

Mike Fraietta

Enterprise Community Manager at News Corp.

New York City , NY, US

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Biography

Mike Fraietta is a social media practitioner who recently has come up through the ranks of the industry serving as a Chief Listener and Community Manager at two successful software companies and is now Enterprise Community Manager for one of the world's largest media companies. His experiences living in five countries on four continents and working over 50 types of unique jobs has enabled him to adapt and change ahead of society. Mike has continuously trained, sold products to, followed, friended, subscribed and interacted with community managers of all types in a plethora of online communities and in-person events. Currently, his goal is to help connect a highly decentralized media company use social communication to collaborate and innovate in efficient ways while educating the employees on the realities of the new, flat media landscape. His continual goal is to help humanity shed the industrial age by leading the way.

Availability

Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Internet, Social Media, Media - Online

Areas of Expertise

Community Management, Location Based Services, Social Media, Social Media Monitoring, Social Networking

Affiliations

Denver Bulldogs Australian Rules Football Club, USAFL. National Geographic Society. Temple University Alumni. Social Media Club X.

Sample Talks

Monitoring and Engagement of Social Media

How to find your community and connect with them appropriately.

Event Appearances

Social Media Monitoring - Colorado Technology Association

CSIA Presents: Why Should I Use Social Media?

We're All Entrepreneurs Now

Metzger Associates Celebrates Five Years of Social Media Practice

The State of Social Media

Mashable's Social Media Day

MC

Northeast Users Summit

Twitter In The Classroom

Teacher's Social Media Retreat

Online Collaboration and Social Business - STAR India

Social Business Day

Education

Temple University

Bachelor's Business: Sport and Recreation Management

West Virginia University

NA Geography

Temple University

Bachelor's School of Tourism and Hospitality

West Virginia University

Bachelor's Geography

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