blocks | More Top 10s: Wacky circus shots Eye-popping steals
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12 Most Recent NBA TV



Game Time: Geno Auriemma



Game Time: Carmelo Anthony



Europe Day 4: Basketball Without Borders



Game Time: Antawn Jamison

Aldridge: Bynum to sit out all of preseason Next round of CBA talks set for Wednesday Insider-trading lawsuit against Cuban revived Thunder's Krstic undergoes surgery on finger Pierce looking forward to teaming with Shaq Artest says he'll auction his championship ring Raptors' Davis has surgery on right knee Clippers' Davis nominated for Emmy | • Watch Hang Time: Nuggets open Melo sweepstakes Spoelstra tunes out others' opinions on Heat







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Hit me with your best shot

- . With Shaq and other post players in mind, Dwight Howard hit the weights to work on his durability.
- Championship dreams drive Howard's intense training | Photo gallery: Dwight's workout
 All-Access at summer workouts: Chris Bosh | Carlos Boozer | Yao Ming | Roy Hibbert

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12 Most Recent NBA TV



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Game Time: Carmelo Anthony



Europe Day 4: Basketball Without Borders



Game Time: Antawn Jamison

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Clippers' Davis nominated for Emmy | Watch Hang Time: Nuggets open Melo sweepstakes Spoelstra tunes out others' opinions on Heat

Aldridge: Bynum to sit out all of preseason



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Amar'e Stoudemire Delivers for Children's Aid Society
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NBA Cares: Make A Difference Day (Oct. 23)
NBA Historical Nuggets on Twitter





2010 NBA China Game Sweeps

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NBA Nation

NBA Jam Van 2010 All-Star

Jam Session

Basketball Without Borders

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NBA Let the bidding begin

NBA.com - reports say Denver is listening to trade offers for Car Anthony: http://bit.ly/d8nzVN

Art Garcia analyzes potential Melo destinations: http://bit.ly/aYi





Monday at 10:31pm · Share

3,571 people like this.

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NBA Enter the NBA China Games 2010 Sweepstakes presented by Korean Air to win a trip to watch the Rockets face the Nets in Bei http://bit.ly/atZtM5







NBA at The Great Wall of China



3,108 people like this.

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NBA Who holds the record for most





NBA



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Would you trade Noah for Anthony?

2 posts. Created about an hour ago

NBA Live Question

6 posts. Created 9 hours ago

Top 5 Worse Coaches Today

54 posts. Created on September 16 at 6:14pm

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Top 5 biggest bandwagon bitch on this board

122 posts. Created on September 20 at 3:42am Page 1 2 3 4 5

Dwade vs Kobe

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MO WILLIAMS AGAIN?!?

23 posts. Created 13 hours ago

Chicago Bulls

21 posts Created 7 hours 200

Latest post by Dan Naylor

Posted about an hour ago

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Sep 20, 2010 7:36am 2:34 Added on Monday

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about 7 hours ago



The Rockets, Nuggets, Blazers, Celtics & Suns.... @franblinebury thinks they are primed for big a climb... or fall. http://bit.ly/96pro9

about 8 hours ago



Hometown is where the heart is for the @HoustonRockets Kevin Martin. The Ohio native helps a grieving family form a law http://bit.ly/aoo2qC

about 10 hours ago



Location New York, NY

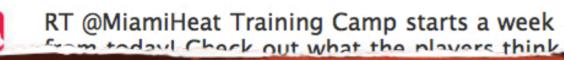
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RT @KDthunderup: May God bless those who were effected by the events on Sept 11, 2001....9-11-01 on my shoes tonight..you guys will watc ...

06:16 AM September 11, 2010



RT @StephenCurry30: we on today at 11am ET on ESPN2...4 games to get this thing done 07:02 AM September 06, 2010



RT @CV31: I'm excited about the success in the league with the growth of social media. I'm coming close to breaking 100K followers :) St ...

01:02 PM August 02, 2010



RT @Rachel_Nichols: Congrats to @NBA on reaching more than 2 million followers on Twitter - most widely followed American

Name NBA

Location New York, NY

Web http://www.nba.co...

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RT @NBAFit Marcus Camby of @pdxtrailblazers shows how to dribble during Special Olympics clinic in Barcelona. #BWB http://twitpic.com/2pd68m

04:05 PM September 18, 2010



Name NBA

Location New York, NY

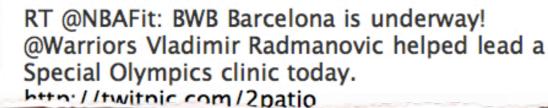
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herbertlowe

That's you!



@mark_strot ... what-ever!

8:43 PM Sep 14th via Twitter for iPhone in reply to mark_strot

Grateful to WBMA President James Causey & Treasurer Gerald Hyler for attending NABJ-MU executive board meeting tonight at Marquette.

8:43 PM Sep 14th via Twitter for iPhone

@laurakadowney love the photo

8:36 PM Sep 14th via Twitter for iPhone in reply to laurakadowney

Played basketball today at the MU Rec Center. Did well in my sandals. One teammate kept calling me "Old School." Where was my road dog?

12:06 AM Sep 1st via Twitter for iPhone

@laurakadowney yes, I am.

12:01 AM Sep 1st via Twitter for iPhone in reply to laurakadowney

Wow! A native of Camden, N.J., who is a graduate of Camden Catholic High School today named the next president of Marq...http://lnkd.in/QhCGjT

8:11 PM Aug 31st via LinkedIn

At Indiana Univ.'s Teaching Fellows Workshop for new journalism instructors to sharpen skills in teaching writing and reporting, June 13-17.









NBA



One last chance for a BLOCK party before the fall! Check the Top 10 swats from 2009-2010 and vote for the best. http://bit.ly/amylKT

about 7 hours ago via HootSuite

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about 8 hours ago via HootSuite

Hometown is where the heart is for the @HoustonRockets Kevin Martin. The Ohio native helps a grieving family form a law http://bit.ly/aoo2qC

about 10 hours ago via HootSuite

RT @MiamiHeat Training Camp starts a week from today! Check out what the players think about training @ Eglin AFB http://gohe.at/c1yGY2

about 13 hours ago via HootSuite

Working out...Facebook...caring for his twins...tweeting...all in a day's work for @ManuGinobili. http://bit.ly/auxSK6

about 15 hours ago via HootSuite



Verified Account

Name NBA

Location New York, NY

Web http://www.nba.com
Bio News and notes directly
from the NRA Find out as

from the NBA. Find out as soon as Amazing Happens!

788 2,081,235 14,24 following followers listed

Tweets

10,64

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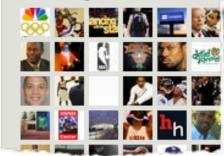
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Following







NBA



Followed by @deirdre22, @jecausey, @gleejr9472, and 2 others



NBA's Favorites



GMA GMA congratulates @NBA on reaching 2 million Twitter followers...amazing things are happening!

12:50 PM Jul 30th via web



hollyrpeete Thank you @Nba! http://bit.ly/9ieLfY #autism 7:14 PM Apr 7th via web



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Name NBA
Location New York,
Web http://www.nb
Bio News and notes
from the NBA. Find c
soon as Amazing Ha

788 2,081,323 following followers

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Favorites

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NBA's lists

Lists Following NBA 14,243

Lists NBA Follows 5



@ManoloCastillo/deportes

Following: 16 Followers: 0

@TheTaoOfKR3/sports

People, places or things related to Pro and College Sports

Following: 5 Followers: 0

Following: 5 Followers: 0



@CEKOSSONJOH/shop

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@SterAbigail/sports

Following: 1 Followers: 0



@JimmyBendtner/sport

Following: 8 Followers: 0



@ksg69/nba

Following: 38



@lpBaseAdsBase/meine-misch-masch-liste-6

Hier ist meine Misch Masch Liste !!! www.ipbase.org

Following: 271 Followers: 0



@sunsfan00/the-phoenix-suns

Following: 48 Followers: 0



@JerzeeAuthentic/teamliltim

Followers: 1



Verified Account

Name NBA
Location New York, N
Web http://www.nba.
Bio News and notes d
from the NBA. Find ou
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Lists Following NBA 14,243

Lists NBA Follows 5

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Verified Account

Name NBA Location New York, N Web http://www.nba. Bio News and notes di from the NBA. Find ou

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@NBA/leagueaccounts

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Verified NBA Teams

Following: 30

Followers: 1



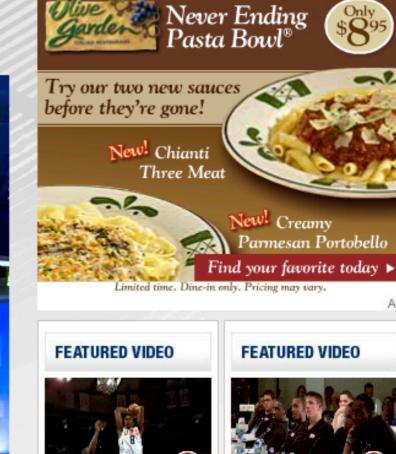
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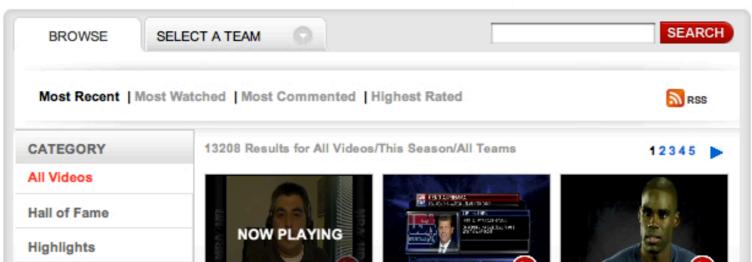
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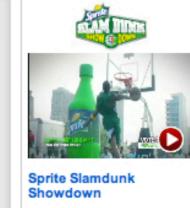


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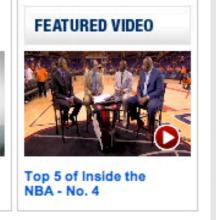








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Draft 2010

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The USA women's national team head coach joins Game Time to talk...

Play 00:05:50



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Matt Winer sits down with the Cavaliers forward to discuss his...

Play 00:03:59



Added 1 day ago Emmy Nominated

Baron Davis' produced movie "Crips & Bloods: Made in America"...

Play 00:01:07



Added today Europe Day 4: Basketball Without...

Basketball without Borders Europe wrapped up with a full day of...

Play 00:01:40



Added 2 days ago Sprite Slamdunk Showdown

Vote now for you favorite dunk of the summer and decide who will...

Play 00:00:57



Added 5 days ago 2010 WNBA Finals

The Seattle Storm were crowned the 2010 WNBA Champions, beating...

Play 00:04:08



Added 5 days ago The Finalists Are Set



Added 5 days ago WNBA Finals: Game 3

Here's your behind the scenes view of the night the Seattle Storm...

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Top 5 of Inside the NBA - No. 4

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58456 views | 1 comments



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Coach Jay Triano shows off some of his trick shot skills at the U.S. Team's practice.

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Game Time: Shaquille O'Neal

Matt, Donny and Dennis talk with new Celtics center Shaquille O'Neal.

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Steve Kerr talks about some of the best young talent around the league and some of his m ...

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Art Garcia joins Game Time via Skype to report on the status of Carmelo Anthony's future...

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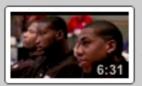


Game Time: Carmelo Anthony

311 views - 6 hours ago



Adidas: New Uniforms 318 views - 6 hours ago



Rookie Transition Program

4,150 views - 1 week ago



Postgame: U.S. Team 483 views - 1 week ago



Game Time: Kevin Durant

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NBA Revolution 30 Uniforms

From: nbaus | September 22, 2010 | 332 views

Adidas unveils NBA Revolution 30, the lightest and most technologically advanced NBA uniforms, at an event at the NBA Store in New York City.

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Game Tin Durant 1,370 views



Postgame. Durant 526 views -



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aka Micro-Blogs; Key Influencers Who Chatter and Actively Push Content



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Microblogging

From Wikipedia, the free encyclopedia

Microblogging is a passive broadcast medium in the form of blogging. A microblog differs from a tradit in that its content is typically much smaller, in both actual size and aggregate file size. A microblog entri consist of nothing but a short sentence fragment, an image or embedded video.

As with traditional blogging, microbloggers post about topics ranging from the simple, such as "what I'rr right now," to the thematic, such as "sports cars." Commercial microblogs also exist, to promote websit services and/or products, and to promote collaboration within an organization.

Some microblogging services offer features such as privacy settings, which allow users to control who their microblogs, or alternative ways of publishing entries besides the web-based interface. These may text messaging, instant messaging, E-mail, or digital audio.

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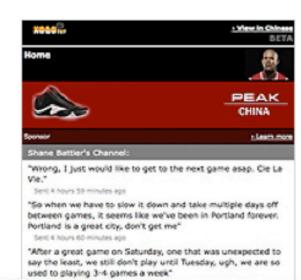
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Chinese shoe giant sponsors NBA player's SMS microblog

By Dan Butcher

April 22, 2009



MogoTXT Inc. has launched a new service that lets NBA fans in the U.S. and China get free text messages written by NBA players either in English or translated into Mandarin.

Fujian Peak Group LTD, an NBA partner and China's largest basketball footwear company, has Newsletter signup for late

email address



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Former NBA All-Star joins CBA team

2010年01月28日 07:55 Shenzhen Daily



FORMER NBA two-time All-Star Stephon Marbury said yesterday he wanted to help Chinese Basketball Association (CBA) side Shanxi Zhongyu obtain a playoff spot and even the league title as he was officially introduced to the club.



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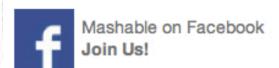
Former NBA All-Star joins CBA team 😭

Jan 28, 2010 ... Sina.com opened a Twitter-style micro-blog for Marbury on Monday and more that 5000 fans had registered on the thread. Zhongyu said the NBA ...

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About 1 year ago David Spark 15 P

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David Spark (@dspark) is a veteran tech journalist and founder of Spark Media Solutions. He blogs at The Spark Minute and can be seen and heard regularly on Cranky Geeks, KQED, Green 960, and ABC Radio.

The NBA Finals start this Thursday night at 9pm ET on ABC (full



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1. Twittering during the game

The simplest first step is to just follow the hashtag #NBA and the official NBA Twitter account (@NBA). For most users, that first step will probably be enough. But for power Twitterers, you'll want to launch a Twitter client such as TweetDeck , Seesmic Desktop , or PeopleBrowsr and start loading searches for #NBA, #Lakers, #Orlando, #Magic, and #OrlandoMagic (appears the Twitterverse still hasn't settled on one hashtag to identify the Orlando Magic).

The next step is to find fellow fans to see what they're saying about the game.

Here's where the game will probably be really lopsided. If Twitter fans are any measure of who will win the Finals, then the Orlando Magic is doomed. To give you an idea how bad it is, as of writing this post, the official Lakers Twitter account (@Lakers) has more than 267,000 followers, but Orlando Magic's official Twitter account (@Orlando_Magic) has 6,594 followers.

Regardless, you'll probably want to connect with a few fellow fans.

For Lakers fans:

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are

re

- Find other Laker fans on WeFollow
- Follow the unofficial Lakers fan Twitter account (@LakersNation)
- Follow the Lakers-only Twitter feed at LakersTweet

For Magic fans:

- Find other Magic fans on WeFollow
- Follow journalists that report on the Orlando Magic: (@osmagic) and (@OMagicDaily)
- Follow Twitter accounts of key Orlando Magic staffers

Who will have the best insight on the game? Probably Shaquille O'Neal (@THE_REAL_SHAQ) and other NBA players who tweet, or possibly just fans of the NBA.

nba Total followers in tag: 2,582,469



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2. Lots more NBA action outside of Twitter

While you could check out the official sites of the LA Lakers and the Orlando Magic, not much is going to happen on those sites during the games. Instead, you'll probably want to check out their Facebook pages (Orlando Magic, LA Lakers), the NBA on Facebook, and the official Finals thread. Plus there are active discussions happening on the ESPN site.







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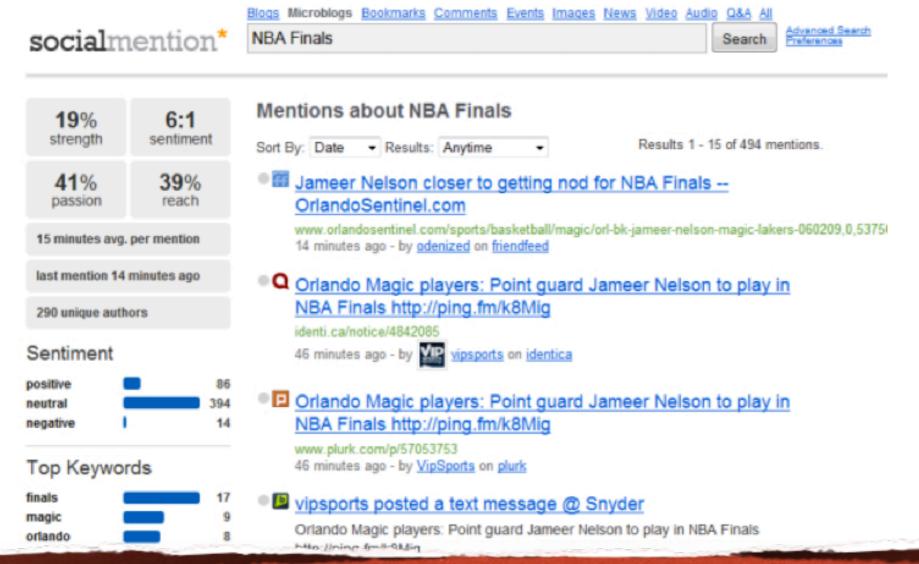
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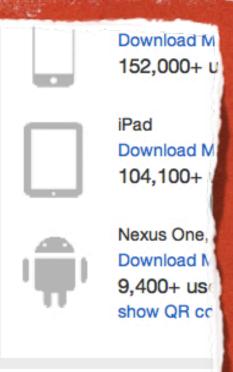
3. Hold a video conference chat during the game

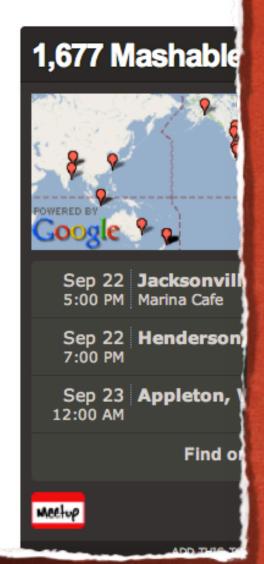
You can round-up some of the NBA fans you've met, along with your friends on Twitter, Facebook, or anywhere else, and launch an impromptu video conference using the web-based video email and conferencing tool, Tokbox. At any point during the game you can start a video conference and invite people from AOL Instant Messenger, Facebook, Twitter, or anywhere else by sharing a URL.

4. Widen your social media tracking of the game

To know what everyone is saying about the NBA finals across all social media services, you'll want to track searches for "NBA" on Friendfeed and conduct a search for "NBA" on Social Mention which will tell you what's trending on all microblogs within the subject of the "NBA."









Enjoy NBA Finals action via Twitter and more

JUNE 6, 2009



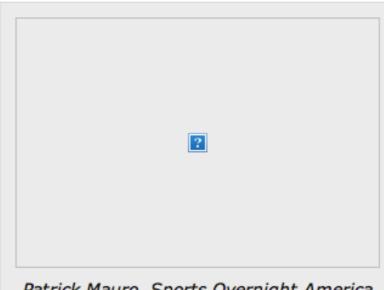


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Earlier this week I wrote a pice for Mashable entitled,

"4 Ways to Make the NBA Finals More Social." In it I offer suggestions of how to connect with other fans talking about the game while you're actually watching the game. On Saturday night, June 6th, I appeared on Patrick Mauro's "Sports Overnight America Weekend Wrap-Up" show talking about how to actually make the social connection during the finals. Here's the full interview. Time (15:54)



Patrick Mauro, Sports Overnight America Weekend Wrap-Up

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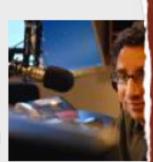


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David Spark is a journalist, producer, and owner of the custom publishing and social media



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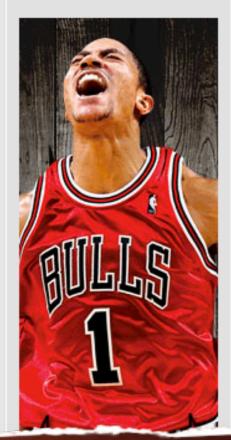
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CBA TALKS SET FOR WEDNESDAY

September 21, 2010 · 2:20PM



POSTED BY: ART GARCIA

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The NBA and the Players Association are holding the second collective bargaining negotiating session of the offseason Wednesday in New York. The two sides had pledged to meet again before the start training camp after last month's get-together.

The August meeting was attended by several high-profile players, including LeBron James, Dwyane Wade, Carmelo Anthony and Chris Paul. The league and the union issued a joint statement at the time, noting that "it was encouraging how many players and owners participated in the process and all pledged to continue to work together."

The current CBA expires after this season. The league has experienced one work stoppage in its history, the lockout that wiped out 32 games during the 1998-99 season.

The league is asking for considerable changes to the current economic system. The union submitted a contract proposal in July after rejecting the league's initial plan back in February.









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IT'S A BLOCK PARTY

September 21, 2010 · 11:50AM

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The **Hang Time Blog** lines up the laces on all things NBA for your reading and viewing pleasure, 24 hours a day and 365 days a year.

Your host, **Sekou Smith**, is ankle-deep into his second decade covering the league, having spent five years on the NBA beat at the *Indianapolis Star* and five more years covering the Atlanta Hawks for the *Atlanta Journal-Constitution*. Sekou joined the NBA.com family in November of 2009.

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As our main man Kenny Smith would say, it's a block party and you're invited.

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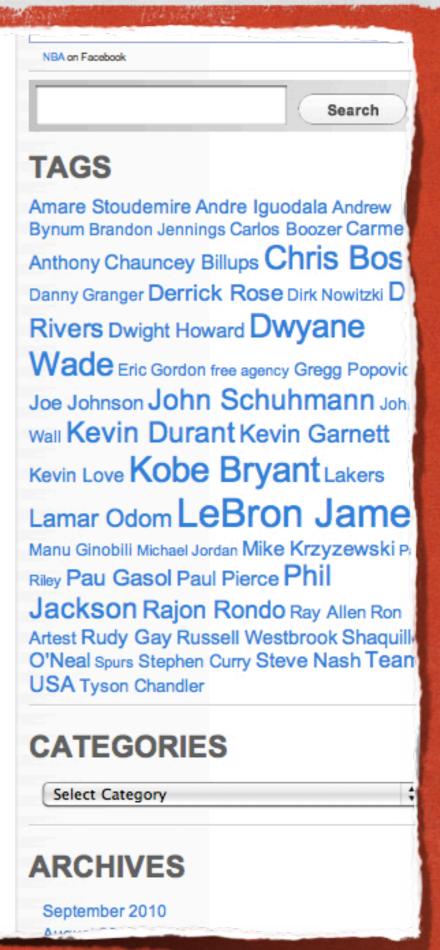








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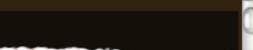
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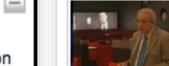
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he NBA, and maybe the question of the

SPN.com: Among black Americans,

ned after the O.J. Simpson trial.

America retreats to his corner. In Black America's collective hug black protectionism.

vithin the black community and -- as ie Robinson -- often have taken the ugh the years, they've engendered enever America -- whether justifiably it with Hank Aaron. You saw it with

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