

SOCIAL MEDIA 101: Introduction to Social Media



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In The Time It Takes Me To Do This Presentation...



- 333 million minutes will be spent on Facebook
- 171 million text messages will be sent
- 83,300 people will send tweets on Twitter
- 59,367 professionals will visit LinkedIn
- 1,200 hours of videos will be uploaded to YouTube





Agenda



WHAT

- What is Web 2.0...Social Media?
- How did we get here?
- What's all the fuss about?

WHY

- Why it's no longer optional
- What's in it for us? Why are Social Networking & Social Media Important?
- Where Can Social Networking and Social Media be Used?

HOW

- How do we get started?
- What are the tools?
- How do we craft a strategy?



What Is Web 2.0?



Web 2.0 is a term often applied to a perceived ongoing transition of the World Wide Web from a collection of websites to a full fledged computing platform serving web applications to end users.

Social media describes the online tools (created with Web 2.0 applications) that people use to share opinions, experiences, and perspectives with each other. Social media can take many different forms, including discussion forums, message boards, weblogs, wikis, podcasts, pictures and video.



What Is Social Media?



- **Social Media (noun):** The tools & technologies combined with social interaction that create communication and value
- **Social Networking (verb):**
 - The activities and use of social media
 - The practice of expanding the number of one's business and/or social contacts by making connections with others

Social Media is a business tool to help communicate with your intended audiences:

- Share ideas
- Solve problems
- Communicate more by doing less



Social Media Defined

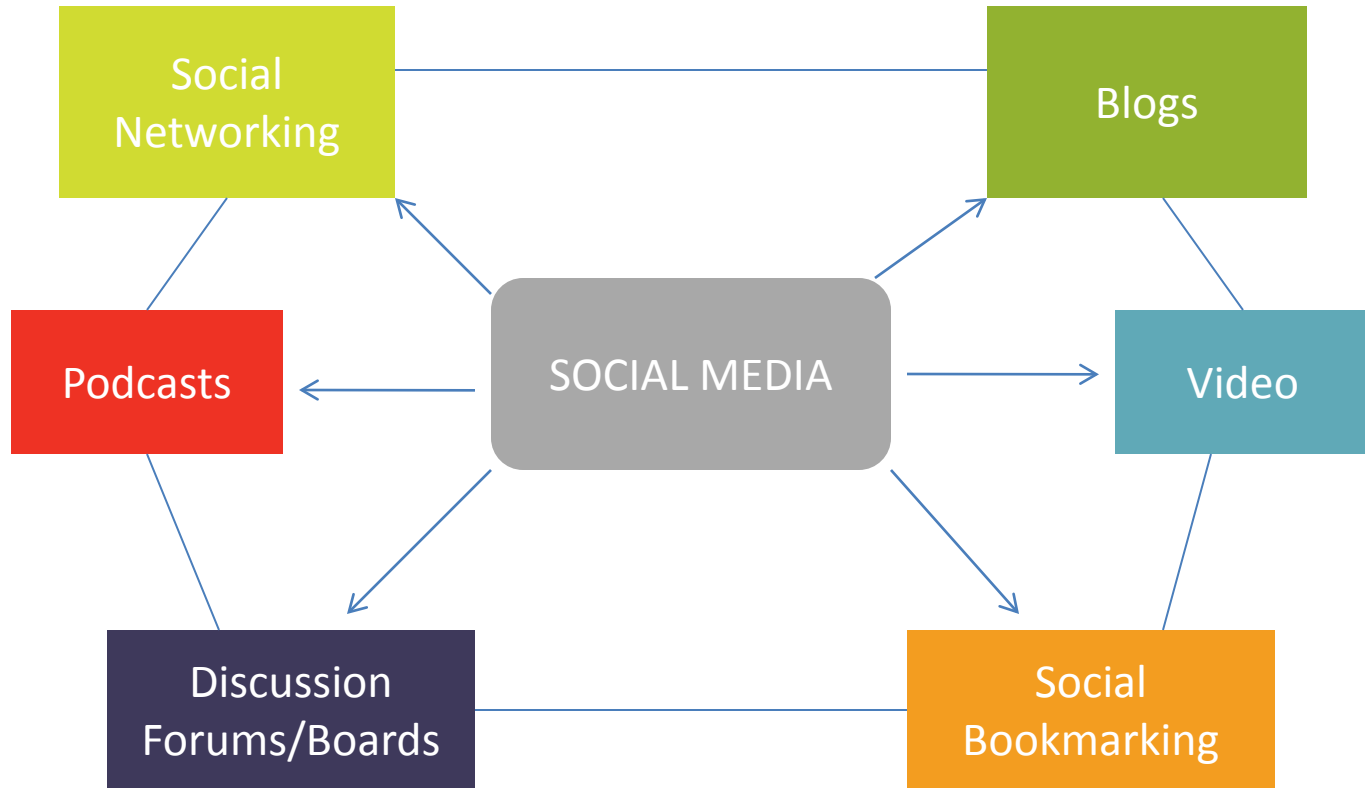


- **User-generated content (UGC)** refers to various kinds of media content that is produced or primarily influenced by end-users; as opposed to traditional media outlets.
- **Consumer-generated media (CGM)** describes word-of-mouth behavior that exists on the Internet. Typically, consumer-generated media encompasses opinions, experiences, advice and commentary about products, brands, companies and services—usually informed by personal experience —that exist in consumer-created postings on discussion boards, forums, Usenet newsgroups and blogs.

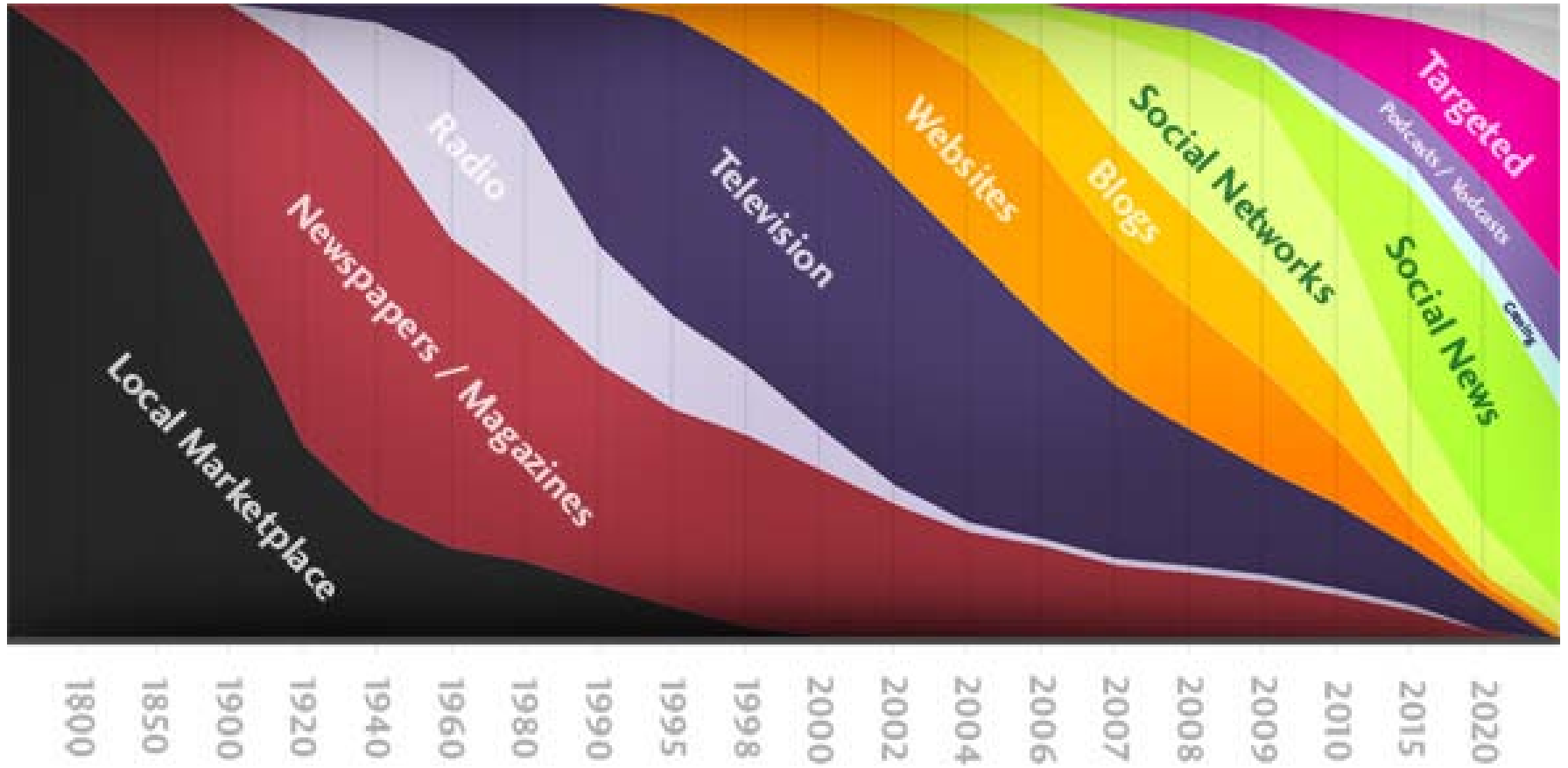




What is Social Media?



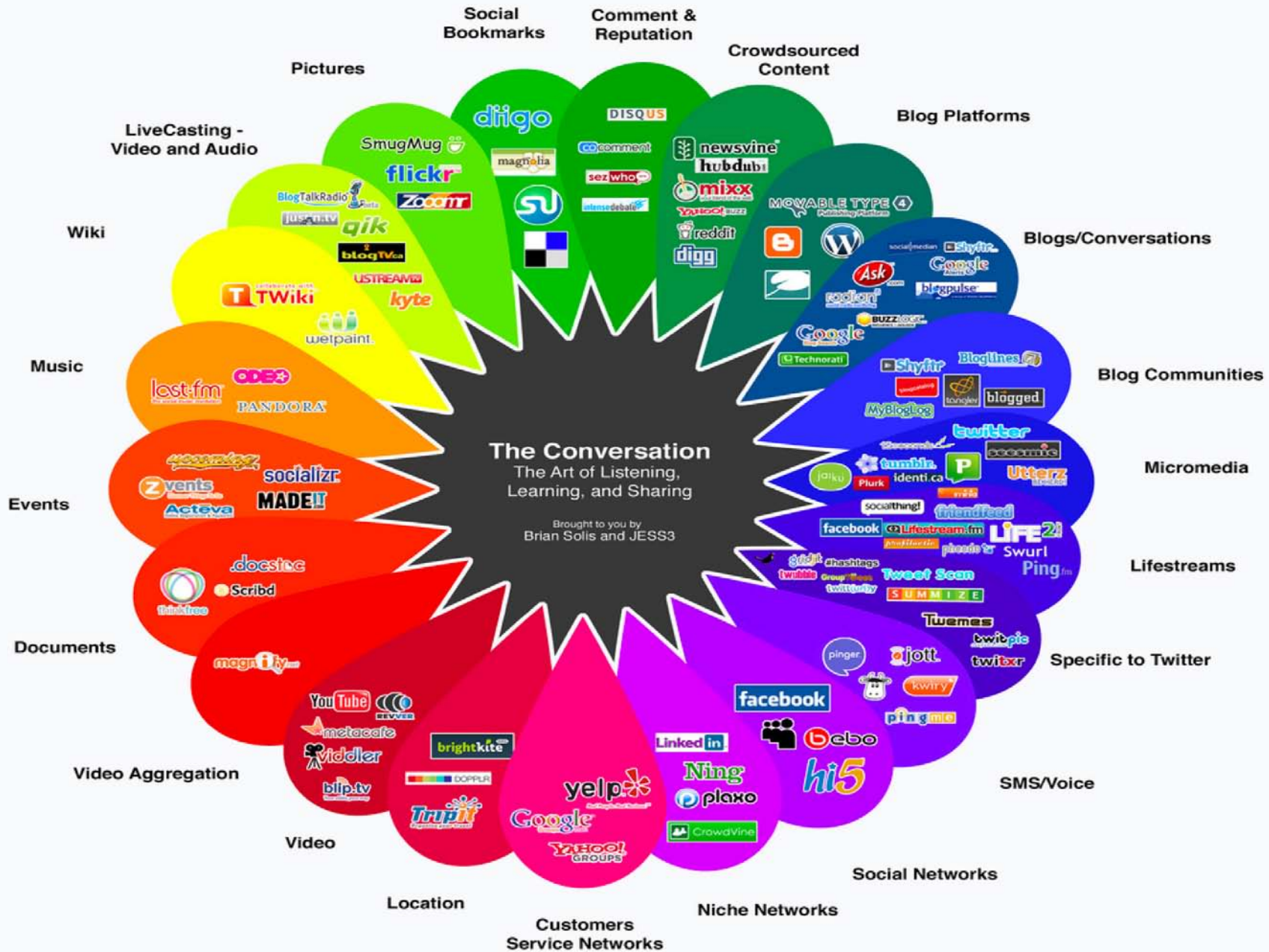
How Did We Get Here?



What's All The Fuss About?

- It's a fundamental shift in the way we communicate, buy, and work
- It's not a fad – it's not going away
- It's no longer optional







Why It Is No Longer Optional



Stop Making Excuses

- My members aren't asking for it
- My members aren't using it
- I don't have the time
- I don't understand it

In 12/09, unique Facebook visitors doubled from 54.4M to 112M

In 10/09, LinkedIn reached 50M users

1/4 of adults publish a blog, upload video or audio. 60% have profiles on a social networking site. 70% read blogs, tweets & watch online video.

In 12/09, Twitter increased unique visitors from 2.7M in the prior year to 18.1M

53% of Employers Use Social Networks to Screen Employees

Small Biz favors social search, webinars, & posing questions on forums to get information





What's In It For Us?

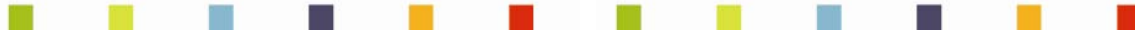


- Communication
- Engage with members
- Build your community
- Attract new members
- Improve your reputation
- Build your brand
- Earn trust
- Build member loyalty





Why are Social Networking & Social Media Important?



- Associations exist to serve their members
- Members join associations for several reasons, including:
 - Gain professional and job benefits
 - Keep up to date with research, tools & and techniques
 - Monitor and promote profession-related policy positions
- Realizing these benefits depends on:
 - Creating and sharing information
 - Building and maintaining relationships
- Using Social Networking & Social Media to help members accomplish and increases:
 - Member perception of association membership value.
 - Likelihood of membership renewal.
 - Likelihood of introducing new members to the Association.





Where Can Social Networking and Social Media be Used?



Primary applications are processes that touch on member service and communication, e.g.,

- Membership Services
- Meetings & Conferences
- Publications
- Legislation & Lobbying
- Committees & Volunteers
- Peer Review





Membership Services



- Augment member directory database, e.g.,
 - Capture individual experience data that can be searched and compared
 - Make records available to other members to facilitate discovery of common interests & expertise
 - Make “public version” of member records available for public web access
- Enable members to create mutually-agreeable “connections” to form both temporary and persistent communities and subgroups with common interests
- Implement association-sponsored email & messaging systems



Meetings & Conferences



- Establish conference- and meeting-specific blogs and forums to promote communication (and relationships) among speakers and attendees
- Make all conference and meeting materials available to all members not just attendees
- Encourage real-time conference blogging and podcasting
- Train younger members on methods for making the most of conferences and meetings





Publications



- Publicize all works in progress
- Encourage member communication with authors, including pre-publication
- Establish process and systems for gathering and publishing member generated content





Legislation & Lobbying



- Encourage members to establish relationships with targets, organizations and legislators
- Employ wikis, blogs, and collaborative methods in development of strategy and policy statements
- Employ word-of-mouth and “viral” techniques to promote association messages and points of view
- Monitor web-based mentions (positive and negative) of topics of interest to association



Committees & Volunteers



- Expand involvement in committees through researching enhanced member directory information to locate new committee members
- Use committee specific blogs to publicize and support committee activities (e.g., “committee progress reports”)
- Employee collaborative software to support committee efforts to develop work products (e.g., wikis, collaborative document & spreadsheet tools)





How Do We Get Involved? What Are The Tools?



Blogs (and Blogging)

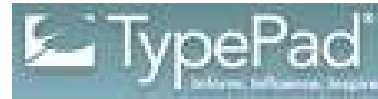


- Defined: a website maintained by an individual with regular entries of commentary, descriptions of events, graphics or videos
- Participatory journalism, user-generated content
- Personal, corporate, genre, media
- Started in 1998, mainstream by 2004
- Political impact, employment considerations

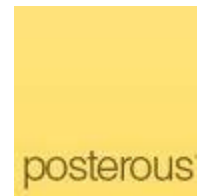


Blogs (and Blogging)

Traditional Tools:



Newer blogging tools:



- Content is KING: user-created information
- Revitalize old blog posts (for Google page rank)
- Use categories, tags
- Take advantage of Google Analytics (powerful, free)



- April 2010 – More than 400 million active users
- 50% of active users use Facebook every day
- Great way to keep up with friends, relatives, classmates, co-workers
- Fastest growing – 35+ years
- Average user has 130 friends on Facebook
- Each month:
 - 3 billion photos uploaded
 - 14 million videos uploaded
 - 3.5 million events created
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- 100 million active users currently access Facebook through mobile devices





Use Network, Group and Fan Pages



- Create a “fan” page. Start a group or fan page for product, brand or business. Unless you or your business is already a household name, a group is usually the better choice. More than 300,000 businesses have a presence on Facebook.
- Add basic information to the group or fan page such as links to company site, newsletter subscription information and newsletter archives.
- Post upcoming events including webinars, conferences and other programs where you or someone from your company will be present.
- Update your group or fan page on a regular basis with helpful information and answers to questions.
- Join network, industry and alumni groups related to your business.
- Use search to find groups and fan pages related to your business by industry, location and career.





twitter



- 140 character limit – (aka a “tweet”) – roots in texting
- Six different types of tweets:
 - News, Spam, Self-promotion, Pointless Babble, Conversational and Pass-along Value.
- Your profile is key
- Follow – and be followed (quality, not quantity)
- RT = Re-tweet (reciprocity)
- DM = Direct message (private)
- #hash tags = categories, trends
- Updates to Facebook, LinkedIn
- October 2009 - 5 billion tweets later...





twitter

Why?



Personal Uses

- Sharing news
- Variety
- Meeting new people
- Building community
- Real-time search
- Learning
- Entertainment

Business Uses

- Brand building
- Customer service
- Product / service feedback
- Monitoring trends
- Contests, Polls, Coupons
- Product / service reviews
- Real-time testimonials
- Competitive intelligence
- Selling





- For professional networking & prospecting
- 80% of companies – use LI for recruiting
- October 2009 : 50 million members
- Personal Profile**
 - “The LinkedIn Profile is the future of the resume.” – *Washington Post*
 - Upload the same photo you use elsewhere online
 - Fill your profile with colorful language, not drab resume-speak. Include keywords in your summary statement.
 - Collect diverse recommendations. Nothing builds credibility like third-party endorsements.



- **Groups**

- Join groups – and get connected with others
- Contribute to the groups – don't just lurk
- Join non-work related groups – shows you're a human

- **Company Profile**

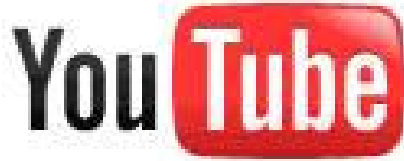
Set up your company/organization (for recruiting/brand awareness)

- **Answers**

Offer your expertise, become a recognized expert

- **Advertising**

Create DirectAds (cost-effective to reach targeted individuals)



- October 2009
 - 1 billion views – every day
 - 11,574 views per second
 - 694,444 views per minute
 - 41,666,667 views per hour
- 24 hours of video are uploaded to YouTube every minute
- 25% of Americans in the past month said they watched a short video...on their phone
- By 2013, 90% of Web traffic will be video



Moving Forward



- Develop strategy
 - Assess goals & objectives
 - Decide how social media can be used to achieve goals
 - Designate appropriate social media tools
 - Based on: capabilities, pros/cons, target audience
 - Outline tactics for engagement
 - Begin by spending time in the community
- Start small
- Select high impact area
- Focus on innovation
- Stay flexible
- Emphasize member ownership
- Manage the process



Questions?

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