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# The Power of Social Network

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How Engaged Are You?

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# ? SOCIAL NETWORKING ?

- Are you using Social Networking to:
  - ❑ Reach your target audience?
  - ❑ Spark discussion among various groups?
  - ❑ Receive direct “customer” feedback?
  - ❑ Just keep “customers” involved?

If not, here maybe you should consider the  
Power of Social Networking!

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# New Appeal

- Social Networking isn't just for teenagers and college kids.
- Fastest growing demographic is 35 years and older!
- People are using social networking sites to share news and information, promote themselves and their enterprises, offer opinions, blurt random thoughts and statements, ask questions of their followers, announce their locations in actual and virtual space, and share jokes and anecdotes; **occurring nearly in real time!**

***See the Power!***

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*(Facebook is the first site I check each day)*

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# Increase Usage

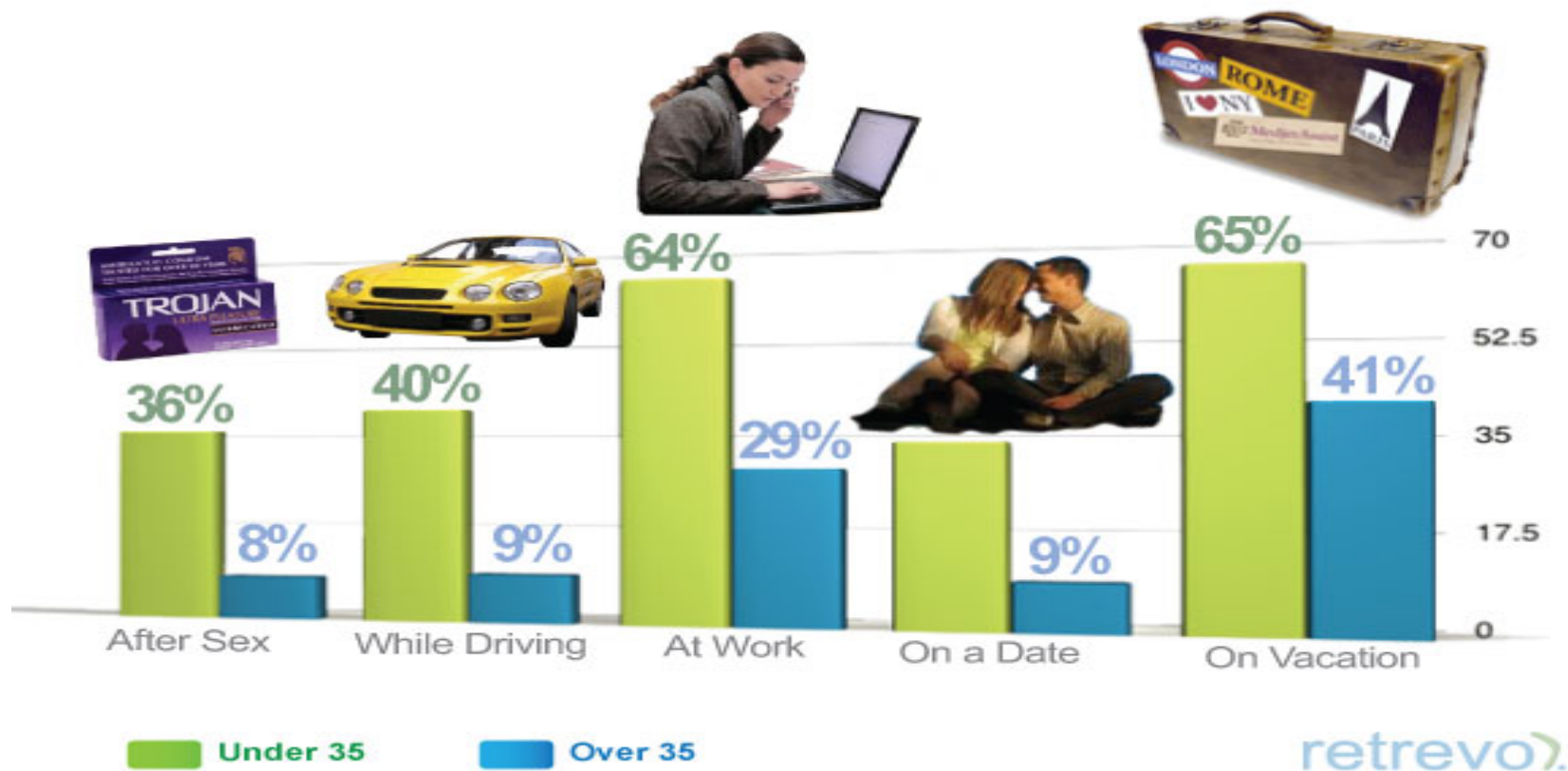
- Social Networking sites account for 17% of internet usage in August 2009; 6% August 2008.
- 34% of people check or respond to social networking while driving (those with smartphones and Iphones are even larger).

*(First site I check each day)*

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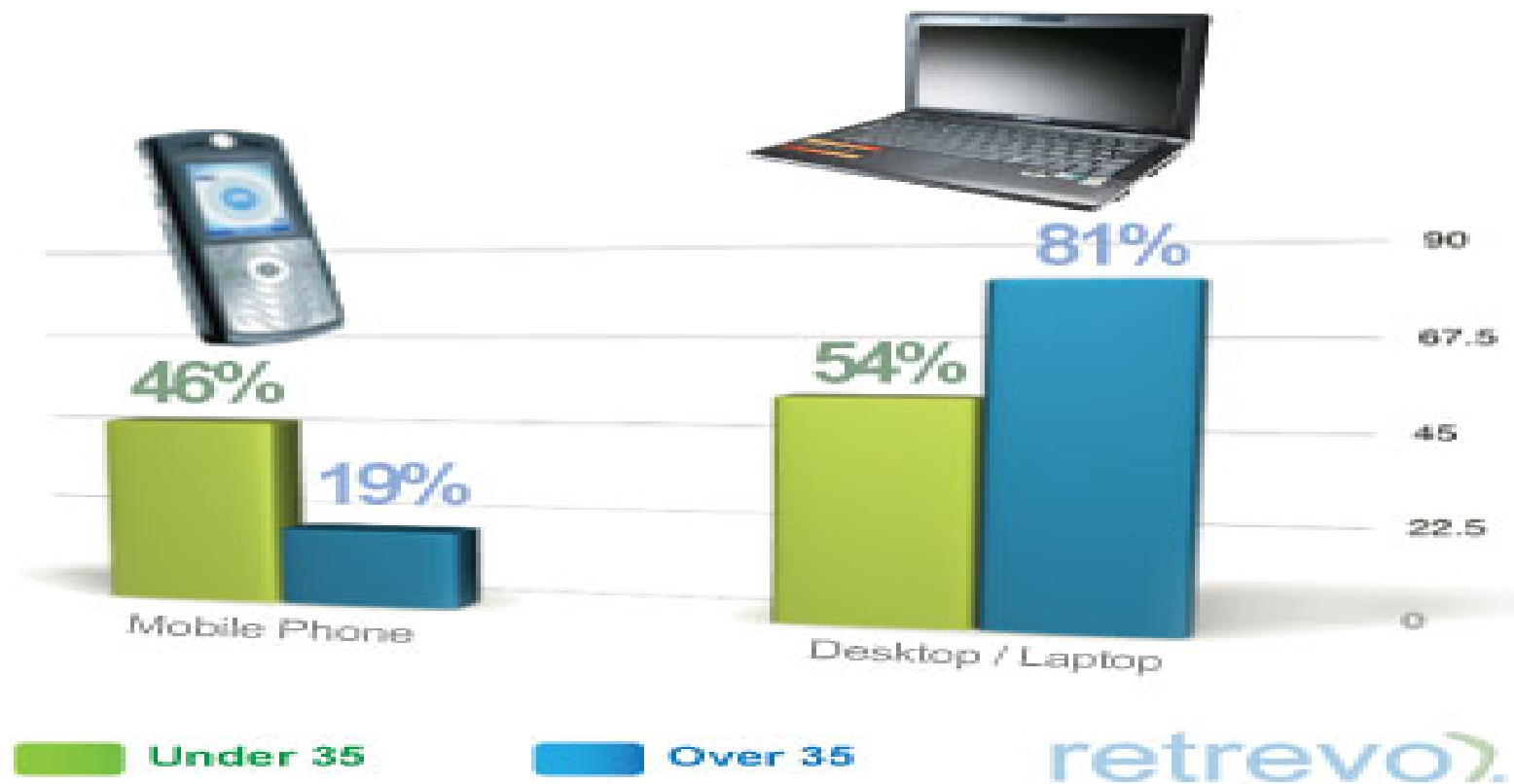
# When Do You Check?



*(I do 4 out of 5 on a regular basis)*

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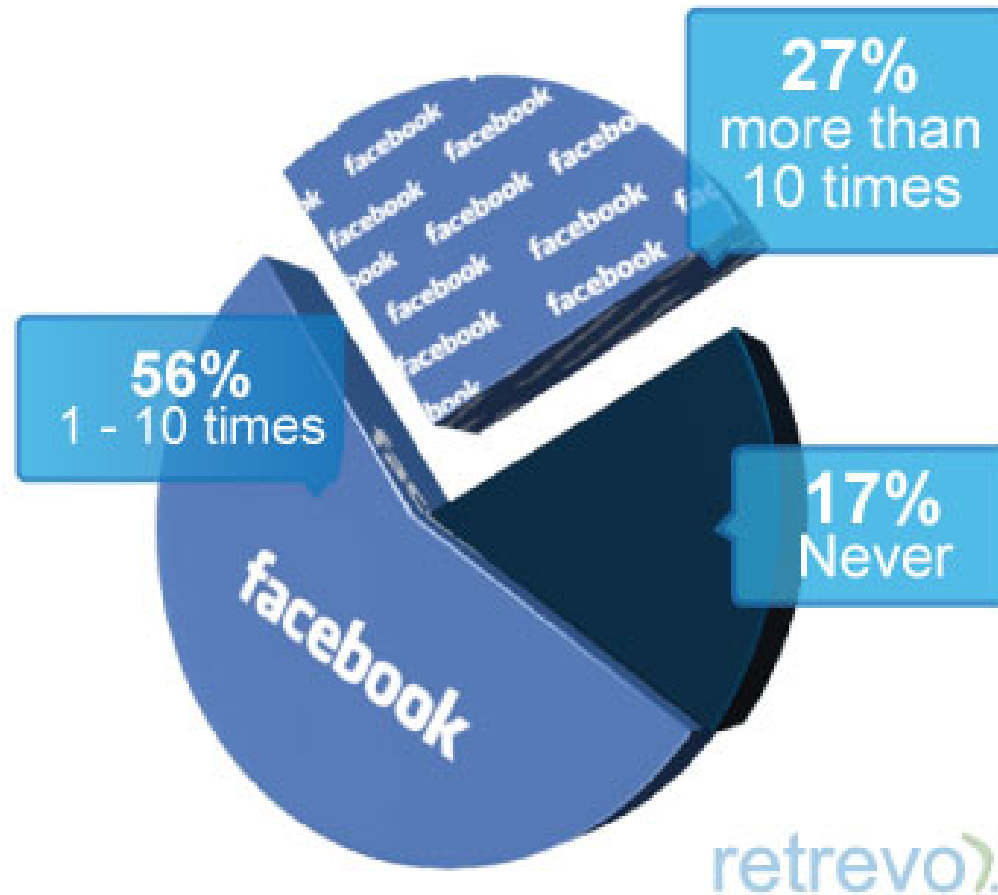
# Enablers



*(With my cell phone I can stay connected anywhere)*

**See the Power!**

# Do You Have An Addiction?



*(I have already checked Facebook 4 times today)*

**See the Power!**

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# Facebook Fact Sheet

- 300 million users – fastest growing demographic is 35 and up.
- Everyday 10 million people became fans of pages
- Average number of friends is 130
- 2 billion photos and 14 million videos are uploaded each month
- 45 Million status updates each day
- More than 2 billion pieces of content (web links, new stories, blog posts, notes, photos, etc.) are shared
- More than 3 million events are created each month
- More than 65 million active users accessing Facebook through their mobile devices
- Psychologist have introduced the diagnosis FAD (Facebook Addiction Disorder)
- **FACEBOOK CAN CREATE A WEB OF CONNECTIVITY!!**

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*(I have 336 friends, 3 upcoming Christmas events, several fan page, favorite is Man v. Food)*

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# One Month Numbers

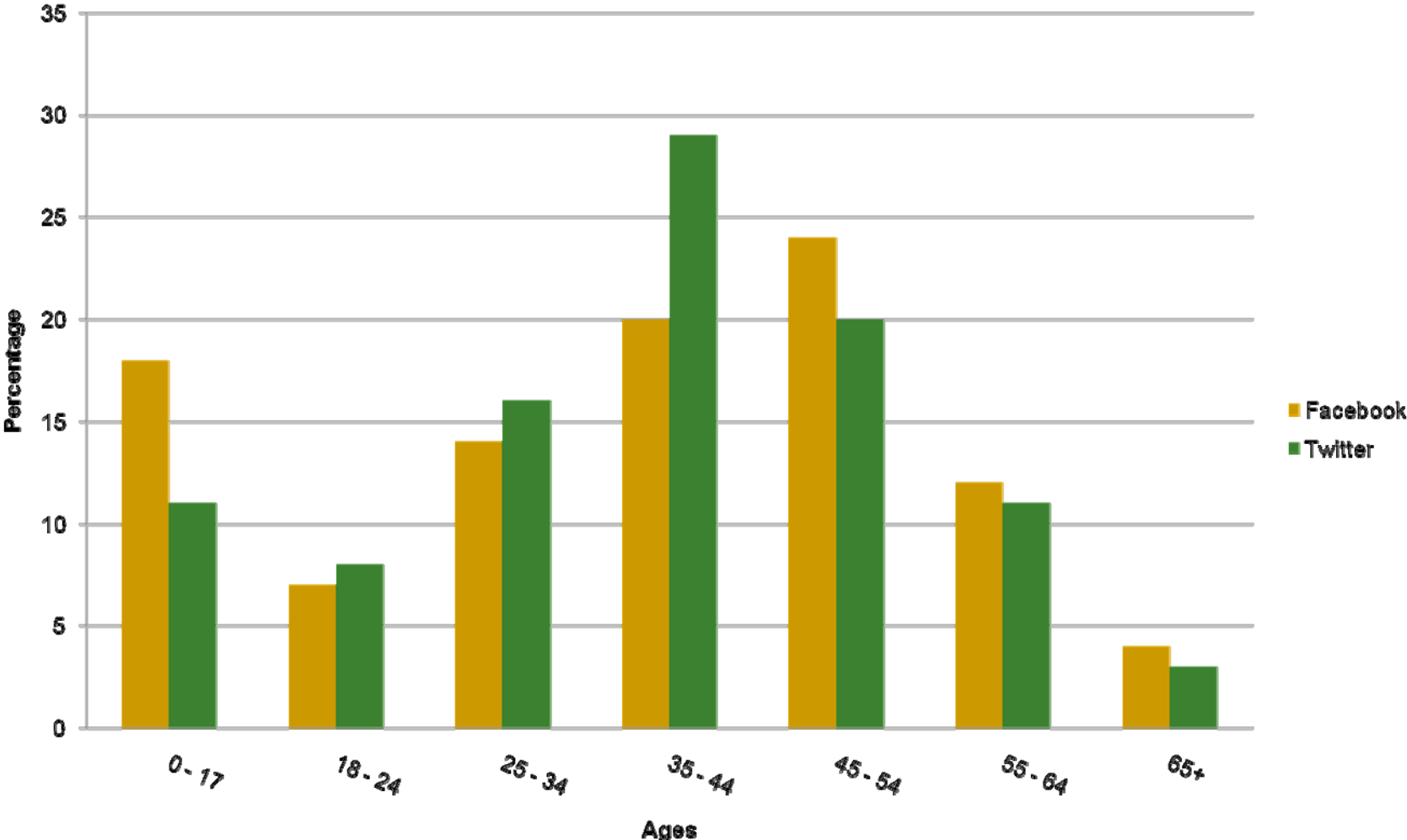
## ■ Facebook Users

- 110 million visitors, 52 billion page views, 3.1 billion total visits, 28 average visits per visitor, 20 minute average time on site.

## ■ Twitter Users

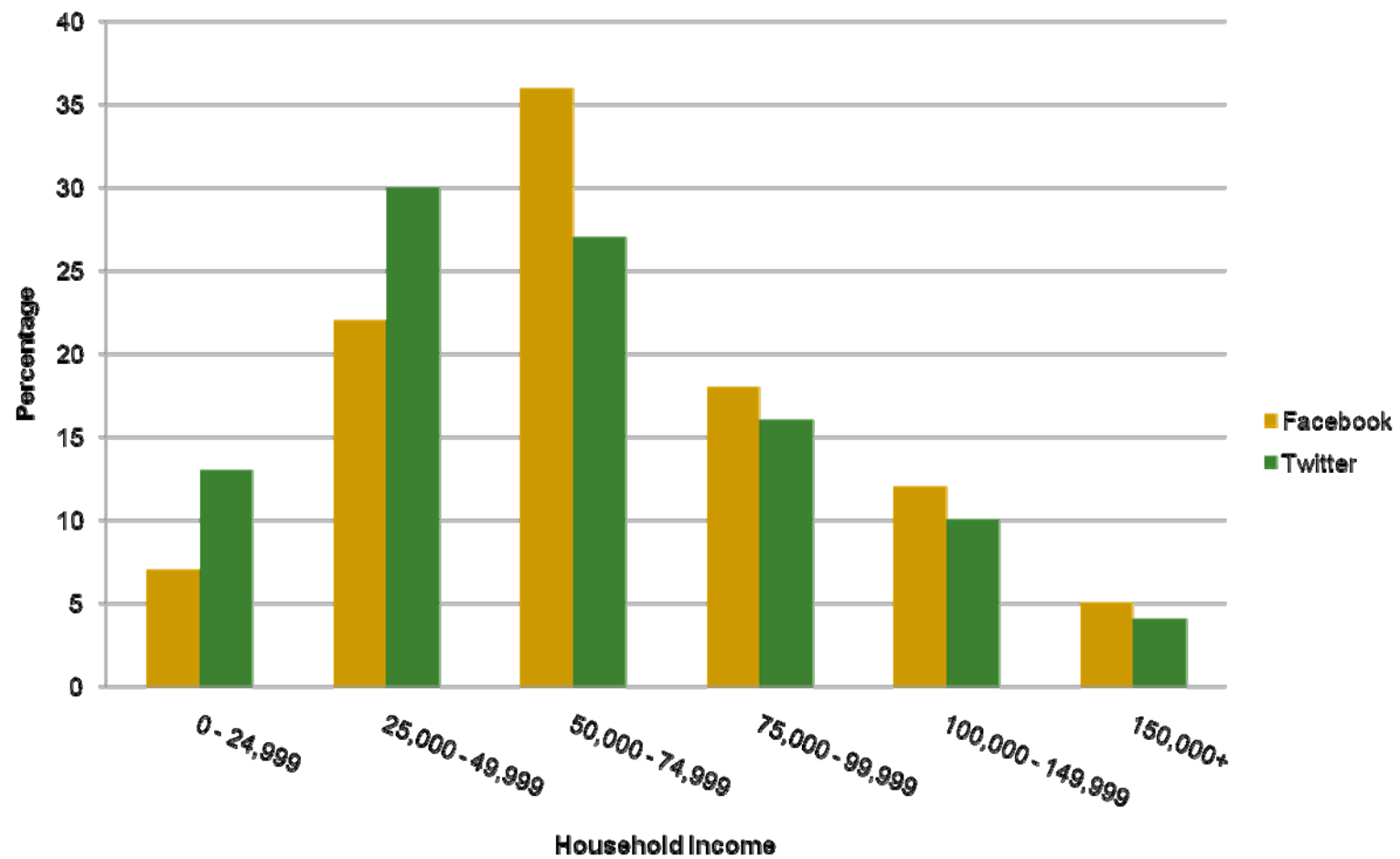
- 24 million visitors, 2.1 billion page views, 270 million total visits, 11 average visits per visitor, 12 minutes average time on site.

# One Month Usage by Age



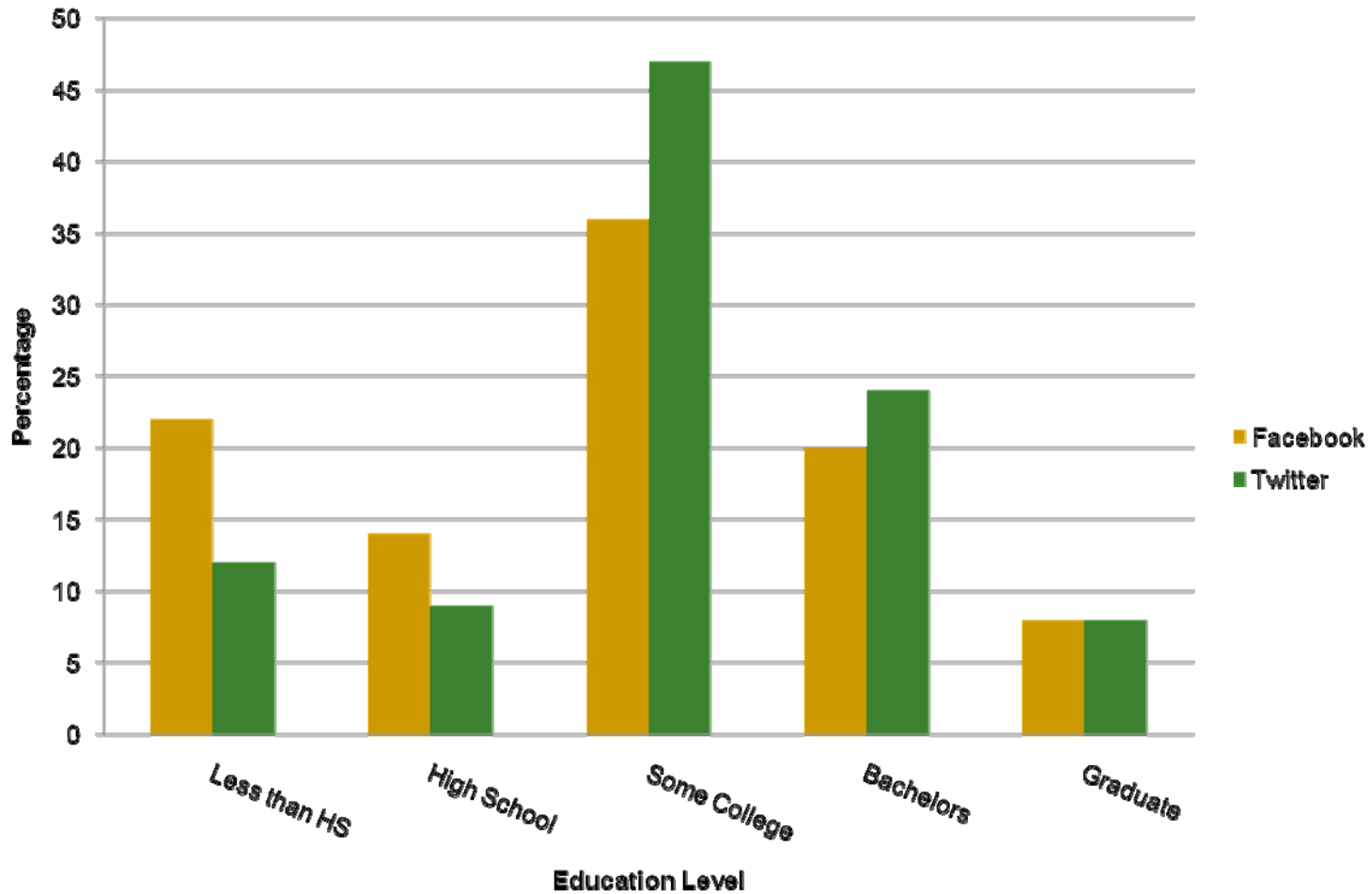
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## One Month Usage by Household Income



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## One Month Usage by Education Level



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# Advertising

- “Over the past few years social networking has become one of the most popular online activities, accounting for a significant portion of the time Internet users spend online and the pages they consume. Social networking sites now account for one out of every five ads people view online.” — *Jeff Hackett comScore.com Senior Vice President*
- “In the past, advertisers had significant concerns with social media advertising. The considerable increases we’ve seen in ad spending over the past year suggest that many of those concerns have subsided or been addressed. In particular, advertisers that want to connect with core fan bases, such as movie studios, are allocating more and more dollars to online communities like facebook, where they can engage in an ongoing dialog with their target market.” — *Jon Gibbs, Nielsen’s Vice President Media and Agency Insights Division.*
- Advertising dollars have increased from 49 Million in August 2008 to 108 Million in August 2009; despite a poor economy & lower overall advertising spend.

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*(Ad Companies are paying to get their message on social networks and we can virtually do it for FREE)*

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# No Longer Isolated

- From 1985 – 2006 research showed that people were becoming more and more isolated.
- New data shows that social networking may have caused people to have fewer close relationships, but stronger ties within their close relationships.
- Social Networks have caused people to have more diverse social networks.
- People are forming relationships by context and interest

- *Pew Research Center*

**\*\*HAVE YOU EVER HEARD OF FACEBOOK OFFICIAL?\***

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*(I friends all across the United States and Canada)*

**See the Power!**

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## 3 Degrees of Separation

- People are now connected by just three degrees within a shared “interest” or social group instead of six.
- 97% of people said they felt more connected to people today they ever have.
  - For older people the main factors are email and cell phones
  - For younger people Facebook was the main factor
- Social Networking has made it even easier to make connections and build networks.

- Don Reisinger

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*(People within 3 degrees of your fans can know what is going on in your location)*

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# Facebook Alibi

- 19 Year Rodney Bradford updated his Facebook status 1 minute before a robbery occurred 12 miles away from his home in Brooklyn
- Robert Reuland (Bradford's attorney) – “I worked with the district attorney's office and made them aware of who our alibis were, presented the Facebook evidence and generally tried to convince them that it would be wrong to proceed to an indictment in light of this evidence. It all corroborated our alibis. The Facebook thing was really the icing on the cake. I think, ultimately, it's what prompted the DA to dismiss.”
- Bradford is now seeking a civil suit against NYC.

- Vanessa Juarez, CNN 11/12/09

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# Real Life Application

- Recent News Events
  - The Fort Hood Shootings
  - Iranian voter protests
  - Obama wins the Noble Prize
  - Kanye West vs. Taylor Swift
  - Balloon Boy
  - Santa Claus will be at the end of the Mooresville Christmas Parade and not at the beginning!

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*(Facebook keeps me more connected than any other source)*

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# Conclusion

- More people are using Social Networks
- Accessing information from anywhere
- Multiple visits per day
- Follow the money to the advertising
- Social Networks are creating stronger bonds

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***See the Power!***

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“Blogs and social media are excellent marketing devices for job-hunters and much cheaper than web sites or newsletters. “It’s amazing how quickly people start following you. You’ll reach people seeking advice or information or who ask proactive questions. It’s a good way to get your name out there.”

- Bethany Rounds – Assistant Director of Honor’s Program, University of Southern Maine