

09: The Facebook/Twitter face-off

It was an exciting evening in the studio this Wednesday, 3 August 2011, with a passionate debate on the viral marketing and personal merits of Facebook vs Twitter, as well as SANEF's viewpoint on the [Haffajee/Miyeni saga](#). The podcast of the [Bizcommunity/Chai FM Marketing & Media radio show](#), Wednesdays 6pm-7pm on 101.9 FM in Johannesburg and via [streaming audio](#), is now available.

Lineup

Catch [Justin Spratt](#) (@justinspratt), CEO of [Quirk](#) and [Daniel Levy](#), CEO of [Popimedia Innovations](#), joining show host Kevin Fine (@TheFinester) in discussing strategic online publicity and marketing techniques such as viral marketing and social media, with outdoor advertising thrown into the mix.



SANEF secretary general Gaye Davis commented on the situation between *City Press* editor Ferial Haffajee and now former *Sowetan* columnist Eric Miyeni; SANEF [expressed its solidarity](#) with Haffajee while defending Miyeni's right to defend what he likes, "with the proviso that it falls within the bounds of what the constitution allows".

Agency focus was on [The Hardy Boys](#), with client service director [Alan Bell](#).

The news roundup was done by Fine while [Bizcommunity's](#) marketing manager [Warren Harding](#) (@WazzaBiz) was on leave, and included Chris Moerdyk's marketing assessment that [all publicity is good publicity for Malema](#), Mike Abel's viewpoint on the [pitfalls of group buying for brands](#) and Issa Sikiti da Silva's report backs from last week's [Joburg Radio Days](#) conference.

Podcast

If you missed the show, [download](#) (44.2MB) or [listen](#) to the podcast (48.19 minutes) on the Chai FM website.

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