

BEST OF THE WEDDING WEB: SPECIAL ONLINE ISSUE

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& WONDERFUL WEBSITES

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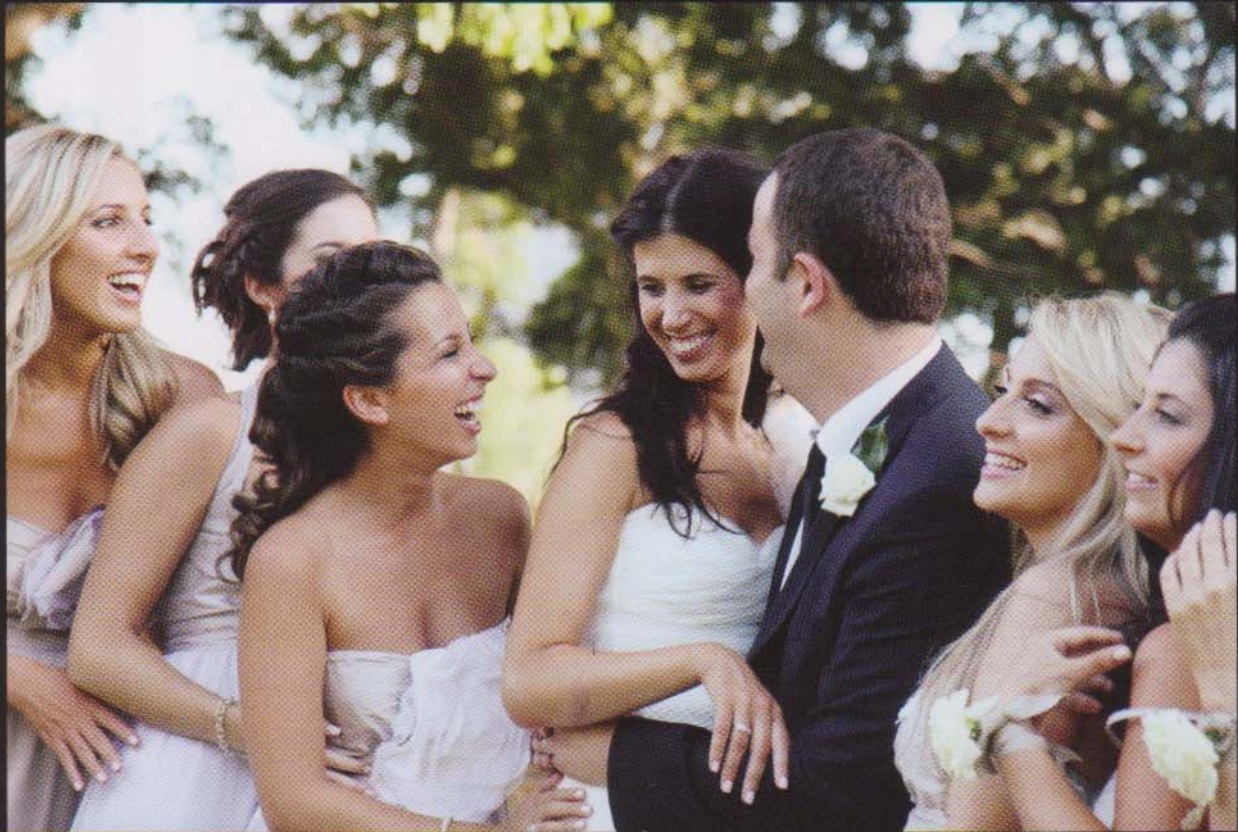


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EVERYTHING YOU NEED @ MODERNWEDDING.COM.AU

to tweet

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By Victoria Black · 59 of 83

Me & hubby with the bridesmaids :)
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Kimberlee Kessler and 13 others like this.



Nicola Daniels gorgeous!!! best wishes xxx
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Rosemary Slade Awesome pic - so great to see the big day as it happens!
1 minute ago · Like



Write a comment...

SOCIAL MEDIA @ YOUR WEDDING: MEET FACEBOOK, TWITTER, FLICKR...

Words JODI WILSON

Social media is a significant part of our lives. With the launch of Facebook and Twitter, our conversations and opinions are flowing freely and to a world-wide audience. Indeed, tweeting is fast becoming the latest wedding craze. Social media etiquette at weddings is a hot topic. Have you invited social media to your wedding? Or are you shunning the fad all-together? Modern Wedding talks to a couple who embraced technology every step of the aisle. And beyond.

Everyone is doing it, some of it anyway. We tweet, post, update, text and comment every chance we get. It's the language of the modern day and we're getting rather articulate in a mere 140 characters or less.

But where does the full stop lie? Would you send your wedding invitations via Facebook? How would you feel if your groom was tweeting as you walked up the aisle towards him? And will you update your status from 'engaged' to 'married' immediately after your nuptials?

An increasing number of couples are even wanting their day recorded by their guests via Facebook, Twitter and flickr. An online smorgasbord of opinions, reflections and memories representing the ultimate wedding keepsake. Some may consider it a joke. Others are taking it very seriously.

PRE-WEDDING PREPERATIONS

Meet Michael Korjen and Chantelle Sanza. Married in April this year, they organised a destination wedding in Thailand and documented the entire planning process via their self-

built website ourwedding2011.com which since its launch has attracted over 90,000 viewers from around the world.

"Almost immediately after I proposed to Chantelle we discussed possible plans for the wedding. We had always said a destination wedding would be a special way of celebrating our nuptials and the exquisite surrounds of Surin Beach in Phuket, the location of our first international holiday, was a natural choice. However, thinking about the logistics of organising a destination

wedding was overwhelming. This is when we first had the idea of creating a website to communicate our wedding plans to our family, friends and followers," says Michael.

The aim of Our Wedding 2011 was to enable their guests to easily find information they needed to attend the wedding. There's no denying that attending a destination wedding is an arduous ordeal that requires a lot of time, effort and money. But while guests used the website to inform themselves about the logistics of travelling to Thailand, it also became an online gathering point for Michael and Chantelle's wedding community.

Features of the site included a countdown timer on the homepage. Since launching the site it provided a constant reminder of how many days, hours, minutes and seconds they had until they walked down the aisle. From a planning perspective the best feature was the announcements page >



Social Media @ Weddings

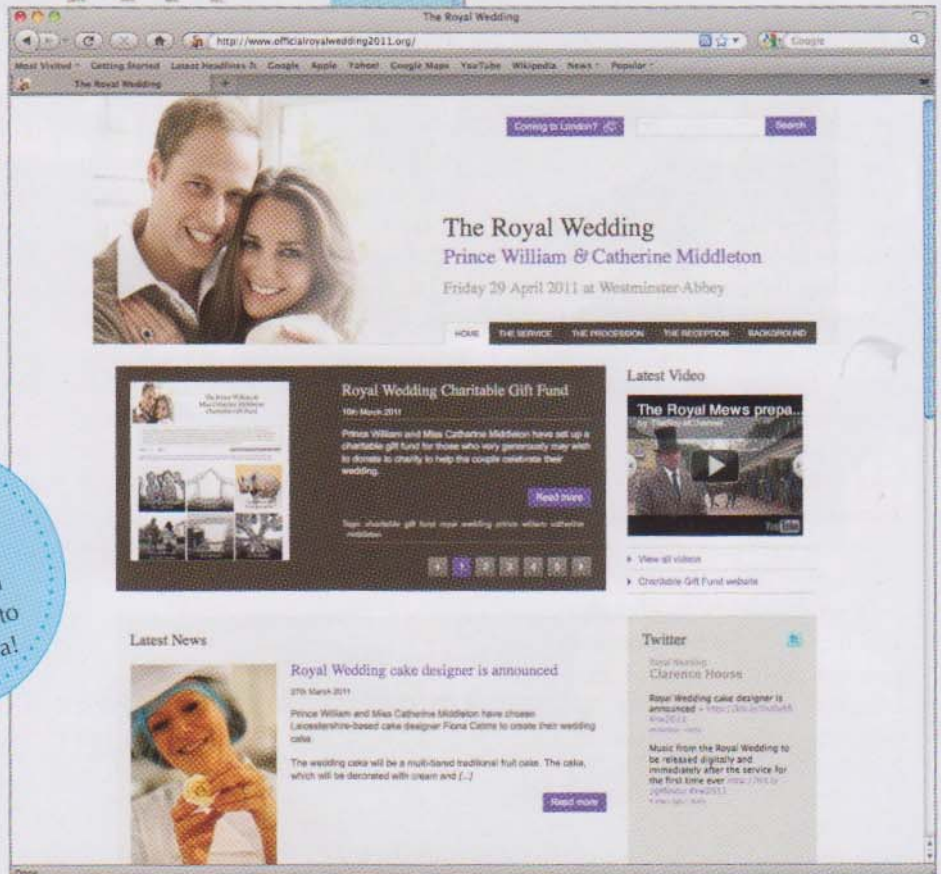
THE ETIQUETTE EXPLAINED

- IF YOU ARE PARTICULARLY MEDIA SAVVY SET UP A SOCIAL-MEDIA STATION IN LIEU OF A GUEST BOOK TABLE. GUESTS CAN LEAVE COMMENTS ON FACEBOOK, POST TWEETS AND UPLOAD PHOTOS RIGHT THERE AND THEN.
- IF YOU ARE PLANNING A DESTINATION WEDDING OR HAVE FAMILY AND FRIENDS SCATTERED ALL OVER THE GLOBE WHO CAN'T ATTEND, SET UP A LIVE STREAM OF YOUR CEREMONY SO NO ONE MISSES OUT. PASSWORD PROTECTED SITES WILL ENSURE YOUR WEDDING VIDEO DOESN'T GO VIRAL WHILE YOU SAY "I DO."



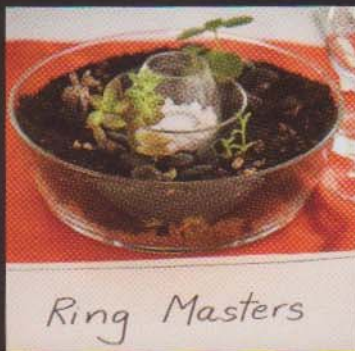


BRIDES AND GROOMS SOMETIMES PLACE A DISPOSABLE FILM CAMERA ON EVERY TABLE AT THE RECEPTION TO CREATE AN ALBUM OF PHOTOS FROM THE GUESTS' PERSPECTIVES. BRING THIS IDEA INTO 2011 BY SETTING UP A FLICKR ACCOUNT WHERE YOUR GUESTS CAN UPLOAD THEIR PHOTOS OF THE NIGHT. IF YOU HAVE A BUDDING FILMMAKER ON YOUR GUEST LIST, ASK IF THEY'LL UPLOAD FOOTAGE TO VIMEO.



we
Even William & Kate are into social media!

ENJOY THE PRESENT MOMENT! EVERY BRIDE AND GROOM SAYS THEIR WEDDING DAY FLEW BY. ENSURE YOU DON'T MISS A BEAT OF YOUR CELEBRATION AND LEAVE THE PHONE AT HOME. IF YOU'RE REALLY PASSIONATE ABOUT RECORDING YOUR THOUGHTS THROUGHOUT THE DAY AND NIGHT THEN TWEET TILL YOUR HEART'S CONTENT. BUT KEEP IN MIND THAT A TWEET WILL NEVER BRING THE DAY BACK.



Ring Masters



where guests could be informed about any new developments. Michael and Chantelle's guests loved the accommodation and flight booking pages which allowed them to have instant access to the wedding resort and the wedding flight coordinator at Flight Centre.

"Chantelle and I consider ourselves innovative and this is why we warmly adopted technology into our wedding plans. Technology made our wedding planning easier and saved us time, money and a hell of a lot of stress. Our website allowed us to keep our guests informed about wedding developments as they occurred. This meant we did not have to worry about the exact details of our wedding for the invitations because the most important piece of information was our website address," says Michael.

Facebook, being a well established social platform, became a significant avenue for wedding communications.

"We even sent out a Facebook invitation to friends who we did not have postal addresses for. Although unconventional, it did achieve its goal and helped us to include many friends who we would not have been able to invite. Facebook was also a great way to drive our friends and family to visit the website. I regularly posted links on Facebook about new wedding announcements and blogs," he says.

THE BIG DAY

As far as Michael is concerned, if Prince William and Kate Middleton can create a wedding website and utilise Facebook and Twitter throughout the wedding day, why shouldn't anyone else.

"They allowed millions of people

around the world to be involved in their wedding. If it's good enough for the Royal family, it should be good enough for any couple," says Michael.

Michael was dedicated to running a live hour-by-hour Twitter feed of the entire wedding week which spanned nine glorious sun-drenched days on the island of Phuket. A 'Special Events and Activities' page was established on the website with a detailed description of additional events the couple had organised for their guests. These included a luxury cruise, formal dinner, pool party, market tour and cocktails on the beach. Guests could find out the date, time and location

live video stream of our ceremony and reception. The idea behind the use of these social media channels was to help include our friends and family in the wedding hype and get their involvement in the whole process," says Michael.

Michael and Chantelle used Twitter throughout their wedding celebrations via their wedding Twitter channel MkCsWedding.

A live web cam from Catch Beach Club at Twinpalms Resort broadcasted all the wedding night celebrations while the newlyweds and their guests celebrated in true beach party style.

Michael and Chantelle claim



IF YOU ARE PLANNING YOUR OWN WEDDING AND ARE PASSIONATE ABOUT COLLATING TWEETS ON THE DAY, APPOINT A CHIEF TWEETER TO ENSURE A RUNNING COMMENTARY IS RECORDED.

REGARDLESS OF YOUR STATUS IN THE WEDDING, BE MINDFUL OF LISTENING AND PARTICIPATING WHEN NEED BE. DON'T HAVE YOUR HEAD IN YOUR PHONE WHEN YOU COULD AND SHOULD BE ENJOYING THE OCCASION.



of each event and with a click of a button, RSVP online.

The beach wedding ceremony was held just before sunset, a bare foot affair complete with a lily and rose adorned archway. The cocktail party themed reception was also located on the beach with serving stations manned by chefs ready to cook up anything the guests requested.

"We utilised a few different social media channels for our wedding, including YouTube, Twitter, Facebook, website blogs and even a

they have no regrets about embracing technology throughout their preparations and wedding celebrations. For their guests, it became a huge talking point and an encouraging source of information when making travel plans. Our Wedding 2011 not only attracted web browsers but put Michael and Chantelle in contact with a variety of international couples planning destination weddings. They have all wanted Michael's advice, a perk he definitely didn't expect. ■

Photography bottom MM PHOTOS.

