

Who is Going 2.0?

From YouTube to Twitter to blogging, businesses and organizations are using digital media to generate discussion and connect with customers.

According to:



Some of the companies using digital media include:

Best Western

Ford

General Motors

H&R Block

HSBC

Jeep

JetBlue

Johnson & Johnson

Marriott

McDonald's

National Geographic

Nike

Sears

Southwest Airlines

Starbucks

Toyota

Visa

Wells Fargo

It's not just companies using digital media. Celebrities, news anchors and politicians are connecting through Facebook, LinkedIn, Twitter and blogs. According to:



The 10 most influential DC Twitterers are:

Karl Rove
@karlrove

Senator Claire McCaskill
@clairecmc

David Gregory
@davidgregory

Barack Obama
@barackobama

Newt Gingrich
@newtingrich

Ana Marie Cox
@anamariexox

Senator Chuck Grassley
@chuckgrassley

Joe Trippi
@joetrippi

Partick Ruffini
@patrickruffini

Al Gore
@algore

Government agencies have even jumped on the digital media band wagon from the White House to the State Department to the Smithsonian. According to:



Government agencies using Twitter for various initiatives include:

The White House

Department of Defense

Department of Health and Human Services

Department of Homeland Security

Department of State

Department of Commerce

Department of Energy

Department of Education

Environmental Protection Agency

Department of the Interior

General Services Administration

NASA

Center for Disease Control

Department of Agriculture

Smithsonian Institution