HEADER IMAGE & BOILERPLATE PARAGRAPH
Header image: Try to capture the theme of the SMPR in single primary image. May include insets. Link directly to photo sets (Flickr for example) Boilerplate Paragraph: Permanent copy describing the topic of the SMPR. Concise, descriptive and loaded with keywords for SEO.

DIGITAL SNIPPETS
• A Digital Snippet is a update to the topic of the SMPR.
• Digital Snippets are updated frequently, feed the RSS and can appear on multiple SMPRs.
• Digital Snippet content should be concise. Avoid editorial, marketing and PR “embellishments.”
• Digital Snippet creators should think of them as “raw materials” for others to embellish.
• Body content: text, graphs, illustration, photo, audio, video, pdf or combo.
• Launch with 3-5 Digital Snippets intact and update regularly
• Each new Digital Snippet will be seen on RSS readers as single update.
• Multimedia assets can be included in Digital Snippets updates.

MULTIMEDIA ASSETS
Photos, Graphs & Illustrations
Thumbnail links to the latest photo sets and collections with alt tag descriptions
recent gallery
videos
Inset video feed Video placed on this page with URL and embed links. With thumbnail gallery
audio
“Album” art Audio assets from press conferences & interviews

ADDITIONAL RESOURCES
Quotes
Pre-approved quotes relating to over all subject. Include sources’ name, title and date (if relevant.)
Suggested Tags
Doubled use for Del.icio.us, Flickr, iTunes and other related multimedia files. Comma space quote period delineated.
Share
Single click share icons to Facebook, Technorati, Digg, Del.icio.us etc.
Links
Link to client and partner websites, SMPRs, blogs etc on related topics.
Conversation Links
Link to posts using content from SMPR
Community
Links to 3rd party blogs, forums and other outlets relating to subject matter expertise.

CONTACT INFO
1 Contact required
3 Contacts recommended
Display info:
Name, Email, Phone
Optional:
Mobile #, Skype#, IM Info,
Vcard download, mail address
social network profile links etc.

Snippet Widget
Headlines and links
Snippet Archive

Photo Widget
Photo Collection Archive

Video Widget
Video Collection Archive

Audio Widget
Audio Collection Archive

For more information visit socialmediagroup.ca | To see Digital Snippets in action, visit www.digitalsnippets.com