



SOCIAL MEDIA 101

A Primer for Starting Online Communication and Engagement

A graphic in the bottom right corner featuring the text "web2.0" in white lowercase letters on a dark grey rectangular background. This background is set within a large, light grey, semi-transparent sphere. Several smaller, similar spheres are scattered around it, creating a bubbly, digital effect.

web2.0



Agenda



- I. What is Social Media?
- II. Developing a Social Media Strategy
- III. Social Media Tools
- IV. Social Media & PR
- V. Find Your Niche
- VI. Listen First
- VII. Questions





What is Social Media?



Can It Really Be Defined?





What is Social Media?



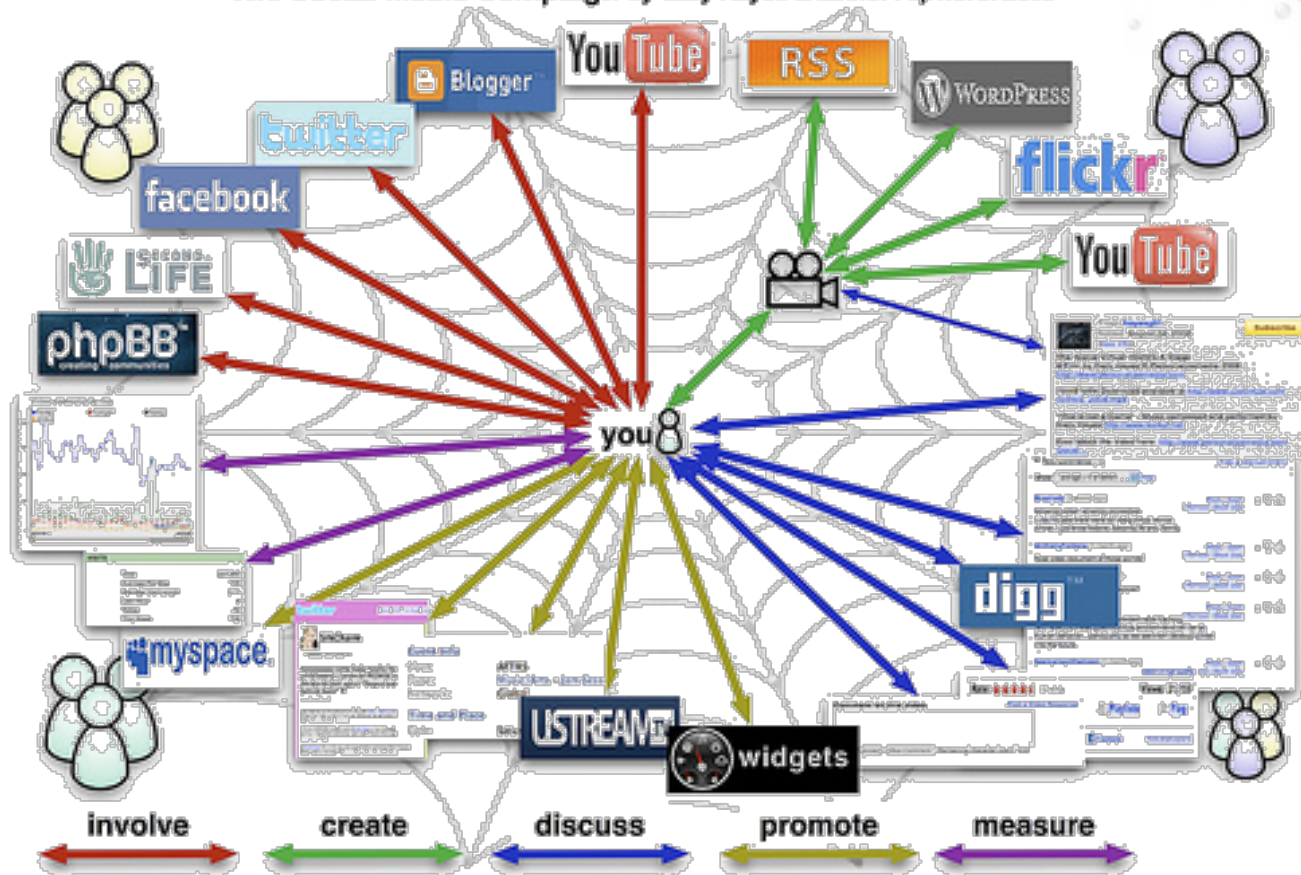
Social Media describes the online tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, thus facilitating conversations and interaction online between groups of people.

- Brian Solis, principal at FutureWorks PR



Social Media Landscape

The Social Media Campaign by Gary Hayes & Laurel Papworth 2008





The Evolution of Social Media



Web 1.0

“the mostly read only web”

45 million global users (1996)

focused on companies

home pages

owning content

Britannica Online

HTML, portals

web forms

directories (taxonomy)

Netscape

pages views

advertising

Web 2.0

“the wildly read-write web”

1 billion+ global users (2006)

focused on communities

blogs

sharing content

Wikipedia

XML, RSS

web applications

tagging (“folksonomy”)

Google

cost per click

word of mouth

Web 3.0

“the portable personal web”

focused on the individual

lifestream

consolidating dynamic content

the semantic web

widgets, drag & drop mashups

user behavior (“me-onomy”)

iGoogle, NetVibes

user engagement

advertainment





Traditional Media vs. Social Media



- **Decline** in circulation of top 10 newspapers in 2008: 635,000
- **Reduction** in US newsroom staffs since 2001: 25%
- Magazine newsstand sales growth, US, 2008: -12%
- In 2009: -22%
- Average age of daily newspaper reader in US: **57**
- Average age of network evening news viewer: **63**





Traditional Media vs. Social Media



- Percent of time teenagers spend with television, compared to their parents: **60**
- Percent they spend online: **600**
- Growth in Twitter membership, 2/08 - 2/09: **1,400%**
- **33 Percent** of Americans say Daily Show and Colbert Report are replacing traditional news outlets





Four Rules of Social Media

Before diving into the world of social media, it is important to keep the following in mind:



1. Transparency is Key – Be Honest

If you are not honest about who you are and what your intentions are, it can come back to haunt you.

Here is a now infamous example:

- Wal-mart's ["Walmarting Across America"](#) blog





Four Rules of Social Media

2. Relevance

- Listen to your audience
- Find out how they like to receive their news and give it to them in their preferred format
- This requires regular communication with your audience





Four Rules of Social Media

3. Brevity – Communicating at the Speed of Twitter!

- The average attention span is now only **2.7 seconds**, roughly 140 characters
- Crafting good content is vital – and words matter!

I don't have a
short attention span, I just...

Oh, look a Kitty! 
ironydesign.com





Four Rules of Social Media

4. Top of Mind Awareness

- Build your network and stay connected
- When, information or advice is needed, you want to be the go-to person/brand





Benefits



Why is Social Media Important?

- Improves SEO (Search Engine Optimization)
- It is permission centric
- The conversation has already started
- Builds relationships and trust with your customers





Developing a Social Media Strategy



Understanding Your Company

- What do you offer?
- What is your target market?
- What is your value proposition?
- What is your current position in the market?





Define the Goal?

**Without a clear direction,
social media can pull you in all directions**





Define the Goal?



Business Goal	Social Media Tool					
	Blog	Podcast	Video	Social Network	Private Community	Recommendation Engine
Build Customer Community						
Counter Negative Publicity						
Crisis Management						
Customers Conversation						
Expose Employee Talent						
Generate Website Traffic						
Humanize The Company						





What are your Goals?





Social Media Tools



1. Social Networks
2. Blogs
3. Microblogs
4. Podcasts
5. Online Video
6. Bookmarking/News Aggregation
7. Discussion Forums/Message Boards





Social Networks



A social network focuses on building **online communities** of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.

Fast facts:

- **4th** most popular online activity
- Account for **1 in every 11 minutes online**





Facebook



- **+200 million** active users
- The **fastest growing** demographic is those **35** years old and older
- More than **4 billion minutes** are spent on Facebook each day (worldwide)
- More than **6 million users** become fans of Pages each day
- More than **1 billion** pieces of content (web links, news stories, blog posts, notes, photos, etc.) shared each week





LinkedIn



- Over **42 million** members
- Average user age: **42**
- **64%** of users are **male**
- **All** Fortune 500 companies have executives that are members of LinkedIn





Designer Pages



- Helps designers search, save, and share product information
- Conceived as a user-generated platform
- Qualified buyers can instantly connect to suppliers





Blogs



The online equivalent of a magazine or a newspaper

BLDG
BLOG

ARCHITECTURAL
CONJECTURE
URBAN
SPECULATION
LANDSCAPE
FUTURES

TODAY'S FACILITY MANAGER
FacilityBlog

PLANNING NEUTRAL RESPONSIBLE EMISSIONS SYSTEMS
STEFFEN
AE
OW
CH
REUSE HEALTHY CARBON INCORPORATE COMMUNITY INFI
GREEN ARCHITECTURE
AND BUILDING REPORT
EFFICIENCY
GREENPOIN
CTORS PE
ES FOOTPF

myfacilitiesnet

Blogger

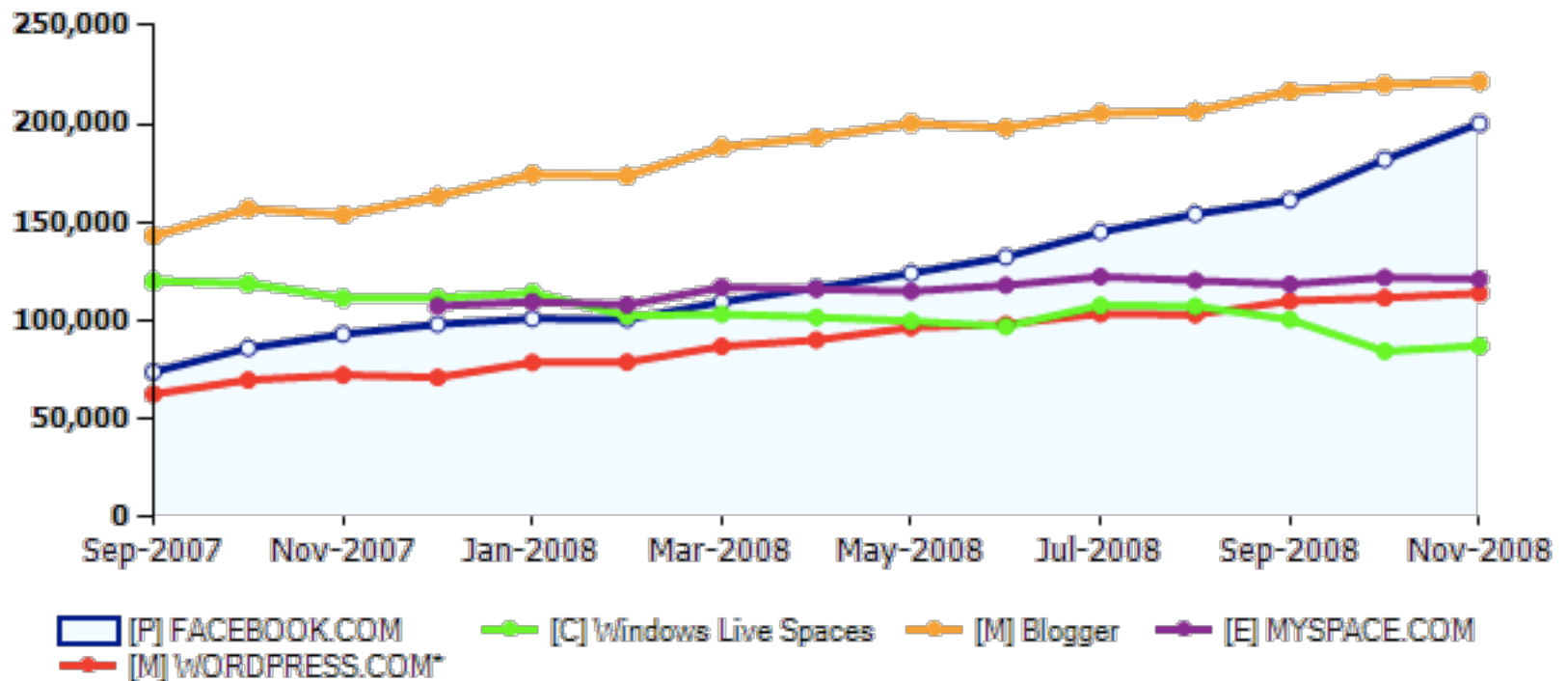




Blogs

web 2.0

Total Unique Visitors (000)



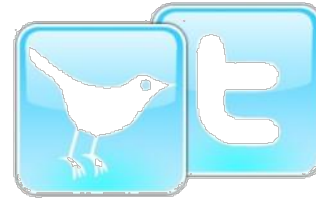
© comScore Inc.

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Microblogs



Twitter

- **Fastest** growing web brand in May 2009
- Average time spent increased from 6.19 minutes per session to **17.21** minutes in one year
- **10%** of users generate **90%** of content
- **45-54** year olds are the top demographic, 25-34 year olds are second
- A&D, commercial interiors and facilities communities are **ACTIVE** on Twitter



twitter

BPS



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Podcasts & Online Video



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- Utilizing video and audio to transmit messages and share content online
- YouTube exceeds 2 billion views per day; double the primetime viewership of all 3 major networks combined
- Top five: YouTube, Hulu, Yahoo!, Fox Interactive Media and ABC.com



YouTube



hulu



iTunes

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Bookmarking/News Aggregation

web 2.0

Examples:

- [Digg](#)
- Del.icio.us
- Yelp
- StumbleUpon



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Social Media Releases



PitchEngine

- Social Media Release
- Social Media Newsroom
- Immediate changes
- Incorporates video, audio, etc.
- Allows the use of all these Social Media tools to spread the news virally and virtually





Social Media & PR



- Social Media is another avenue for communicating your key messages and promoting your brand
- It's complimentary to a traditional media relations program
- Editors, writers, and influencers have a social media presence





Social Media & PR

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Findings from the Institute for Public Relations:

- Traditional media receives higher scores than blogs and social media in terms of accuracy, credibility, and being ethical.
- 85% of social media users think companies should interact with customers through social media
- More than 38% of journalists use blogs to find subjects to write about
- 93% of PR professionals spent part of their workdays with some aspects of social media





Find Your Niche

- Niche markets are knowledgeable, engaged, responsive, helpful and spenders
- Results tend to be better if you go where your audience is
- Identify who you want to reach



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Listen First



- Identify list of sites, blogs and online channels that are relevant/aligned to your business and goals
- Start monitoring conversations going on online





Quick Tips for Wading into Social Media



facebook

- Create a Zeftron nylon page with the help of SC

LinkedIn®

- Find active groups in your industry
- Become members and contribute whenever appropriate
- Answer questions and share content





Quick Tips for Wading into Social Media



Twitter

- Get involved in Twitter and monitor mentions
- Set up Twitter keyword alerts (TweetBeep.com)

Blogs

- Start monitoring and following important industry blogs
- Start leaving comments on blog sites and sparking discussion





NEXT STEPS



Let's Get Started!

Spaulding Communications can begin by conducting an online listening and research campaign

