

Social Networking



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WHY ALL THE INTEREST IN SOCIAL NETWORK WEBSITES?

SOCIAL NETWORK: a web site with public profiles, a friend or contact list, and the ability for contacts to view and follow the contact list of their buddies.

Consider this: It wasn't until 1997 that the Internet reached 50 million users in the United States. Facebook gained over 100 million users in the U.S. from January 2009 to January 2010, marking a 145 percent growth rate within one year, according to research by digital marketing agency iStrategy Labs. If you're a business owner that hasn't embraced social networking as a major component of your success strategy, it's due time to hop onboard.

56% of American consumers feel both a stronger connection with, and better served by, companies when they can interact with them in a social network environment.

Some people consider social networks as a welcome channel for discussion.

WHEN AMERICANS WERE ASKED ABOUT SPECIFIC TYPES OF INTERACTIONS:

- 43% say that companies should use social networks to solve their problems.
- 41% want companies to solicit feedback on their products and services.
- 37% feel that companies should develop new ways for consumers to interact with their brand.
- 33% of men and 17% of women interact frequently (one or more times per week) with companies via social networks.

Source: the 2008 Business in Social Media Study, an online survey conducted September 11-12, 2008 by Opinion Research Corporation among 1,092 adults.

Social Media and Social Networks are part of the "Web 2.0" movement which are websites that allow its users to interact with other users or to change website content.

Wikipedia currently has in excess of 14 million articles, meaning that its 85,000 contributors have written nearly a million new posts in six months. That's a lot of highly motivated people. How does this happen?

WEB 2.0



SOCIAL

Social Networks
Social Bookmarking
Social Media Sharing

DATA

Blogs
Wikis
Mashups

	Maps Social Networks	User Generated Content	Collaborative tagging	Collaborative Web Pages	Online Diary	Facilitates Sharing	Combines Data
Social Network	YES	YES	YES		YES	YES	
Social Bookmarking	YES		YES			YES	
Social Media	YES	YES	YES			YES	
Blog		YES	YES			YES	
Wiki		YES	YES	YES	YES	YES	
Mashup							YES

WHICH WEBSITES ARE WHICH?

SOCIAL MEDIA AND SOCIAL NETWORK WEBSITES INCLUDE:	
SOCIAL NETWORKS:	Facebook, Linked In, Four Square
SOCIAL BOOKMARKING:	Digg, Stumbleupon, Reddit, Delicious
SOCIAL MEDIA	YouTube, Flickr
WIKI	wikispaces.com, pbworks.com
BLOGS and MICRO BLOGS	Blogger, Twitter
MASHUP	popurls.com, webmashup.com, www.weatherbonk.com, www.housingmaps.com, www.mapdango.com, beta.twittervision.com, www.bcdef.org/flappr, ask.mosio.com/twitter

SOCIAL MEDIA: share media

SOCIAL NETWORKS: share your contacts

SOCIAL BOOKMARKS: share your favorites

SHARING SEEMS TO BE THE COMMON WORD.

Anyone for a round of “Kumbaya”?

WEB 2.0 WORDS TO KNOW

Blog: an online diary, literally a web log.

Microblog: same as a blog but entries are limited to 140 characters.

Wiki: a website that allows users to collaboratively create and edit web pages using a web browser.

Social Network: Category of websites that allow people to communicate directly with each other on topics of mutual interest. The user profile is generally what distinguishes social networking sites from social media platforms. It helps set the stage for building relationships with people who share the same interests, activities, or personal contacts, as opposed to primarily disseminating or digesting information feeds. This also means social networks enable companies to invite audiences to get to know its brand in a way that traditional forms of marketing or advertising can't. Most social networks allow members to share media (photos and videos) but Twitter is an example of a social network that does not share media. Twitter shares only links.

Social Media: a category of Web 2.0 websites where users share photos and / or video. Examples: YouTube and Flickr. Social Media is sometimes used interchangeably with Social Network. Most social media websites have social networks built in.

Social Bookmarking: a method for Internet users to share, organize, search, and manage bookmarks of web resources. Unlike file sharing, the resources themselves aren't shared, merely bookmarks that reference them. Descriptions may be added to these bookmarks in the form of metadata, so that other users may understand the content of the resource without first needing to download it for themselves. Such descriptions may be free text comments, votes in favor of or against its quality, or tags.

Mashup: is a web page or application that uses or combines data or functionality from two or many more external sources to create a new service.



WHY DO PEOPLE JOIN SOCIAL NETWORKS?

Good question. People ask me that question a lot.

MORE SPECIFICALLY, WHY DO MORE BUSINESS TYPES ENGAGE IN SOCIAL NETWORKS?

- To improve the bottom line
- There's a shift away from traditional media toward digital channels
- Everyone is doing it

WHY BUSINESSES USE SOCIAL NETWORKS?

ADVANTAGES	DISADVANTAGES
Free - all it takes is a time commitment	Overwhelming - trying to learn or use all social networking websites at once can be overwhelming
Short learning curve - most sites are easy to learn, easy to navigate	It is easy to turn off followers or connections with too many posts, irrelevant posts
Far reach - provides access to global marketplace and the effect is immediate	Social networks can be very time consuming.

The main cost associated with social networks is time, not cash. The focus should be on developing very specific relationships with real people.

Traditional media focused on the broad approach hoping to bring in leads through sheer force.

DON'T PROMOTE ONLY YOURSELF—THAT'S SELFISH

Sure, it is okay to mention some stuff you have done on there from time to time but it shouldn't dominate your social network communication efforts. Imagine going to a party and having one guy in a group conversation doing nothing but talking about himself. Get's pretty old right?

When a company promotes only what they do on Twitter or Facebook, it causes essentially the same effect in the social network conversation as well.

The best social network practices are typically unselfish in nature.

So why does unselfishness matter? Credibility. The more you self-promote or broadcast your own message, the more spam-ish you come across. The more spam-ish you are, the less people are willing to trust you. People only do business with people they trust. Is it wrong to do unselfish things in hopes that good karma will swing back your way? Absolutely not. However, if what you do for others is ONLY motivated by what you will get in return, it will come out in your communication.

People generally have good BS radars when someone is or is not being genuine.

AMOUNT OF TIME SPENT ON SOCIAL NETWORKING WEBSITES

According to Wikipedia Social networking now accounts for 11 percent of all time spent online in the US. A total of 234 million people age 13 and older in the U.S. used mobile devices in December 2009. Twitter processed more than one billion tweets in December 2009 and averages almost 40 million tweets per day. Over 25% of U.S. internet page views occurred at one of the top social networking sites in December 2009, up from 13.8% a year before.

BASIC ONLINE MARKETING PRINCIPLES

Here are some basic online marketing principles to keep in mind.

WHEN NETWORKING ONLINE:

- Communication should be individual and meaningful, not bulk, impersonal nonsense.
- NO SPAM. Do not use automated software to post generic comments or messages in bulk.
- When emailing or messaging, unobtrusively remind people of what you do through your signature. Include your name; clickable Website URL; tagline or short mission statement; and/or other contact information in the signature.

Social network marketing is the process of promoting your site or business through social network websites that will get you links, attention and massive amounts of traffic. There is no other low-cost promotional method out there that will easily give you large numbers of visitors, some of whom may come back to your website again and again.

If you are selling products/services or just publishing content for ad revenue, social media marketing is a potent method that will make your site profitable over time.

THOSE WHO IGNORE SOCIAL NETWORKS FALL INTO THREE CATEGORIES:

- The ones who don't know much or anything about social networks
- The ones who are interested but don't know how to use it
- Those who don't believe in the value that a social network strategy can bring to any site or business.



PROS AND CONS OF ELECTRONIC COMMUNICATION

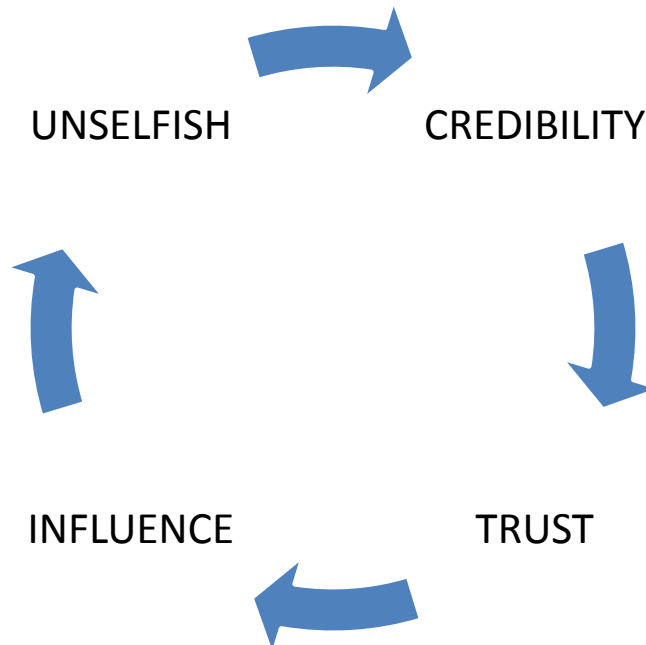
Electronic communication: anything not in person—email, text messaging, chat, telephone.

PRO	CON
Works for Mass Distribution of Message	May encourage predatory behavior
Convenient, instant communication and response	Manners and standards of etiquette may be ignored
Helps Overcome Geographic or Disability Barriers, Convenient	Non-Verbal Cues Lost or Modified
Less costly than Traditional Communication	Requires Equipment, Software, Training
Can be very portable via cell phones, I-pads, laptops	Allows communication when or where not necessarily appropriate (theaters, classrooms, church)
Trendy—for those who don't want to miss a minute of fun	Can be addictive

Remember, your electronic messages will probably live on a server somewhere for a very long time.



ROY BRANDT'S MEDIA COMMUNICATION CIRCLE



Unselfish: Retweet what other people are saying on Twitter. Respond to others' tweets with your thoughts and initiate thought provoking conversation. When posting on Facebook, ask questions to your audience. Talk about things that apply to them to and not just directly to your brand or organization. Blog commenting is a huge unselfish practice that generates goodwill among other Web 2.0 users. It shows that you are listening to what they are saying and clearly want to engage in their conversation. Comments shouldn't be dry and vague as only saying "great post!" but should genuinely provide input for their topic and continue their conversation. Avoid using the comments section of a blog to post links to your own stuff, as this will definitely give you a spam label.

Credibility: the quality of being believable or trustworthy. Your messages are more credible when you are less selfish.

Trust: having confidence or faith in something. People will trust you more when your messages are credible (believable)

Influence: the ability to shape or influence opinions. People will seek out you or your brand more often when they perceive you as credible and trustworthy. More influence means more business.

So, how do you all use social networks unselfishly?

NORMAL SOCIAL NETWORK INTERACTION (IF THERE IS A NORMAL?)

Social networking strategies for connecting with your customers can certainly be complex, tricky and cumbersome. Here are some strategies to assist you in connecting with your customers.

HOW A TYPICAL NEW USER EXPERIENCES A SOCIAL NETWORK	
Make a profile	Complete your profile and add a picture. Tell the world who you are and where you can be found. Tell people how you can benefit your marketplace.
Make friends	Become friends with potential customers and current customers. Make it easy for your customers to bookmark your website, blog posts, videos, and social bookmarking websites. Put links on your website, business cards, etc.
Make conversation	This is your users' opportunity to create their own questions and your opportunity to respond. This is your opportunity to be there and cater to them. Here you serve your customers.
Take suggestions	Sometimes a social network will suggest people that may be good friends because you have a friend in common. Consider taking these and other suggestions from the social network website.
Communicate the old fashioned way (in person)	In-Person Interaction is the pinnacle form of interaction with your customers. This is where relationships are built and authentic conversation is had with so much more input, feedback, collaboration and communication. Social networks make the connections but nothing beats face-to-face. Get out there. Meet your customers. Let them interact with other customers. Build your community. Go to conferences...better yet, organize your own gatherings and promote them using your social networks.

APPROACHING PEOPLE TO BECOME A PART OF YOUR ONLINE NETWORK

After finding potential connections, approach them about becoming part of your network.

WAYS TO DO THIS INCLUDE:

- Send a friend request
- Post thoughtful, relevant comments on their pages (which also creates new links to your page).
- Return comments on your page with relevant ones on the commenters' page.
- When contacting someone, send a private message and leave a comment on her or his page.

Building relationships is key to succeeding on these social networking sites.

Do not join the groups and look like your trying to scam everyone. People love to be given things. People love to learn. So give value in the process! Give value to the community and everyone viewing your profile page by putting out press releases and blog posts. But remember not to put up too many ads. Once people see you can help them and are a person of care and that you want to spend money with you! We're trying to pull people to us not push them to us!

WORKING YOUR NETWORK

The flip side of finding potential connections is having potential connections find you.

THINGS YOU CAN TO BECOME MORE APPROACHABLE:

- Your page is the first thing people see when researching you, so keep it appealing.
- Regularly review comments others have left and delete irrelevant or crude remarks.
- Add new content to your page often, giving people a reason to visit regularly.
- Set aside time to respond to comments and messages.

USING SOCIAL NETWORKS UNSELFISHLY TO PULL IN PEOPLE

Communicating in an unselfish manner mean you are nourishing other people before you nourish yourself. Crack open any Marketing 101 textbook and you're likely to find a passage on Push Marketing and Pull Marketing.

Pull Marketing is less selfish because it engages the audience where they are comfortable.

PUSH MARKETING	PULL MARKETING
Broadcast through repetition (radio, tv, newspaper, billboards, magazines)	Direct Response Marketers (infomercials, business reply cards, telemarketing)
Hopefully, after enough impressions your audience will be motivated to act.	Engages the audience. The goal is to nurture and condition them towards an action (you're pulling them in).
You're relying on the viewer to act. You need bigger numbers to make this work.	An action is a response such as <ul style="list-style-type: none">• Making a sale• Downloading a coupon• Opting-in for an email or newsletter
Often, you lose your audience to boredom, repetition, and inactivity.	Getting someone to act is never a one-step process. It requires several stages of engagement and marketing.

People want to interact on Social Networks.

Social Networks build receptive and motivated audiences.

THE TWO PULL STRATEGY

It isn't enough to just pull them in using Social Networks. As marketers we need to engage them and then integrate other media to nurture customers and prospects towards desired, measureable action.

The goal is not to see how fast we can get 500,000 fans on a client's Facebook page, or to collect 20,000 followers on Twitter, or 1,000,000 views of a YouTube video.

The ultimate goal is to build the fans or audience base, get them interested by engaging with them, and then MOVE THEM to another medium that is designed to create and take action.

The reason this works is because people are more likely to engage with marketers in social networks and mobile media (because of the popularity of texting) than anything else right now.

EMAIL MARKETING USED TO BE HOT—NOW IT'S NOT!

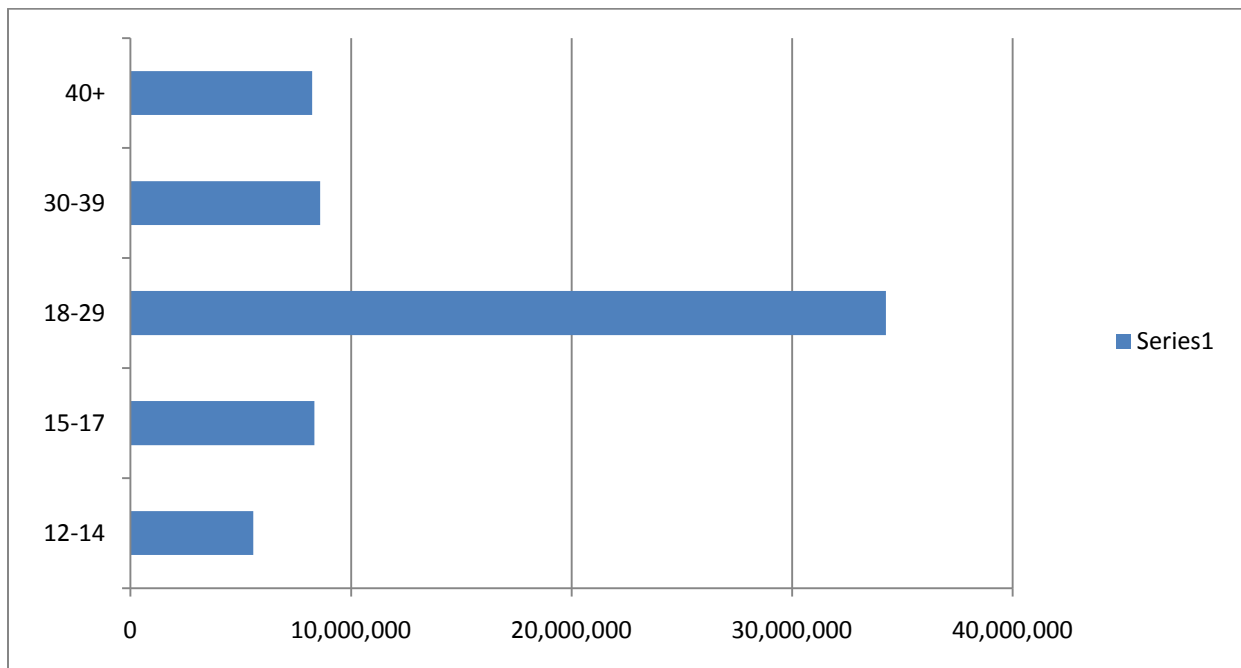
SOCIAL MEDIA	EMAIL
Social networking now accounts for 11 percent of all time spent online in the US.	183 billion messages per day means more than 2 million emails are sent every second.
200 million people spend 55 minutes a day on Facebook.	70% to 72% of emails contain spam or viruses.
A total of 234 million people age 13 and older in the U.S. used mobile devices in December 2009.	90 trillion The number of emails sent on the Internet in 2009
98% of text messages are opened and read. How many email messages are actually read?	47 billion Average number of email messages per day
Over 25% of U.S. internet page views occurred at one of the top social networking sites in December 2009, up from 13.8% a year before.	1.4 billion The number of email users worldwide

HOW MANY PEOPLE ARE USING SOCIAL MEDIA?

	Users Worldwide	% of Internet Users
Internet Users Worldwide	1.8 billion	100%
Google accounts	800 million	45%
Facebook accounts	400 million	20%
Twitter accounts	100 million	1%
LinkedIn	65 million	2%

SOCIAL NETWORKING SITE USE

Pew's Research Center for People and the Press published a report entitled "Internet's Broader Role in Campaign 2008." In this survey, social networking site use was explored, with the researchers finding that 22% of Americans use Social Networking Websites (SNS). Broken down by age range, 45% of those age 12-14, 65% of those age 15-17, 67% of those age 18-29, 21% of those 30-39, and 6% of those 40+ use SNS. Based on 1430 respondents, margin of error should be about +/- 3%. It's hard to ignore the high use of social networks in the large cohort in the ages 18-29.



RAW DATA: 12-14: 5,560,749; 15-17: 8,331,631; 18-29: 34,251,555; 30-39: 8,599,930; 40+: 8,235,988 people use social networking websites.

OVERVIEW OF SOCIAL NETWORK NICHES

ACCOUNT HOLDERS	VIEW THEMSELVES AS
Google	Technical, professional, gadget seekers
Facebook “The Hallway Conversation”	Personal connections
Twitter “The Cocktail Party”	Busy opinion leaders, work groups, wedding parties, political demonstrators and organizers.
LinkedIn “The Business Meeting”	Professional connections This is the first place I would look for an equine dental assistant.
Four Square	Social Butterflies A great way to connect with friends where they hang out.

84% percent of social network website users have more women than men.



FOURSQUARE HELPS USERS CONNECT WITH REAL WORLD FRIENDS

Foursquare is a web and mobile application that allows registered users to connect with friends and update their location. Points are awarded on weekends and non-business hours for



"checking in" at venues. Users can choose to have their Twitter and/or their Facebook accounts updated when they check in.

In version 1.3 of their iPhone application, Foursquare enabled push-notification of friend updates, which they call "Pings."



Users can also earn badges by checking in at locations with certain tags or for check-in frequency. The company has stated that users will be able to add their own custom badges to the site in the future. If a user has checked-in to a venue more than anyone else, on separate days, and they have a profile photo, they will be crowned "Mayor" of that venue, until someone else earns the title by checking in more times than the previous mayor. Users can create a "To Do" list for their private use and add "Tips" to venues that other users can read, which serve as suggestions for great things to do, see or eat at the location.



YOU TUBE—THE VIDEO SHARING WEBSITE



YouTube is a video sharing website on which users can upload, share, and view videos. Three former PayPal employees created YouTube in February 2005. In November 2006, YouTube, LLC was bought by Google Inc. for \$1.65 billion, and is now



operated as a subsidiary of Google. YouTube uses Adobe Flash Video technology to display a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging and short original videos. Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, the BBC, UMG and other organizations offer some of their material via the site, as part of the YouTube partnership program.

YOU TUBE OVERVIEW	
Number of videos on YouTube.com	70 million
Video publishers	200,000
YouTube videos viewed per day	1 billion
Average length of a video	2 minutes 46.17 seconds
Average age of uploader	27 years old
YouTube's estimated bandwidth costs per day	\$1,000,000
The number of online videos the average Internet user watches in a month (USA)	182
Percentage of Internet users that view videos online (USA)	82%
YouTube online video market share (USA)	39.4%
Percentage of embedded videos on blogs that are YouTube videos.	81.9%
Videos viewed per month on competitor Hulu in the US	924 million

BLOGS THE DIGITAL DIARY

126 million – The number of blogs on the Internet (as tracked by BlogPulse).

15% of bloggers spend 10 or more hours each week blogging.

70% of bloggers are organically talking about brands on their blog.

38% of bloggers post brand or product reviews.



BLOGOSPHERE OVERVIEW

Blogs indexed by Technorati since 2002	126 million
Number of people globally who read blogs	356 million
Average number of blog posts in a day	900,000
Percentage of active Internet users who read blogs	77%
Number of languages represented in the blogosphere	81
Percentage of bloggers who have been blogging for at least 2 years	59%



TWITTER—THE MOST POPULAR MICROBLOG

Although men and women follow a similar number of Twitter users, men have 15% more followers than women. Men also have more reciprocated relationships, in which two users follow each other. This "follower split" suggests that women are driven less by followers than men, or have more stringent thresholds for reciprocating relationships. This is intriguing, especially given that females hold a slight majority on Twitter: we found that men comprise 45% of Twitter users, while women represent 55%. To get this figure, we cross-referenced users' "real names" against a database of 40,000 strongly gendered names.



Even more interesting is who follows whom. We found that an average man is almost twice more likely to follow another man than a woman. Similarly, an average woman is 25% more likely to follow a man than a woman. Finally, an average man is 40% more likely to be followed by another man than by a woman. These results cannot be explained by different tweeting activity - both men and women tweet at the same rate.



TWITTER OVERVIEW	
Number of tweets a day	27.3 million
Twitter accounts have no followers	25%
Accounts that have never sent out a single Tweet	40%
Twitter accounts have been opened but never been updated	30 million
Percentage of Twitter accounts that have sent less than 10 tweets	80%
Percentage of Twitter's user base located in the United States	57%
People following @aplusk (Ashton Kutcher, Twitter's most followed user)	4.25 million
Number of new Twitter accounts created each month	6 million

At its current rate of 6 million new accounts monthly, Twitter should reach one hundred million accounts in late April or early May 2010. That will be an achievement that very, very few companies can ever claim to have made.

USING TWITTER FOR MARKETING & PR - A STEP-BY-STEP GUIDE

HERE'S HOW TO START TWITTERING DOWN THE MICROBLOG PATH

- Sign-up and post a profile at twitter.com
- Write some updates. The beauty of Twitter is that the 140 character limit is the great equalizer - I am about as good of a writer as Shakespeare on Twitter. Post a link to a news article you liked with a one line comment, mention an interesting thought you had, or tell
- Make friends. Making friends on Twitter is pretty easy. Just surf around the web on your favorite blogs, people's Facebook profiles etc, and when you see a Twitter box that tells you what they are doing click on it. That will bring you to their profile and then you just click on the "Follow" button on the top left and you are now following them. Most of the time they will then follow you back, and the audience for your 140 character insights will have grown by one person. You can get started by following me: Mike Volpe on Twitter. You can also click on the people that other people are following to find more people to follow.
- How to post URLs. Twitter is based on 140 character updates. If you have a really long URL, that doesn't leave much room for Most people on Twitter use www.TinyURL.com to take a long URL and make it short. Give it a shot if you have a long URL that you want to market on Twitter.
- Monitor conversations about your company. Even if you don't join Twitter yourself you can monitor what people are saying about any person, company or brand. This is quite useful from a marketing and PR standpoint. Twitter has a search engine that lets you do just this. For instance, here is a list of everyone who is talking about HubSpot on Twitter. You can subscribe to these searches by RSS to keep yourself updated. Another tip is that you can "follow" all the people you find talking about your company (just click on their username to go to their profile). If they are talking about your company, they would probably be pretty happy that someone from the company wants to follow them.
- How to "chat". Using the @ symbol before someone's Twitter username is how people have "conversations" in Twitter. This makes their username a link to their profile so other people can follow the conversation (sort of). For example if you wrote "@mvolpe thanks for the cool blog article about Twitter today" that would be a way of telling me you liked this article. Try it out. It's not IM (instant messaging), but it is sort of like a publicly broadcast IM service.

TRY THESE TWITTER UTILITIES

www.tweespeed.com
beta.twittervision.com
tweetvolume.com

FACEBOOK—THE MOST POPULAR SOCIAL NETWORK

Facebook's target audience is more for an adult demographic than a youth demographic. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. The

website's name stems from the colloquial name of books given to students at the start of the academic year by university administrations in the US with the intention of helping students to get to know each other better.

Facebook was founded by Mark Zuckerberg with his college roommates and fellow computer science students Eduardo Saverin, Dustin Moskovitz and Chris Hughes. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and Stanford University. It later expanded further to include (potentially) any university student, then high school students, and, finally, to anyone aged 13 and over.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font on a dark blue rectangular background.

FACEBOOK OVERVIEW	
Number of active users	400 million
Number of friends the average user has	130
Number of active users who log on to Facebook on any given day	50%
Time average user spends on Facebook per day	55 minutes
Number of comments average user writes each month	25
Number of groups average member belongs to	13
Users who update their status each day	35 million
Content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week	5 billion
Number of photos added to Facebook monthly	3 billion
Businesses with Facebook pages	1.5 million

LINKED IN—THE PROFESSIONAL SOCIAL NETWORK

LinkedIn presents itself as “an online service helping professionals find and connect with one another more effectively.” LinkedIn’s registration form more resembles a resume than a social application, asking for such information as current/most recent job position, job industry, past experience, and professional overview. You can join LinkedIn through invitation or by starting a network of your own.



LINKED IN OVERVIEW	
Members	Over 65 million members in over 200 countries
New members	A new member joins LinkedIn approximately every second
Fortune 500 Executives	Executives from all Fortune 500 companies are LinkedIn members
Senior Executives	Users tend to be more senior (56% are “individual contributors”, 16% are management level, and 28% are director/VP level or above)
Decision Makers	The majority (66%) are decision makers or have influence in the purchase decisions at their companies (decision makers also tend to be more active on LinkedIn)
Connections	The greater the number of connections the greater the likelihood of higher personal income - those with personal incomes between \$200K-\$350K were seven times more likely than others to have over 150 connections
Fastest-growing country to use LinkedIn	India with 3 million total users

Through LinkedIn, both employers and potential employees can make connections. For example, I can easily view both prospects and contacts in the marketing/advertising industry — there are currently 900+ users in the field. Also, your friends and colleagues belonging to the club may share their own endorsements or references in your profile, enhancing the level of trust potential networking partners may have in you and/or your offer. There is currently no fee for LinkedIn while it is in its beta version.

LinkedIn comes across as primarily a technical information resource for job seekers and those seeking specialized employees. The specialized questions and answers, along with the recent addition of "groups," does make it a bit more interactive. I wish the navigation wasn't so "clunky." Still, making use of the detailed profile has been a great self-promotion tool. The more information provided the more successful LinkedIn will be for the user.

JOINING LINKEDIN IS SIMPLE

Joining a network like LinkedIn is simple, but turning it into a powerful networking tool takes a bit of savvy. Here's how to set up a profile, build a network, and put it all to work — without social-networking anxiety. LinkedIn does offer higher-grade accounts for a monthly subscription fee, but don't upgrade until you're sure you'll use it. Plan to spend at least a full afternoon establishing your profile and network. Then make time to check in at least once a week to see what everyone is up to.

THINGS YOU WILL NEED TO CREATE A LINKEDIN ACCOUNT

Your E-mail Contacts	LinkedIn allows you to quickly search through everyone you've e-mailed and connect to those you'd like to reach.
Well-Defined Goals	What do you want out of your network? Is there a field you hope to move into? A new position you'd like to try? Do you simply want to find other professionals in your field?
Your Company's Policy	While nearly every company is fine with social networking (even the CIA reportedly has its own internal social network), make sure you understand your company's policy on confidentiality.



YOUR LINKEDIN PROFILE

MAKE SURE YOU INCLUDE IN YOUR LINKEDIN PROFILE

Headline	Write a solid headline with keywords relevant to your industry.
Picture	People do business with people and most people would like to know what you look like.
Contact Info	At the bottom of your profile, you can let people know how you want to be contacted — through LinkedIn, by e-mail, or over the phone.
What you want to be contacted about	At the bottom of your profile, you can select interests like reference requests, consulting offers, or career opportunities.

DO NOT INCLUDE IN YOUR LINKEDIN PROFILE

Private contact information	Any contact information you're not comfortable having your contacts see. Your contact information will be visible only to those you are connected to, but you should decide whether you want that to include things like phone numbers or personal e-mail.
Wrong information	Anything that even begins to stray from the truth. Unlike even a resume, your profile will be seen by a lot of eyes. Did you really lead that project, or did you lead it along with several others?
Sensitive information	At the bottom of your profile, you can let people know how you want to be contacted — through LinkedIn, by e-mail, or over the phone.
What you want to be contacted about	Anything you wouldn't want fellow colleagues — current, former, or future — to know. LinkedIn is for professional relationships, and just like at the dinner table, it's wise to keep politics and religion politely to yourself.

FLICKR—THE PHOTO AND VIDEO SHARING WEBSITE

Referring to this resource as social networking may not be the first thing that comes to a individual's mind when visiting the site. The storage and sharing of images is its main attribute. However, the creation of personal communities, groups and the image feeds to other social sites all become part of the online networking experience.



Flickr offers two types of accounts: Free and Pro. Free account users are allowed to upload 100 MB of images a month and 2 videos. Also, if a free user has more than 200 photos on the site, they will only be able to see the most recent 200 in their photostream. The other photos that were uploaded are still stored on the site and links to these images in blog posts remain active. Free users can also contribute to a maximum of 10 photo pools. If a free account is inactive for 90 consecutive days, it will be deleted.

Pro accounts allow users to upload an unlimited number of images and videos every month and receive unlimited bandwidth and storage. Photos may be placed in up to 60 group pools, and Pro account users receive ad-free browsing and have access to account statistics.

FICKR OVERVIEW	
Photos hosted by Flickr (October 2009)	4 billion
Company launched	2004
Yahoo acquired company	2005
Free accounts upgraded to 100 Mb	2006
Paid subscribers upload video	2008

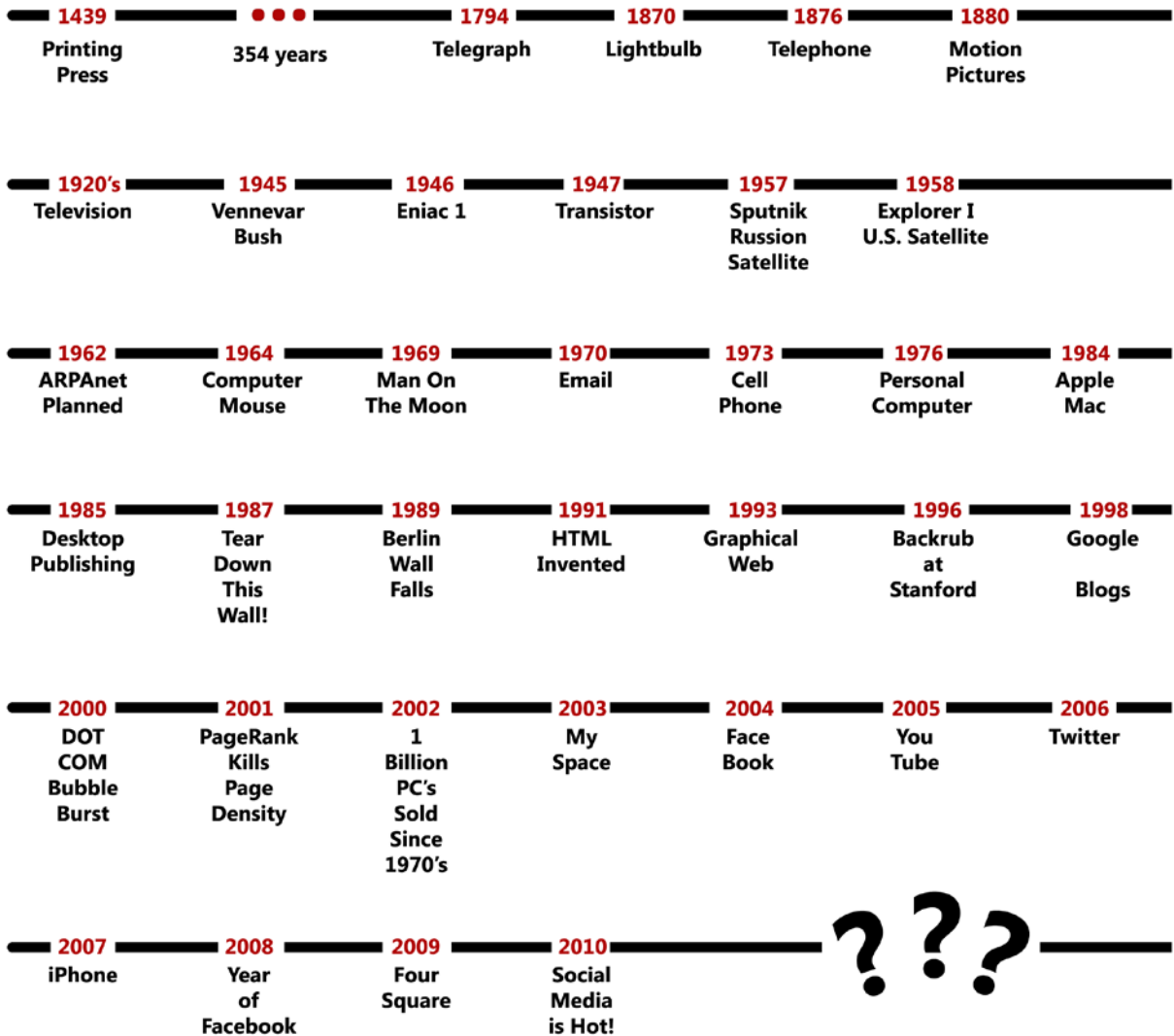


SOCIAL BOOKMARKING WEBSITES

MOST POPULAR SOCIAL BOOKMARKING WEBSITES

A BRIEF HISTORY OF COMMUNICATION TECHNOLOGY



TYPES OF SOCIAL NETWORK USERS

You can divide social network users into six categories: creators, critics, collectors, joiners, spectators, and the resistance.

STYLES OF SOCIAL NETWORK USERS	
Creators	Publish blogs, websites, poetry, articles and stories.
Critics	Contribute to online forums, discussion groups, they post ratings, reviews, and surveys, comment on blogs and contribute articles to wikis.
Collectors	Subscribe to RSS feeds, vote on websites online, add labels or tags to web pages or photos.
Joiners	Visit social networking websites and maintain their profiles.
Spectators	Read customer reviews and ratings or products and services, watch videos from other users, read online forums and discussion groups, read blogs and listen to podcasts.
The Resistance	This group cannot or does not want to participate in social networks.

The demographic data follows the trend we see overall—younger people are more heavily involved, but over-35s and over-55s are becoming more and more active in social networking. While 10% or less of online adults aged 18-34 are “socially inactive,” the older age ranges are showing high growth. Among adults 35-54, participation grew 60% over last year:

Now more than half of adults ages 35 to 44 are in social networks. Adults ages 45 to 54 grew their Joiner behavior nearly as much, but still lag behind the 35- to 44-year-olds; 38% of those ages 45 to 54 use social network sites regularly. These consumers also increased their Creator activities to the point where one in five produce social content. With this age group including nearly 70% Spectators, marketers can now safely create social network marketing for people ages 35 and older.

And in the 55+ category, 70% of online adults use social tools monthly, while 26% use social networks.

WHY YOU SHOULD CONSIDER USING SOCIAL NETWORKS FOR BUSINESS:

HOW SOCIAL NETWORKS FIT INTO YOUR MARKETING STRATEGY	
You need leads	You hope to meet people like you, and people with whom you can make contacts for your business.
It's Natural	Not only do you get natural links without any discernible pattern, your website is exposed to large groups of people in a spontaneous fashion. This differs from paid advertising which has overt commercial overtones. Once successfully mastered, social communities can be a great source of web traffic on top of any traffic you are already receiving from search engines. While you can't easily increase your search engine traffic, social network traffic can be very easily controlled through strategic marketing.
Low-cost/high returns	If done by yourself, costs are limited to only time and perhaps the expenses involved in hiring a freelance programmer/designer. The benefits will often exceed the cost. It would take you thousands of dollars to buy many links; social networks have the ability to give you that for free. Social networks are cheap advertising if used in the right way.
It complements other efforts	Social networks are usually community specific. It doesn't interfere with any other methods of getting traffic to your website. It can and will fit perfectly with an advertising campaign targeting other websites or search engines.

GENUINE CONCERNS ABOUT SOCIAL NETWORKS

If you're worried about wasting time, losing your privacy, or struggling with your technical skills, don't be — most social networks are safe and easy to use, however, there are some genuine concerns to be on the alert for:

THE BAD NEWS ABOUT SOCIAL NETWORKS	
Viruses and Trojans	Applications from people you don't know may contain viruses and Trojan horses. Unaffiliated Facebook applications are notorious for giving people bad stuff! By Unaffiliated I mean from sources you don't know. The official Facebook applications are ok. We're talking about third party applications.
Spam can be a big problem.	Nearly every social network implements safeguards to keep spam at a minimum. And nearly every social network fails to some degree. MySpace saw users abandoning the site in droves after spam artists started using profiles as bait for illicit websites. Facebook users are sometimes deluged when friends inadvertently send out requests to install applications. And users on LinkedIn have been barraged with promotional emails or requests for introductions from overzealous contacts. MySpace and Facebook are still struggling with the issue, but there's a quick fix for LinkedIn. If someone's outreach gets a little heavy handed, you can easily remove the pest from your contacts without them even knowing. (None of the major social networking sites inform contacts when you remove them from your network.)
Your personal and professional lives will collide.	Who you are in the office can be very different from who you are outside of it, and online social networking can focus unwanted attention on that distinction. To avoid uncomfortable overlaps, make sure your contacts on LinkedIn are only those you know professionally. (Unless you're both in the same field, it's probably best to ignore your brother-in-law's requests to link to you.) If you use sites like Facebook for professional networking, set up two separate accounts — one to meet with others in your industry, and another to keep up with friends from college.
Mistakes may come back to haunt you. They can be difficult to correct online.	Subscribe to RSS feeds, vote on websites online, add labels or tags to webpages or photos.

STRENGTHS OF SOCIAL NETWORKS

THE GOOD NEWS ABOUT SOCIAL NETWORKS	
Social networks can save you time.	Social networks are more efficient than email for most people.
Setup is easy	Most social networks use clear, simple interface designs. A social network won't require much time to maintain. In fact, your network can save you time by helping you find who you need quickly.
Privacy is under control (if you pay attention to your settings)	A stranger browsing Google won't be able to trawl for your email or contact info — unless you've put it in your public profile. You don't have to list any contact info you're not comfortable disclosing. Worries of identity theft are ill-founded as well, as even those within your network would never see information like your Social Security number, date of birth, or home address.

SO HOW DO SOCIAL NETWORKS HELP ME TO MAKE MONEY?

It doesn't. At least not directly. Wow, you didn't expect me to say that?

Every site or business that wants to expand and become profitable, needs a core group of supporters who will be willing to make purchases or recommend the site to others. Your site needs to perpetuate itself.

The more supporters you have, the faster word spreads about your site. Social networks are an excellent way to get people to come into your site to take a look at what you have to offer. You will grow when there are a group of loyal visitors ready to always act upon what you have to offer.

Because social network websites can be leveraged for links and better search rankings, they can greatly increase your site's income potential. For example, you will be able to price ads higher or generate revenue from any paid business models.

FORMING YOUR SOCIAL NETWORKING STRATEGY

KEY STRATEGY QUESTIONS TO ANSWER	
What are the needs of your business?	Are you short-staffed? Is your advertising budget running thin? Hopefully, you're not putting your company name on a social networking account just to send messages back and forth to former high school classmates
What am I using the site for?	Do you want to recruit employees for a certain department? Do you want to market a new line of products? Do you want to connect to more people in your industry?
Whose attention am I trying to get?	Who is the target audience for that product or service? You may need to narrow your focus.
Who's going to manage your social networks?	Does this fall under a current employee's responsibilities, or do you need to bring on new talent? Will all of your employees have access to the social network account, or a select few? Take the time to assess the skills and character of those who can log into your page.
What is the personality of my page?	Does your company already have a public representative that usually handles speeches, press, etc.? It may be beneficial to rein in that person as the voice of your social networking site. People like to buy from other people, not from companies. In order to solidify trust, pick someone to represent your brand.



HOW TO USE SOCIAL NETWORKING AS PART OF A MARKETING PROGRAM

Social networking can be an effective part of any marketing program, but it must be used correctly. The following tips will help small business owners, entrepreneurs, and anyone looking to galvanize their social network marketing program.

HOW TO USE SOCIAL NETWORKS AS PART OF A MARKETING PROGRAM:

Use your social networking profile to communicate brand. Instead of linking to the home page of a website, set up a unique page for each social networking site, and include who you are, what you do and some personal facts to make the profile more approachable.

Manage online reputation carefully. Avoid posting political, religious, or controversial opinions. Don't use a social networking profile as a platform to spout off about a former employer, coworker, colleague or business associate. What you post online can stay online for a very, very long time.

Create a careful balance of posts. Too few posts and followers and friends lose interest. Too many and people are turned off.

Be a friend to get friends. Nothing is worse than a person who posts only about themselves, or things to promote their business. Help others and attract true friends.



Give people time to understand personal details and become friends. As with a face-to-face networking event, not everyone will be a connection, nor will everyone wish to do business. Over time, as people read posts and learn more, they will be attracted to the business or person posting and seek to do business together. And in the long run, that leads to more profitable, long lasting, and better business contacts.

SOCIAL NETWORKING MARKETING METHODS

Specific suggestions for business use of social networks:

PROMOTING YOUR SOCIAL NETWORK

Blogging: When you start Blogging or posting your data about any product, you can see less response from clients. Later it will become big business via blog. Websites and blogs are most powerful tools for social network marketing when matched with other networking tools. A Blog is an amazing tool which provides many other facilities in addition to just marketing your business. It also helps you to communicate with other clients in case if you have any problems.

Personal website or blog: It is important to have private website if you are a freelancer. Your website will help your clients to know about you and it will make them clear that you are a serious business person.

Video promotion: Use several video distribution websites for your marketing. These websites uploads your service to the whole world. All that you need to do is film a video about your business and send it to video uploading sites like You Tube. It seems it is the easiest way of marketing than any other modes since many people will be interested in view videos rather than word form of advertisement.

Press Release or media release: It attracts several public clients and increases relationship among them.



SOCIAL NETWORK STRATEGY FOR PEOPLE WHO DON'T USE COMPUTERS

CONNECTING WITH PEOPLE WHO DON'T USE SOCIAL NETWORKS

Target the networks of people who work for your target audience.	You may want to target senior executives, very young, older people (in their minds, of course) or others who just aren't very likely to read your blog posts, Twitter messages, etc. but chances are - those people have co-workers, family and others in their lives who would. Most mainstream journalists now participate in social media conversations for their research. Making yourself known as a topical expert to them online can help increase your visibility when it's time to write a story off-line.
Use Web 2.0 Tools to Publicize Real Life Public Events	Publicize events using your local newspaper's website events listings, trade associations, nonprofit groups, or websites like upcoming.org and eventful.com.
Make Your Blog an Email Newsletter and Promote it Elsewhere	Write a guest editorial in traditional press that can lead people to an "email newsletter" page - really your blog with email subscription. If your target audience doesn't read blogs or participate in social networks, they probably do like email. This is an easy thing to do and can prove quite effective for non-technical audiences if framed in a non-threatening way.



INFORMATION TO PUT ON A SOCIAL NETWORK

Give away things that are useful to your followers. If you are a real estate agent, most of your followers may be people looking to buy or sell a home. Give them a tip sheet on sprucing up their home before showing it. When people find you on twitter, you want to come across as somewhat of a "perfect real estate agent " .

HOW BUSINESSES USE SOCIAL NETWORKS

How-to videos are another great way to gain a loyal following. Of course, at some point you can mention your website or product.

LinkedIn has been beneficial for companies trying to keep their employees in the loop. You can use it to stay in touch with freelancers and others in your immediate "work" circle.

You can use the social networks to improve your relationships with existing and past customers. By keeping your name, brand and message out there, people will think of you when they need something.

Posts should be interesting and consistent to gain more followers and benefit from word of mouth advertising.

Social network websites are specifically tailored to facilitate communication and referrals for professional purposes. You submit your contacts, invite friends and colleagues to be part of an "inner circle" of business or personal associates, then use the system to seek "friends of friends" or business contacts of your associates. Soon, this inner circle of contacts expands as individuals are contacted directly or as introductions are made by mutual friends and associates.

Some business networking sites enable you to publish your own "blog," or join specific community discussion groups. Often, the key to using a business network successfully involves the creation of your personal friends — or business connections — group. The registration process is similar across the various social networking websites but LinkedIn boasts one of the simplest methods of inviting and maintaining your social network. By simply uploading an exported file from your contact manager, LinkedIn can immediately tell which friends of yours are members of the service. This method of contact maintenance and connection group development makes LinkedIn a breeze to start with, immediately enabling you to gain access to your contacts, without having to laboriously enter emails to discover if associates are already there.

HOW REAL COMPANIES USE SOCIAL NETWORKS

FORD FIESTA

In April 2009, Ford tapped 100 top bloggers and gave them a Fiesta for six months. The catch: Once a month, they're required to upload a video on YouTube about the car, and they're encouraged to talk — no holds barred — about the Fiesta on their blogs, Facebook and Twitter. "It's extremely important to this company's history," says Scott Monty, whose job as head of social media at Ford was created about a year ago to take advantage of the growing social-networking wave. "It's about culture change and adapting to this ongoing way of communicating. The bloggers are fully free to say what they want."

PAPA JOHNS

National pizza chain Papa John's added 148,000 fans on Nov. 17 through a guerrilla marketing campaign on Facebook. It offered a free medium pizza to anyone who signed up to be its fan on Facebook. The promotion gained it thousands of customers and drove its Web traffic up 253%. It now has more than 300,000 fans and hopes to top 1 million by the end of the year.

Comcast

Enhance customer service. For more than a year, Comcast has pioneered the use of Twitter to talk directly to customers. Its Twitter page, @comcastcares, has 28,000 followers. Comcast's blueprint for unfettered customer support — no more waiting on hold on the phone — fomented a movement. Software maker Sage North America, to cite another example, routinely receives instant feedback from hundreds of people within an hour on specific products and services. "It is a living, breathing, 24/7 think tank of users and employees," says Ryan Zuk, a company spokesman. Besides being instant, such feedback is cheap. Typically, companies have relied on third-party focus groups that let them observe the reactions of customers during a two-hour session that can cost \$10,000 to \$15,000, says Natalie L. Petouhoff, an analyst at Forrester Research.



THIS IS WHERE THEIR CUSTOMERS ARE

Reaching out to millions of consumers who thrive online around the clock requires an investment, a different type of thinking and some courage. Many companies — reflecting the general public's sentiment toward social networks — fall into two camps: Those who embrace it and those who eschew it. Those that don't know how to get their arms around it seem to be held back by worrying about the legal implications of customers helping customers.

Most corporations are still wedded to a traditional marketing approach, based on TV, radio and print ads. A social-network plan is hardly a guarantee of success. While some companies— especially market leaders such as Starbucks and Nike with consumer products — are predisposed to the medium, others aren't. Tightly regulated health care providers, for example, may think twice about making the public's comments readily available on Facebook or Twitter. Social networks are not the messiah. It is one of several tools.

Still, a growing number of marketers can't afford to ignore millions of potential customers who are consuming media in new ways.

Three-fourths of men ages 18 to 34 say they spend most of their time in front of a computer screen vs. 18% in front of a TV screen, according to a survey of 50,000 by AskMen.com, a lifestyle website. Those who don't have a social-media plan don't at their own risk, say marketing experts.



Companies have no choice.

This is where their customers are going.