

Managing Online Identities

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Hi, we' re iiNet.

Innovation and service



Finding Finn



We're big about brand

It's an extension of who we are and how we work.

Our staff are:

- Straight-shooting, down to earth and honest
- Passionate about the web
- and we're human!



What do Australians think of our brand?



Dynamic, Fresh, **Fun** Upfront, **Lively**, Optimistic, **Cheeky**, Imaginative

And our competitors...



Bossy, Unmoving, Old-fashioned, Inflexible, Reliable

What is Social Media?



Some you know...



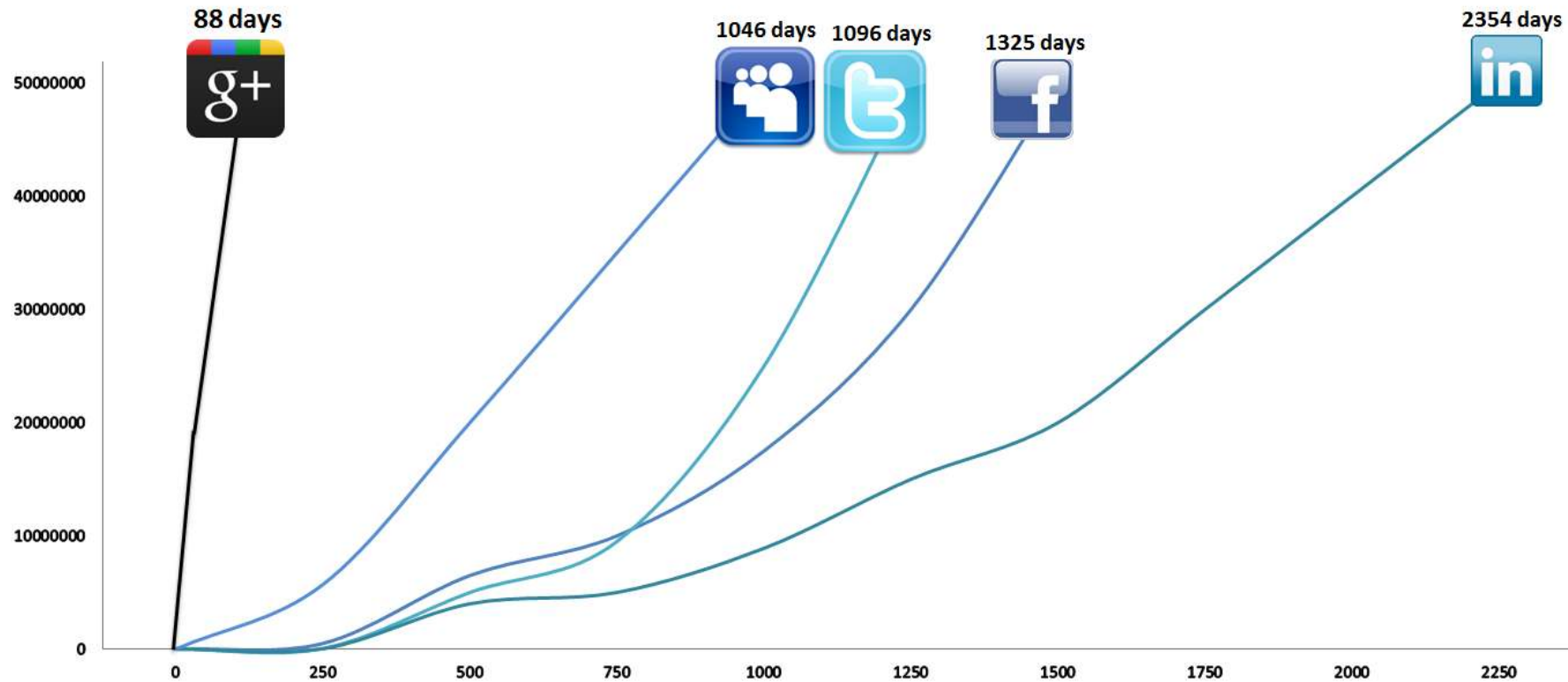
...others might surprise you



reddit

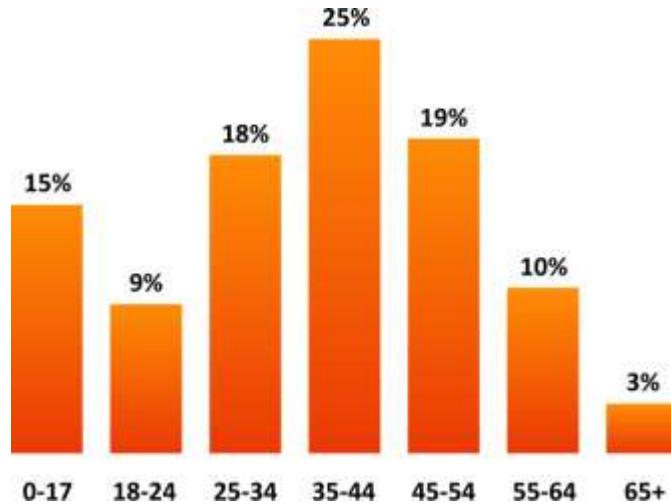


Time to reach 50 million users

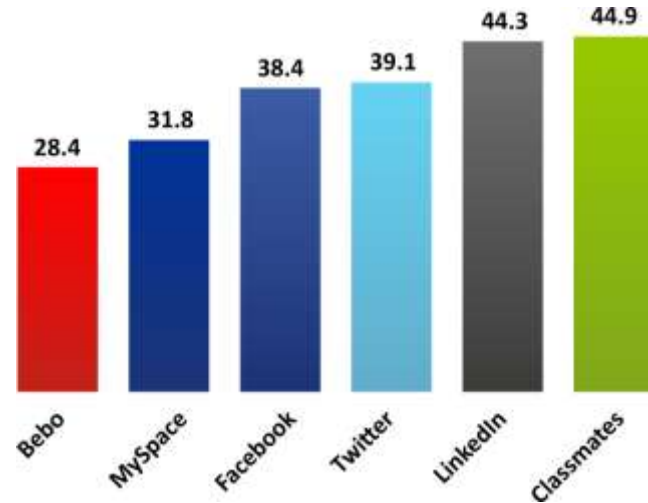


Something for everyone

age distribution across popular social sites



Est. average age of popular social sites



Social media strategies...

**Utilise social currency to amplify experiences
drive conversations**

Ignite the existing community
amplifying the experience with relevant and engaging content

Engagement with amplified word-of-mouth

**Activate audience by giving them compelling
social experiences, encouraging advocacy**

base organic growth by

**Provide brand ambassadors with
compelling conversation hooks**

A close-up, high-contrast photograph of a computer keyboard. The lighting is dramatic, coming from the side, which casts deep shadows and bright highlights across the keys. The keys are white with dark lettering. Visible keys include F5, F6, F7, F8, F9, F10, F11, F12, Delete, Enter, Shift, Ctrl, and various alphanumeric keys. The text "Keeping a low profile" is overlaid in a large, white, sans-serif font in the upper center of the image.

Keeping a low profile

Online Safety Series



Relevant content

iiNet
connect better

the iiNet Blog

realm of the mad god - a unique treat for the time poor

by Lisa Stutzyeva

I have to admit, I've turned into a bit of a casual gamer over the last year or so. The key problem is time - I have none. So when I heard of a browser (MMORPG - massively multi-player online role playing game) that isn't resource-intensive and can be launched quickly and easily from pretty much any device (except for iOS devices, of course), I jumped at the opportunity to try it.



It's called *Realm of the Mad God* (RoMG) - an 8-bit style Flash browser MMO (massively multi-player online game), and it's pretty tickin' cool.

The goal of the game is to kill the mad god, Oryx. To get to Oryx, you first have to kill his minions. Once you've done that and Oryx reveals himself, the entire server has to join in to defeat him.

The good

The graphics are unique -

Realm of the Mad God has a 2D 8-bit art style. You won't see any fancy 3D models or anything that tries to come off as even remotely realistic. My wizard, "wizardshat", looks like this:



← Wizardshat

The graphics are unique from the traditional 3D world most of us associate with MMORPGs these days. I actually find that pretty refreshing.

taking care of your facebook privacy settings

July 13, 2011

by Geoff Searle

Most people are fairly careful when it comes to



May 31, 2011

online safety series brings back memories

by Nikkita Dixon

With [yesterday's launch of iiNet's Online Safety Series](#), our staff have not only shared advice and tips, but also experiences of their own.

The issue of cyber bullying in particular has struck a chord among many of us. With the rise of The Internet Age, children (well, everyone really) are now faced with an entirely new breed of bullying - the online kind. Whether in chat rooms, through Facebook pages or on the playground, bullying is still at its core still bullying. It's important to remember to speak up and tell someone.



most of us are also still primarily to share culties in knowing what

A call centre without phones?

Welcome to iiNet, this is Michael...

Send

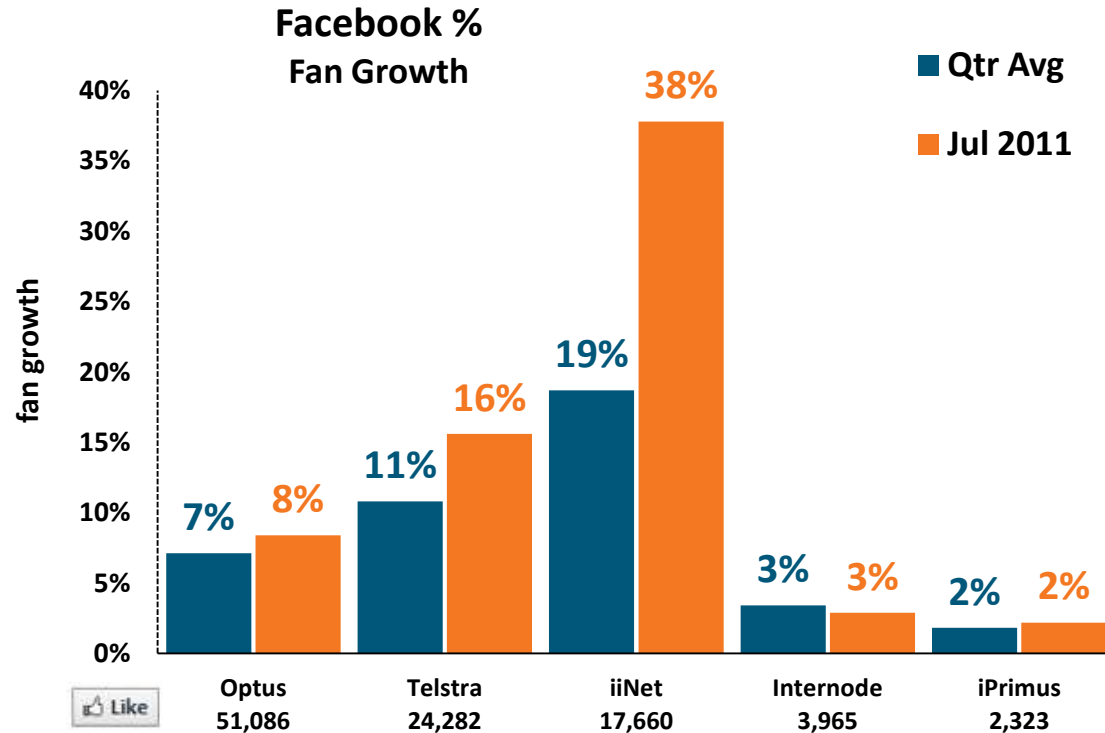
Talking to our base



Our most popular post



Some stats



Questions?

