

Getting Started With Social Media



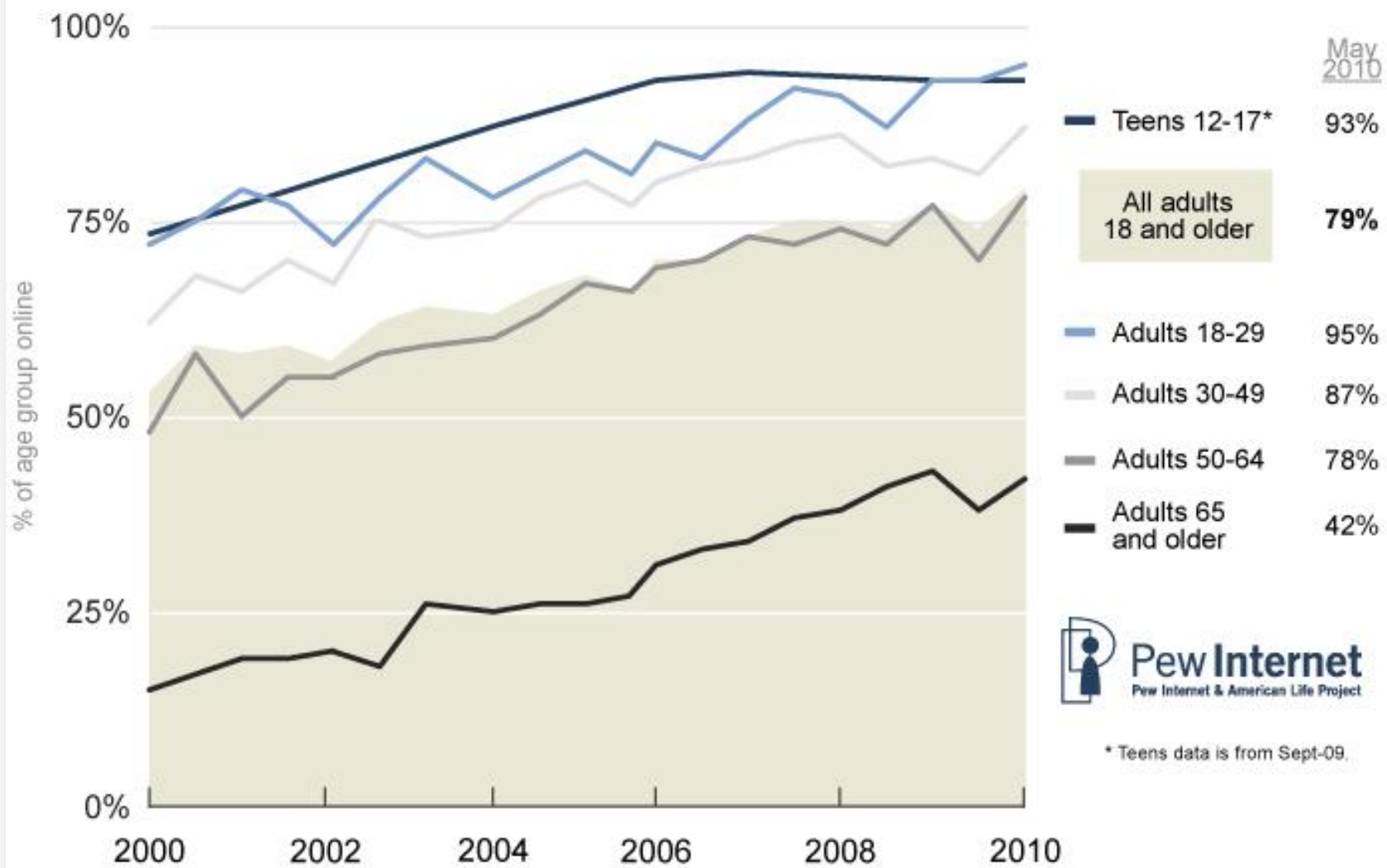
Laura L. Barnes, Librarian
University of Illinois at Urbana-Champaign
Prairie Research Institute
Illinois Sustainable Technology Center
lbarnes@istc.illinois.edu

Social Media's Plusses and Minuses



Why Does Social Media Matter?

Change in internet use by age, 2000-2010



People Use Social Media

- YouTube
 - Exceeds 2 billion views per day
 - 48 hours of video uploaded every minute
- Blogger = >200,000,000 blogs
- Facebook = 40% of daily web traffic
- Google = 46% of daily web traffic

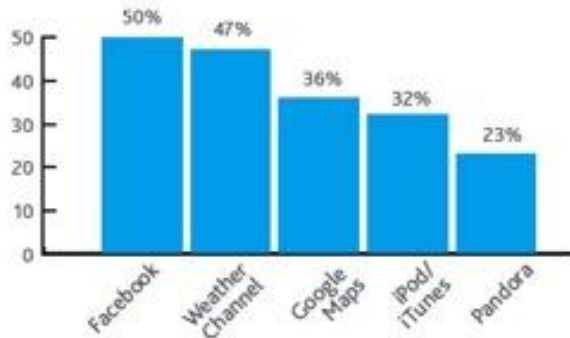
It's Nice to Share

- 10% of website visits come from sharing.
Sharing also accounts for 31% of referral traffic.
 - Facebook accounts for 38% of referral traffic
 - Twitter and e-mail account for 17% each
- People are
 - More likely to click links shared by people they know
 - Less likely to click links when recommended by people once or twice removed from their friends

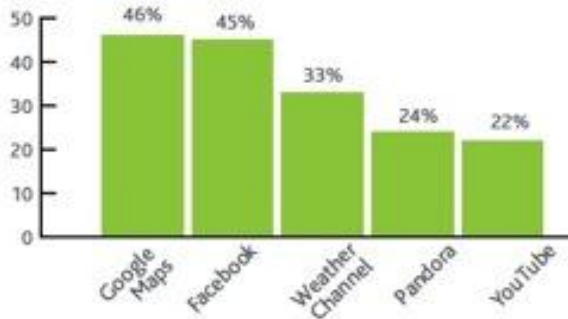
Social Media Goes Mobile

Figure 2: Most popular apps used in the past 30 days

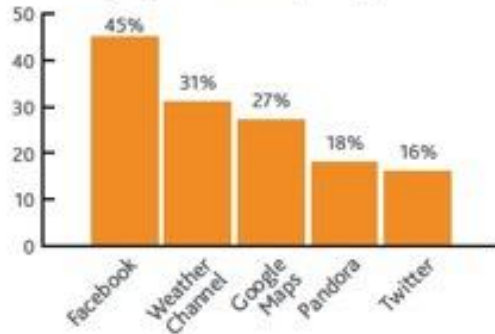
Most Popular Used Apps on the iPhone OS
Past 30 Day App Downloaders (n=1,014)



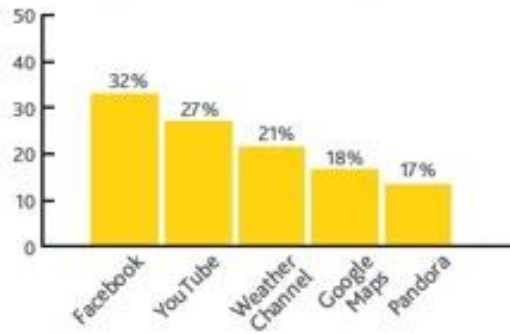
Most Popular Used Apps on the Android OS
Past 30 Day App Downloaders (n=414)



Most Popular Used Apps on the BlackBerry OS
Past 30 Day App Downloaders (n=715)



Most Popular Used Apps on the Windows Mobile OS
Past 30 Day App Downloaders (n=449)



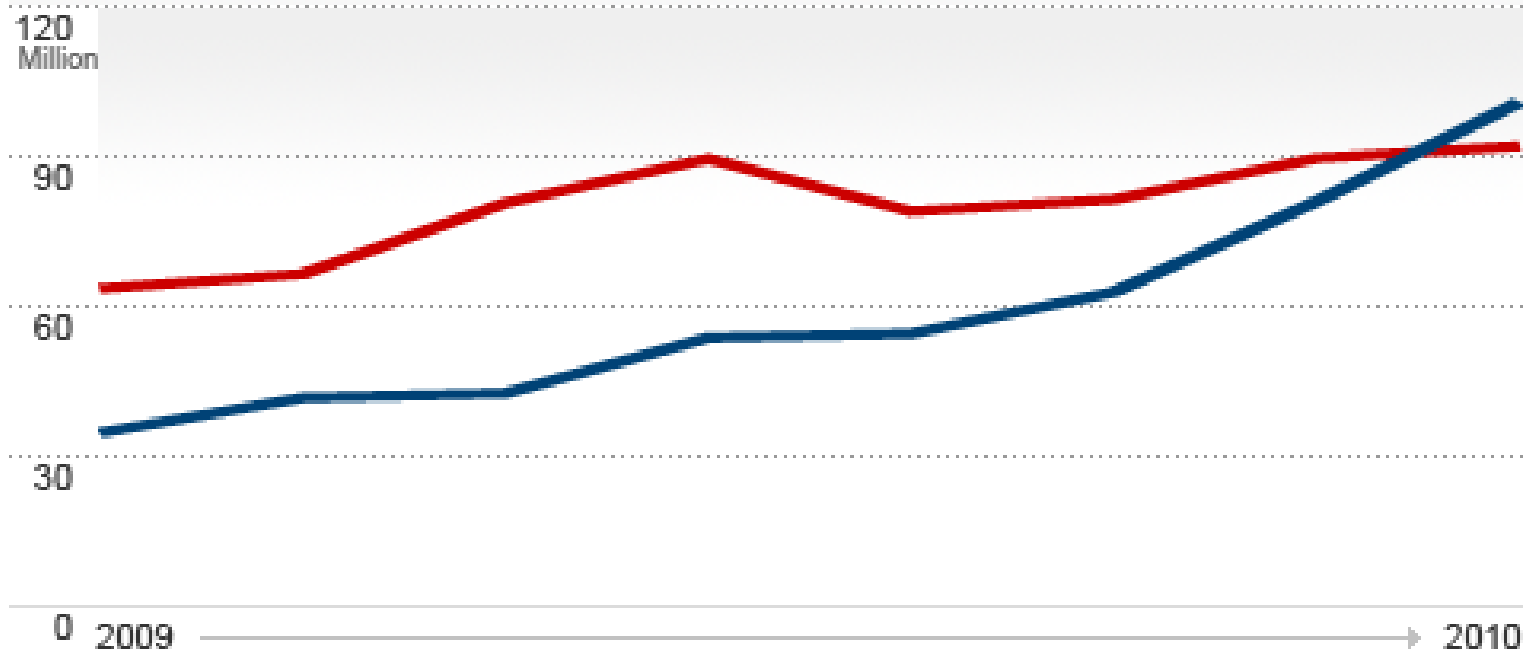
Source: The Nielsen Company

Source: Nielsen Mobile Study: Facebook, Weather, Maps and Music (Marketing Pilgrim, posted 9/14/10)

Smartphone Sales Outpace PCs

SMARTPHONE SHIPMENTS SURPASS PC SHIPMENTS

■ SMARTPHONES ■ PCs



SOURCE: IDC

Generations Online 2010: Summary of Findings

The following chart shows the popularity of internet activities among internet users in each generation.

Survey dates vary—for details, see the **Methodology** section at the end of the report.



90-100%	40-49%
80-89%	30-39%
70-79%	20-29%
60-69%	10-19%
50-59%	0-9%

Key: % of internet users in each generation who engage in this online activity

Millennials Ages 18-33	Gen X Ages 34-45	Younger Boomers Ages 46-55	Older Boomers Ages 56-64	Silent Generation Ages 65-73	G.I. Generation Age 74+
Email	Email	Email	Email	Email	Email
Search	Search	Search	Search	Search	Search
Health info	Health info	Health info	Health info	Health info	Health info
Social network sites	Get news	Get news	Get news	Get news	Buy a product
Watch video	Govt website	Govt website	Govt website	Travel reservations	Get news
Get news	Travel reservations	Travel reservations	Buy a product	Buy a product	Travel reservations
Buy a product	Watch video	Buy a product	Travel reservations	Govt website	Govt website
IM	Buy a product	Watch video	Bank online	Watch video	Bank online
Listen to music	Social network sites	Bank online	Watch video	Financial info	Financial info
Travel reservations	Bank online	Social network sites	Social network sites	Bank online	Religious info
Online classifieds	Online classifieds	Online classifieds	Online classifieds	Rate things	Watch video
Bank online	Listen to music	Listen to music	Financial info	Social network sites	Play games
Govt website	IM	Financial info	Rate things	Online classifieds	Online classifieds
Play games	Play games	IM	Listen to music	IM	Social network sites
Read blogs	Financial info	Religious info	Religious info	Religious info	Rate things
Financial info	Religious info	Rate things	IM	Play games	Read blogs
Rate things	Read blogs	Read blogs	Play games	Listen to music	Donate to charity
Religious info	Rate things	Play games	Read blogs	Read blogs	Listen to music
Online auction	Online auction	Online auction	Online auction	Donate to charity	Podcasts
Podcasts	Donate to charity	Donate to charity	Donate to charity	Online auction	Online auction
Donate to charity	Podcasts	Podcasts	Podcasts	Podcasts	Blog
Blog	Blog	Blog	Blog	Blog	IM
Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds	Virtual worlds

Source: Pew Internet surveys.

pewinternet.org

What People Do Online

This generational chart illustrates the popularity of internet activities by internet users in each generation.

Some highlights:

- Social media is most popular with younger adults, although 10-19% of those 74 and over also use it.
- Reading blogs consistently ranks lower than using social media sites across all generations.
 - **The takeaway:** If you're blogging, you should also be syndicating posts through social media channels like Facebook and Twitter.

What Technology is Your Audience Using?

The internet has become deeply embedded in group life and is affecting the way civic and social groups behave and the way they impact their communities.

This chart shows the percentage of American adults in each tech user group (those who use the internet, those who connect to the internet wirelessly, cell phone users, etc.) who are active in various organizations.

Group participation and technology

Percentage of American adults in each tech-user group who are active in various organizations

	TOTAL	Internet users	Non-users	Wirelessly connected	Non-users	Cell users	Non-users
Church, religious, spiritual groups	40%	41%	36%	42%	38%	51%	37%
Sports or rec leagues for themselves/their children	24%	28%	12%	31%	14%	28%	15%
Consumer groups	24%	27%	12%	29%	16%	30%	15%
Charitable or volunteer organizations such as Habitat for Humanity	22%	26%	11%	27%	16%	28%	14%
Professional or trade associations	20%	24%	6%	27%	10%	25%	7%
Community groups, neighborhood associations	19%	21%	11%	22%	14%	26%	14%
Support groups for people with illness, personal situation	18%	19%	15%	21%	15%	21%	16%
Hobby groups or clubs	17%	20%	7%	20%	12%	22%	12%
Political parties or organizations	15%	17%	6%	18%	11%	21%	10%
Alumni associations	14%	18%	3%	19%	7%	22%	7%
Parent groups such as PTA	13%	15%	6%	17%	7%	16%	6%
Literary groups such as book clubs	11%	12%	5%	13%	7%	14%	10%
Performance or arts groups	10%	12%	6%	12%	8%	13%	7%
Fan groups for team or athlete	9%	11%	5%	11%	7%	10%	5%
Youth groups such as Scouts	9%	11%	3%	11%	6%	12%	4%
Social/fraternal clubs	8%	9%	5%	10%	6%	11%	4%
Labor unions	8%	9%	4%	9%	6%	10%	4%
Environmental groups	7%	9%	3%	9%	5%	10%	5%
Sports fantasy leagues	7%	8%	4%	9%	5%	8%	4%
Gaming communities	6%	6%	4%	7%	4%	5%	3%
Fan groups for shows/celebrities	6%	7%	3%	7%	4%	5%	3%
Ethnic or cultural groups	5%	6%	3%	7%	3%	6%*	5%*
Travel clubs	5%	6%	1%	6%	3%	7%	3%
Groups where tech users don't dominate							
Organizations for older adults such as AARP	15%	15%	16%	13%	18%	26% [^]	18% [^]
Veterans organizations	7%	6%	9%	6%	9%	10% [^]	5% [^]
Farm organizations	4%	4%	4%	4%	4%	5%	4%
Fan groups for products/brands	3%	4%	2%	4%	3%	3%	1%

* indicates that cell phone users are not more likely to be involved in these groups.

[^] indicates that cell phone users are more likely to be involved in these groups.

Source: Pew Research Center's Internet & American Life Project, November 23-December 21, 2010 Social Side of the Internet Survey. N=2,303 adults 18 and older, including 748 reached via cell phone.

The Case for Social Media

- Low cost
 - Most tools are free or inexpensive
- Become a thought leader and improve your reach
 - Build your reputation as an expert in your subject
 - Go where the people are and engage them
 - Web pages are static and reactive
 - Social media is fluid and proactive
- Build trust and community
 - Social media gives your organization a human voice and brings people of similar interests together
 - Learn what's important to your customers/clients
 - Producing useful content builds loyalty and improves viral marketing
- Staffing advantages
 - Find staff in your organization who are already using the tools and enlist them
 - Demographics are in your favor

what's
your
story ?

Create an Acceptable Use Policy



**Do you need an acceptable
use policy?**

Crafting an Acceptable Use Policy

- Build on your existing public communications/media policy
- Look at examples from other similar organizations
 - Online Database of Social Media Policies
- Consider whether the policy applies to volunteers as well as paid staff

Develop a Strategy



**Integrate social media with
existing communications
and capacity building**

Big Picture Questions

1. What is my organization's mission and can social media help me achieve it?
2. What is the right role for social media in our overall communications efforts?
3. What groups of people might we reach (or create) through social media?
4. How can we help our communities? How do our constituents want to be engaged?
5. What is the real cost of making social media work for us?
6. How can we use social media to raise money for our cause?
7. Who is our competition in the social media space, and how can we differentiate our organization?

Write a Plan

- Identify the audience or community you want to engage
- Outline your objectives for the plan
 - Examples
 - Improve fundraising
 - Broaden the reach of your message
 - Make it easier for your constituents to contact you
- Decide what tasks need to be done to reach your objectives
 - For each task, identify who will do the work, what success looks like, and how you will measure it
- Evaluate, tweak, and improve
 - Build in feedback mechanisms throughout the process

Measure Success

Six Steps to Effective Measurement

- Define the goal
- Identify your publics and determine how your social media efforts affect them
- Determine the specific indicators by which you will define success
- Define your benchmarks
 - Compare yourself to your peers
- Select a tool
 - Web analytics (Google Analytics)
 - Facebook Insights
 - Klout score
 - Surveys
 - Content analysis
- Analyze results, make recommendations, do it again

