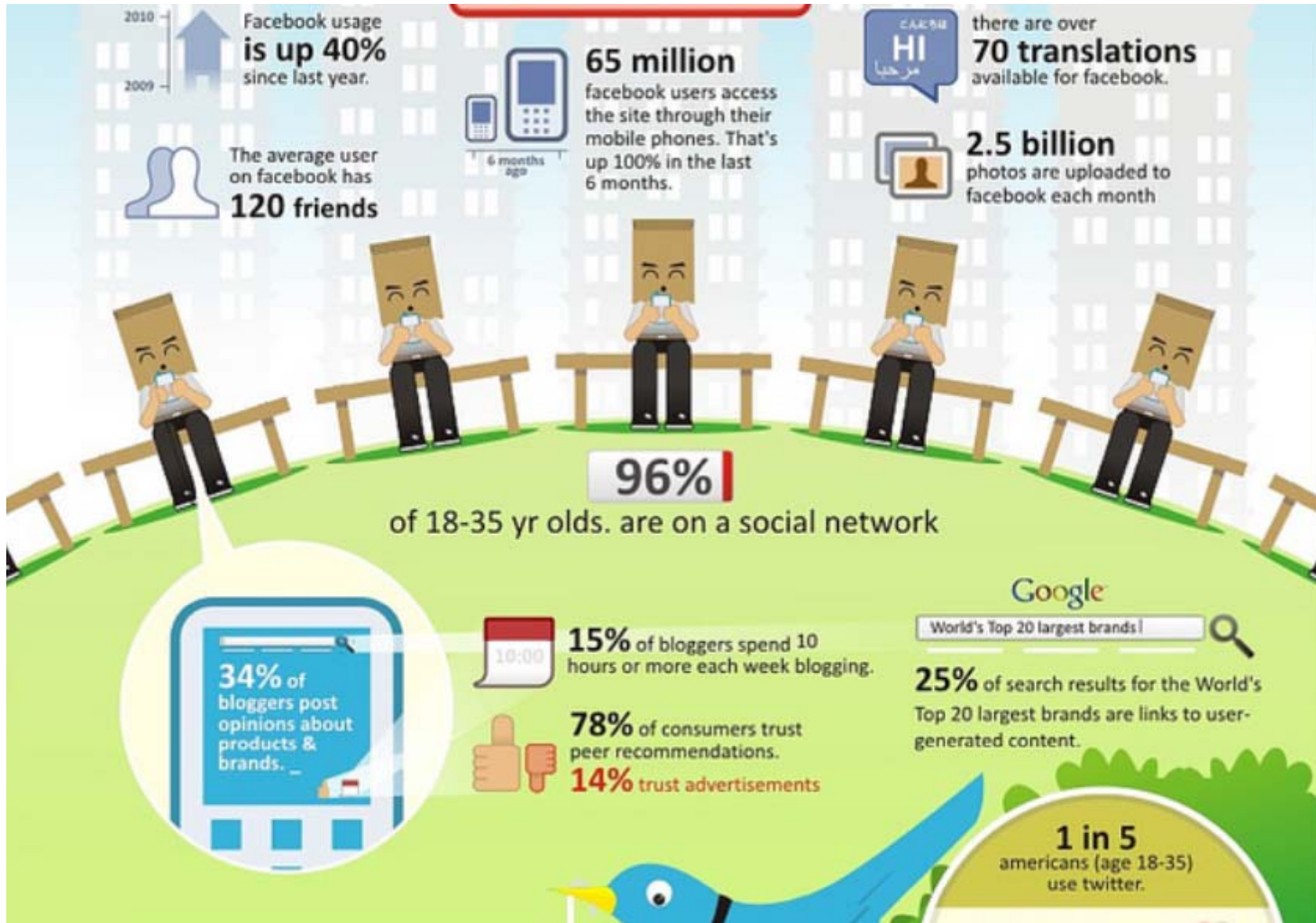


Who gives a blog?

Kristen Boschma

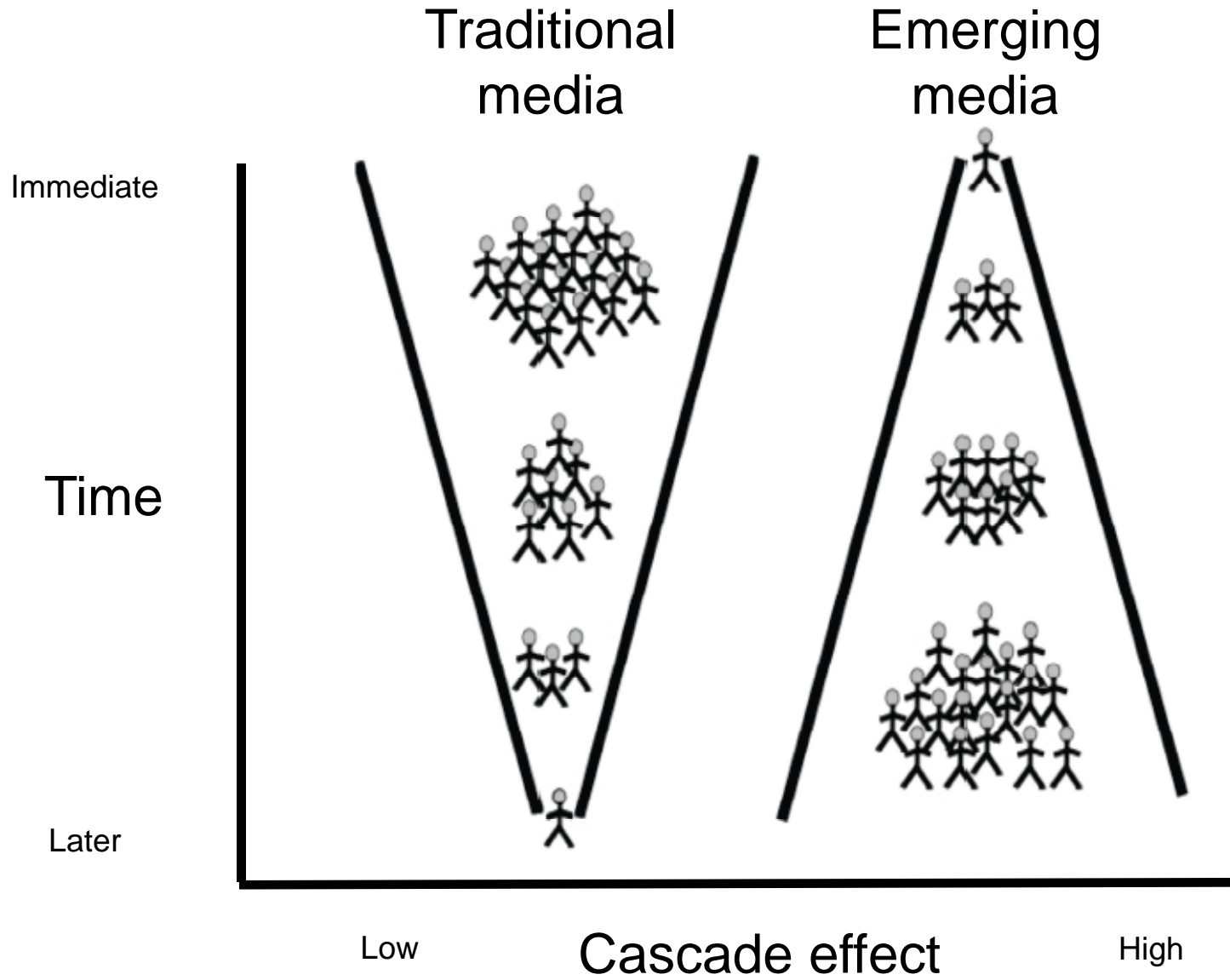
Head of Online Comms and Social Media





THE THEORY BITS





SUPER-INFLUENTIALS VS EVERYDAY INFLUENCERS

Malcolm Gladwell



is that in a given process or system, some people matter more than others."

Duncan Watts



"If society is ready to embrace a trend, almost anyone can start one--and if it isn't, then almost no one can,"

THE BITS WE DO



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OCT 29



A new view on communications

by David Thodey



Telstra CEO David Thodey explains why **Telstra Exchange** is more than just a blog.

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FOUR GOLDEN RULES FOR WRITING A GOOD BLOG

Be yourself. Open up and tell us about yourself. Providing a personal angle will always create a stronger bond between you and your audience.

Be real. It's OK to talk about Telstra or anything else in glowing terms, just make sure you own it.

Make a point. The point of your blog is you have something to say. It can't be just reworked corporate messages.

Invite conversation. Be informative, entertaining and ask questions that generate conversation. If one of your goals is to generate comments, always respond to these. You can't post and run.

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MAY 03

Do You Desire? – HTC Desire Social Review program

Filed under: [Android](#), [gadgets and gizmos](#), [HTC](#), [HTC Desire social review](#), [innovation](#), [lifestyle](#), [social media](#)



Enter today to become one of 25 reviewers

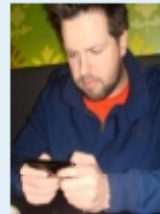
We recently gave technology media a chance to test our new [Android smartphone the HTC Desire](#). They liked it.

But we recognise technology writers often have a different perspective to everyday people.

So I'm pleased to let you know that now we're giving 25 Aussie mobile users a chance to live with the HTC Desire day-to-day and to share their thoughts. You'll also get the phone to keep as a thank you.

This is a consumer review for consumers.

We're calling it a 'social review' program and it will run for 2 weeks. Basically, we'd like our social reviewers to share their experiences using the features available on the HTC Desire running on our Next G network.



By **Ben Bevins**

Posts: 1

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Debating the process



@neerav anyone gushing on the **#telstradesire** topic is assumed to have a freebie. guard your reputation, tweeps. it's worth more than a phone

8:34 AM May 19th via TweetDeck

Reply Retweet



paulwallbank
Paul Wallbank

@neerav #telstradesire = "badly planned"? Disagree. I think they hand-picked a grp of ppl generally seen as being open, honest communicators.

12:39 PM May 19th via Twitter for iPhone in reply to neerav

Reply Retweet



ozdj
Derek Jenkins



@mpescc You got paid \$800 to review and spruik a product... 'social media' hype triumphed over simple facts.

#telstradesire

9:56 AM May 22nd via TweetDeck in reply to mpescc

Reply Retweet



glengyron
Glengyron

@glengyron I'm fascinated that the Telstra thing is generating so much heat, but Microsoft paying for Seattle hasn't caused a single squeak.

1:48 PM May 22nd via TweetDeck in reply to glengyron

Reply Retweet



stilgherrian
Stilgherrian



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SOFTWARE

HTC Desire vs iPhone: how the Desire bucks Apple's approach




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IN DEPTH REVIEW: HTC Desire outguns the iPhone?

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iPhone killer lands at last

REVIEWED BY ASHER MOSES
April 8, 2010

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Pointless Really – By David Olsen

This is Pointless Really. A Blog on Social Media, Marketing and Politics.

About

Home > Uncategorized > Telstra Desire – Not an iPhone killer

Telstra Desire – Not an iPhone killer

May 26th, 2010  David Olsen [Go to comments](#) [Leave a comment](#)

I have been given a HTC Desire handset by Telstra free of charge to review. The comments below expressed by me reflect my user experience and personal opinion.

After a week of playing with the Telstra Desire I've made some summary conclusions, the phone is awesome, but definitely isn't the iPhone killer reported by many media outlets.

The Verdict

Should you buy an HTC Desire? That answer depends on who's asking. If you're an unskilled user, I'd recommend that you go with an iPhone instead. You may be locked into Apple's ecosystem, but that ecosystem has been top-to-bottom designed to provide a seamless user experience. You will be more productive and more expressive with your iPhone than with an HTC Desire, precisely because that user experience is so seamless.

Final Desire Wrap-Up

May 30th, 2010

I feel like I didn't review the Desire online as much as others did, but I did have quite lengthy discussions with people at last night's Adelaide Twitter Meet about the phone! Lots of people at the meet have iPhones and were quite interested to hear about it.

My final summary:

It's a fantastic phone. Quick to respond, removable battery makes up for the average battery life (about the same as iPhone 3G). Definitely not for smartphone beginners though, there are way too many user interface setbacks. The hidden menus and things that should be obvious make this a phone for people who are well versed with gadgetry. It's converted me from my iPhone, but I'm not sure if it's permanent – the next gen iPhone could swing things back.